**SPACE COAST RUNNERS**

**MINUTES OF November 16, 2020 BOARD MEETING**

**Virtual - 7:00 PM EST**

**Board Members / Officers Present:** Debbie Wells (President), Caeley Looney (Vice President), Paul Boucher (Treasurer), Elisha Gould (Secretary), Rebecca Acosta, Donna Arnister, Stephen Bernstein, Kayla Cain, Kim DelTorchio, John Fricano, Steve Hebert, Alex Kesterson, Terry Ryan

**Director of Operations**: Brittany Streufert

**Board Members / Officers Absent:** N/A

**Guests**: Austin Cain, Jodi Noe

1. **Meeting Called to Order:** 7:04pm
2. **Review of October Minutes,** MSP Stephen/Caeley, Minutes Approved
3. **Treasurer’s Report , Paul**   
   Paul has a contact with Driven, and is in works on getting that the payment processed correctly. Gross profit is on track according to the budget. SCR will break even this year. In 2019’s budget we projected to finish with negative $16,000 (we've been budgeting for negative over the past 2 years) so Paul is hoping to change that towards a more in the positive direction with the budget committee for 2021. We are down in membership fees, due to obvious environmental reasons. Paul is going to meet with RRCA on Thursday to confirm our upcoming fees. Our CD is coming up on Saturday; Paul is asking the board for approval to get it at the best rate and reinvest to earn income.

MSP Steve/Stephen to Approve the Treasury Report and Reinvesting the CD – Non Opposed, Approved.

  
Received a thank you letter from Special Olympics for our donation, and we got a thank you email from the Rainbow Run race directors for our club support.

1. **President’s Report, Debbie**
   * Senior Games Team Update
     1. Going well, our SCR "team" at the senior games is 15+. Power walk, track & field, lifetime club member & quite a few 5k runners.
     2. Debbie talked to Mitch Varnes to see if we can get a practice night on the track. It's after the Reindeer Run 12/12 (Holy Trinity track & field) -13 (Pineapple Man 5K run on at Rickman Park)
     3. We have one person committing to 2021 Senior team planning.
     4. Singlets are ordered for the team and they look really good.
   * SCM Volunteer Status
     1. Trash cleanup is doing good on the first session, afternoon one still needs quite a few people.
     2. A few open spots at the expo - Debbie will help with the last spot on the expo so Brittany, Debbie & Shane are good.
     3. Race pickup at RZ is 100% full - so we really just need trash pickup. Can send the direct link on the website, do not have to be a SCR member.
     4. Student volunteer hours can be vouched for as well.
     5. Debbie, Terry & Kim have SUVs/Vans to help transport for trash pickup.
     6. Detailed email for volunteer assignments will be sent out closer to date.
   * Board Member New Job – Race Team Sponsor advocate
     1. Is someone willing to start now on getting sponsors for next year's race team(s)? We need to know the sponsors by the end of May to get the singlets in time.
     2. Caeley volunteered to put together a prospectus/plan and get other people to do the leg work. Brittany will send the details from last year that was sent to Bob for his sponsorship.
     3. SCR Runner of the Year Series presented by. Terry signed up to help. Anyone else interested, reach out to Caeley - email her at [caeley@spaecoastrunners.org](mailto:caeley@spaecoastrunners.org)
   * RRCA Coach Certification
     1. A question came up to pay for Kaitlin Donner to get her RRCA coach certification. $395 & all spaces are reserved right now, so she would be putted on a waiting list if we decide to proceed. It was always our intention to have an RRCA coach(es). We had previously approved 2 to go and it never happened.
     2. We would agree to pay for the training with a contract of her working with us for a least a year after the training is completed. MSP Stephen/Donna – non-opposed, Approved.
   * Charity Race Sponsorships
     1. Fight Childhood Hunger asked us to be a sponsor for their race. Debbie thought maybe we should maybe sponsor ToothTrot as well, and asked the racing committee if they liked that idea. They were in support.
     2. So we want to know what the “benefit” of our sponsorship would be, like logos on shirts, booths, etc?
     3. Steve H. asked if we allow free advertising in our newsletters/social as "charity" for the community. Brittany said we don’t, but it is an option, but we would need someone to be in charge of getting the details coordinated because they would need to be followed up on and lots of races during the season – typically.
     4. Brittany stated we do the annual donation to Special Olympics, do we want to continue on that or donate to something else/in addition to? Caeley suggested the Board set up perimeters to qualify for donation, make it more organized and straight forward, as in it’s goal aligned with SCR, possibly used to develop smaller races, and/or add diversity to the club.
     5. We're all in agreements in making various smaller donations, instead of the just 2 big ones year after year (Special Olympics & a track refurbishment a year).
     6. However we need to be budget conscious to move more out of the red in the budget at this time.
     7. Caeley suggested maybe we do a "grant program" so it's kind of set up like the race series with a time period of application.
     8. Debbie - proposed that we give $250 to the Tooth Trot in Jerry's name from the club, and that we put a grant program on the agenda for next year. MSP Caeley/Terry- to give the $250, non-opposed, approved.
   * Race Director Training
     1. Smaller races might be interested in coming to an SCR presented training program. Debbie proposed she & Brittany could support the training, but didn't want to do it without asking the Board.
     2. Brittany suggested they could create a video and put it out there for potential race directors to view and ask questions, due to social distancing requirements right now.
     3. Paul - Does RRCA have anything like that? Maybe we could sponsor that. We have sponsored some people before and they were not impressed.
     4. Caeley suggested a FB group as a strategic option to get people talking & SCR to be "value added to the community".
2. **Ops Director Update, Brittany**
   * Membership Report  
     Down just a little bit compared to last year at this time. 22 people non-renewal from last month, several families. A lot of new memberships from the youth series. Nothing drastic either way.
   * Retail Report
     1. Sales Report  
        We've been on a good roll selling SCR product. We are out of women's XS, S, M in the giveaway shirts. Long sleeve quarter zip has been really good, about 70% sold. Last year we sold about $1000 in merchandise at the SC marathon expo, but this year is really different - so not sure what to expect.
     2. Donna - did we ever offer a visor? Quite controversial topic due to drastic opinions on what’s good or not in a visor.
   * Spring Training Camp – Upcoming Events/Sponsors  
     Jan 18 - April 11, with 3 week add on option. Will have pacers, as people really enjoy it. As well as sponsored product each week.
3. **Committee Reports**
   * SCR Race Committee (Brittany Streufert)
     1. ROY Series
        1. Current Season Updates - race committee decided we shouldn't sponsor anything that is strictly virtual. Pleased with things so far.
        2. Next Season Planning - invitations are going out in December, due back 31st.
   * Social Committee (Alex Kesterson)
     1. Dirty Oar Meetup – Thursday Night Run Club – November 12th  
        It was cancelled due to Tropical Storm, to postpone to Jan.
     2. December 14th Florida Beer asked us to join them. So rescheduling Dirty Oar to Jan.
     3. Winter Social – January 24th
        1. Potential Speaker – Carl from WVU  
           Elisha contacted, will let the board know
        2. Talked about swag & food sponsors maybe
     4. Neighborhood Runs - 6-8 runs in various places/courses  
        Putting out a social media post for suggestions on where we should run, about a 3 mile distance.
        1. Decided on a t-shirt instead of medals - and give differently designed shirts per how many runs you did.
        2. Start around February 1
     5. Netflix Watch Parties - didn't discuss.
     6. Budget - will talk to Paul off line for budgeting next year.

Next meeting Tuesday 12/15 @6pm

* + Budget Committee (Paul Boucher) – Will start in October
  + SCR Youth Series (Rebecca Acosta)
    1. Youth Series Update   
       Next one on 12/5 - already contacted from some people wanting to volunteer - so we will be covered. Brittany suggested fruit instead of chips as a snack, will just need to get some spoons. (About 24 of the fruit left from running camp - so we'll need something more). So we'll need some $ to supplement that. We're already budgeted funds that have not been depleted, so no need to discuss further.
       1. Music - Brittany says we can plug in an iphone to mic we have. Debbie can bring an iPod with music already. She has child appropriate playlists for other events. Brittany make sure to have the mic charged.
       2. Mile - possibly for next year, but for this year we are going to stick with what is planned, printed and specifically researched distances.
       3. Need more locations, people aren't responding. Brittany - Marisa Flint did reach out to locations in the north and got 3 no's. Merritt Island was a no as well. Rockledge High maybe, but the track is not in good condition. Maybe we'll have to do Viera again, if we can't get another location. Debbie will try to find contacts at some of the other locations & help out. Maybe Jefferson - will get Rebecca a list.
       4. More volunteers? Brittany will post on the Racing Team as that's where most came from last time, if needed.
       5. Next meeting needs to be scheduled
  + Community Engagement Committee (Brittany Streufert)
  + Volunteer Coordinator (Kim Del Torchio)
    1. Planning for SCR Marathon – Cleanup is HUGE
       1. Packet Pickup @ RZ (full)
       2. Outdoor Expo/SCR Tent @ Cocoa Village – three shifts (setup/retail/Prize wheel/clean-up) (full)
       3. Clean-up – Sunday, 11/29 – two shifts (50 volunteers – 2/mile)
          1. ~11A (pretty good, could use a few more & need trucks)
          2. ~1P (need more)
  + Race Results – John Fricano
    1. Ghostly Gecko, HomeStretch - both down about 42%
    2. Brevard Virtual Run #29 (compared to previous #28) is about the same
    3. River front Tri - was up from last year by 41%

1. **SCR Racing Team Updates**
   * SCR Race Team Updates  
     Had a good meet up yesterday @ Oars & Paddles with bagels/coffee. Will want to plan another one if the live races in spring are cancelled. New team photo on the FB page.
   * SCR Masters Team Updates
     1. Senior Games Team
     2. 2021-2022 Racing Season Team Development
2. **New Business**
3. **Next Meeting - TBD**
4. **Adjourn - 8:44p**

*Minutes Prepared by Elisha Gould, SCR Secretary*