**SPACE COAST RUNNERS**

**MINUTES OF February 2022 BOARD MEETING**

**Full Board Meeting - 7:00 PM EST – In Person Meeting**

**Keller Williams Suntree Office**

**Monday Feb. 21, 2022**

**Board Members / Officers Present:** Debbie Wells (President), Paul Boucher (Treasurer), Terry Ryan (Secretary), Marisa Flint, Steve Hebert, Brittany Struefort, Donna Arnister, Stephen Bernstein**,** Rachel Weeks, Kayla Cain, Kelly Kervin, Kim DelTorchio

**Online Present:** Bambi Sweeney

**Absent:** Caeley Looney (Vice President),

**Meeting called to order at 7:09 pm**

1. **Review of January Meeting Minutes – Terry: MTA** by Stephen B, 2nd by Steve H. Approved.
2. **Treasurer’s Report - Paul**
	1. Cash balance as of Jan. 31, 2022, was $123,595 which was comprised of $ 71,511 Operating and $52,084 Savings balances.
	2. Net Income for January was $38,879.
		* 1. Income change was $41,972 comprised of: $30,414, from SCM Proceeds, $3,145 from memberships (this is about $2,000 higher than other months due to the Winter Social and the early registration for the SCM as you must be a member in order to sign up early), $2020 from Scholarship Donations (one check in the amount of $2000 was return as never picked up by a previous year winner) plus a small donation, and $8,715 was generated from the SCR Spring Training Camp. It was also pointed out that we made money on the short training camp in December due to the fact that we did not give out shirts.
			2. Expense change was $3,110 comprised of: $2,638 for Operations ($2,638 for Director of Operations and $222 for The Driven), $137 for Socials, and $125 for Celebration Night. Paul noted that we incur a cost for The Driven every time a member pays their membership fees, sign up for fun runs, etc. It does not include charges for retail sales (that is handle by Square)
	3. If any member has spent personal money for any SCR event, please turn in receipts to Paul.
	4. **MTA** Treasurer’s Report by Stephen B, 2nd by Steve H. Approved
3. **Sponsors Update – Deb for Caeley**
	* 1. Debbie to email Caeley to remind her to send another email to sponsors advising what they can participate in.
		2. Mike Acosta approached Debbie about being the presenting sponsor for the ROY series next year. Brittany indicated that we should give current sponsors first right of refusal for next year.
		3. To ensure that all BOD members have access to the current year’s sponsorship package, Debbie will email that document to all. This will allow all board members the opportunity to determine if the levels are good or need to be adjusted higher. She will also let us know which sponsors we brought in to aid our efforts to get them to renew for next year.
		4. Once the BOD has determined next year’s sponsorship rates, those members who got sponsors this year should contact that sponsor to determine interest in next year’s series
4. **Upcoming Events – Debbie**
	* 1. Brittany indicated the Autism 5K offered SCR a table at their event. Debbie will let race director know that due to youth series we will not be available.
		2. Discussed 2/22/22 social media contest, youth series at Space Coast High 2/26, Neighborhood Fun Run (NFR) Merritt Island 2/26, deadline for scholarship 2/28, SCR training camp workshop at Wickham Park 3/6, SCR Meetup at Long Doggers Rockledge on 3/10.
		3. March board meeting will take place 3/21 at the Keller Williams office located at 6904 N. Wickham Rd, Melbourne at 7PM.
		4. March NFR dates are in the calendar.
5. **Special Topic – Diversity, Equality and Inclusion – Debbie**
	* 1. A good, lengthy discussion was held regarding efforts to get a more diverse board of directors. The question was asked “Who can we ask to be on the board?”.
		2. In efforts to reach a more diverse group, previously we had 2 races on our race calendar: the Moore Heritage 5K and the Rainbow Run 5K. Kelly indicated the Moore 5K was cancelled for 2022. The Rainbow 5K applied for our 2022-23 series with a June 2023 date that is not in our series timeframe. Since then, they have gone back to a September date. Board agreed that the series had been voted on and set and that we could not go back to revote. We should consider additional advertising for this race.
		3. Kelly’s brother-in-law is a person of color and is the WIC director in Georgia. He indicated that we might consider partnering with Brevard county’s WIC program to help reach those in the community who might benefit from exercise and nutrition. Don’t just go out on our own and try to jump into this as some may turn a deaf ear to us.
		4. Discussed reaching out to a new race, the Aktive 5K. The race was held Feb. 5th and supports the Pinkivy Corporation whose mission is to improve the quality of life for Brevard County by providing youth development programs. It is produced by the Brevard chapter of the AKA sorority. We would like to talk with the AKA sorority to find out how can we become more diverse club and what we can do to help their efforts in the community.
		5. Discussed another new 5K on April 16 produced by the Big Brothers Big Sisters. Debbie will reach out to that race director.
		6. Discussed that financial difficulties may be the reason that some people do not participate in races. Paul indicated that we have funds available to possibly sponsor another race or purchase race entries to give away. We could possibly do this thru community centers.
		7. There was discussion on whether to locate one of next year’s NFR in a community of color by connecting with local community centers or local Jr. High Schools.
		8. Debbie said we might consider having a focus group to discuss all these matters.
6. **SCR Race Team Updates – Rachel**
	* 1. Discussed the team participation rates for Tooth Trot (62%) and EOD (56% - which was the lowest participation rate to date)
		2. Team took 2nd place at Tooth Trot and 3rd place at EOD.
		3. Idea for next season include having an Ambassadors Program and a Racing Team. Both Brittany and Paul indicated many run clubs are now trending towards or already have an ambassador program.
			1. Discussion included why members sign up for the race team; to be competitive or social reasons, or to get free swag.
			2. Also discussed why someone would want to sign up as an SCR race team member vice Up and Running, New Wave or other race teams.
			3. When the SCR race team began, it was chartered that there would not be any competitive requirements. Brittany indicated it might be time to generate a team that is competitive. Kelly said that we should reduce the team size if it becomes a competitive team. Brittany also indicated that most or the powerful race teams get their race entries free or discounted. Same thing for their training camps.
			4. Brittany indicated that we might consider having 10 ambassadors. Each would tell their story about why they are doing what they are doing.
			5. Rachel to work on these concepts and have something for the board to vote on at the March BOD meeting.
7. **Committee Reports**
	* 1. **Social Committee – Terry**
			1. Pub Runs next up is at Long Doggers on Viera Blvd, Rockledge, on 3/10 at 6:30pm
			2. Lucky Duck fun run on 3/17 at Wickham Park at 7PM. No set course but look for a rubber ducks with a shamrock on the bottom to win a prize. Brittany will have our tent set up.
			3. Celebration Night will be May 1st at Wickham Park. Brittany and Rachel will be leads.
			4. Discussion on possible summer social on June 5th at Intracoastal Brewery. Brittany to check into use of the facility.
			5. March NFR in West Melbourne starting at the Sawgrass Clubhouse on Shallow Creek Blvd. Hosts will be Kayla and Stephen B. Dates are in the events calendar. Map will be loaded on FB page.
			6. Next social committee meeting will be March 21 at 6:30PM at Charlie and Jakes.
		2. **Race Committee – Kelly**
			1. She had simplified verbiage in the report she gave to Brittany to read at last month’s BOD meeting and wants to clarify a few items:
				1. We did not vote on months, we voted on races.
				2. We had 2 months that had only 1 race apply (August and December). Previously we had solicited a survey of all SCR members concerning what they like and disliked in previous races: Most favorite were EOD, SCM, Running Wild and Downtown Melbourne. Least favorite were Running on Island Time and Run, Run Santa.
				3. Going forward, we need to make it clear that June and July races and races that falls the week before or after an SCR race (SCM, EOD, SCC) will not be considered.
				4. Tooth Trot started :30 earlier this year and we believe it helped with traffic (the Renaissance Festival is same weekend)
				5. EOD ran out of noodles and beer.
				6. The Florida Marathon series on Feb. 13th had issues with late starts, 10K medals running out, difficulty hearing announcer for awards and at least one water stop ran out of Gatorade for the 2nd loop marathoners.
				7. EOD date has been moved out one week to Feb 20th.
				8. Turtle Krawl approached us to inquire getting added to the race series. They did not apply during the allocated time period, and they were turned down. Discussed that they loss their race director and another key administrator.
				9. 2022-23 Ran all Races goodie will be a duffle bag.
				10. Next race committee meeting will be March 21 at 6PM at Charlie and Jakes.
		3. **Newsletter – Kim**
8. Debbie stated that if any member sees a good article or topic about running, nutrition or training we should take some time to write a short story about it and send to Brittany
	* 1. **Neighborhood Fun Runs - Terry**
9. March – Melbourne – Stephen B and Kayla.
10. April – Rockledge – Joe K
	* 1. **FL Marathon Water Stop - Paul**
			1. Indicated all went well this year.
		2. **Youth Series – Donna**
			1. February 26 at 9am Port St John at Space Coast High.
			2. Next is on April 23 at Satellite Beach High due to Eau Gallie High track under construction.
			3. Discussion about next year’s series being on the same weekends as this year. Also talked about the attendance at the Palm Bay run being very low and we might need to consider adding another school.
			4. Donna would like to get the kids’ opinions on prizes. They could be a seasonal toy, lanyard, tag with a motivational slogan, tech t shirts for $5.00, and if they run all races, maybe a jacket.
			5. Possibility of getting a small banner to take to the schools 3-4 weeks prior to the race. Would only need one, it could be picked up after the race.
			6. Brittany will contact Running Zone to determine if there is interest and the cost involved to provide timing at the races.
			7. Discussion about having another youth race series that would fill the gap between our current Youth Series and The ROY series. Donna and Debbie will look into the RRCA guidelines concerning what ages run what distances in order to consider including 1 and 2 miler races.
			8. Donna will finalize awards and will look into other school possibilities.
		3. **Masters Team – Debbie**
			1. Did not discuss.
		4. **Celebration Night –** Brittany and Rachel will be leads. Wickham Park, June 1st.
		5. **ROY Calculator and Race Results – Steve H**
			1. We are getting close to 2019-2020 levels.
			2. Females are still outnumbering males at races.
		6. **Scholarship Committee - Marisa**
			1. Deadline to apply is Feb. 28.
			2. Readers will include Steve H, Kelly, Rachel and Kayla.
11. **President’s Report – Debbie**
	* 1. BCSO has a hands-on self-defense class they can put on for us. It could e done at any location in Brevard County. Maximum number of people is 15 per class. Discussed offering one to test the response. Open to any SCR member.
		2. RRCA Convention, March 18-19, Orlando. Debbie attending, Rachel will go Saturday, Brittany probably Friday and Steve may attend entire event.
12. **Ops Director Report – Brittany**
	* 1. “Staying Physically Fit” will be presented March 6 at Wickham Park. Katlin Donner and Dr. Frank Webby will lead. This is free to camp members, $10 for others.
		2. EOD **–** 792 runners, 275 Slay the Beast (sold out on Feb 14th) and had over $700.00 retail sales.
		3. Retail- January sales were $1,199.00. We have a new gray and white visor, lightweight white hat, and several neon-colored shirts now in stock.
		4. Corporate 5K will now be held on April 14th. Discussed giving 30 SCR members a discounted race entry fee verse 20 members as in years past. Board determined that due to the cost involved (tent, pizza, and entry fees) we would keep the number at 20. Jeff Gleacher is our normal lead for this. Also discussed that anyone who signs up for this will get a discount on merchandise.
13. **New Business –**
	* 1. **Debbie -** Asked board members to consider if they will serve on the board again next year. Also to encourage people we know to apply. Rachel inquired about the possibility of running against another person for a position.
		2. Next meeting will be March 21 at 7PM in the same location as tonight.

**Motion to Adjourn Meeting –** Stephen B/Terry 2nd. Meeting adjourned at 9:13 PM.