

RunLawrence Club Meeting Minutes

Sun, February 6th, 2022

(pending approval)

Meeting held at Sunflower Bike and Outdoor Shop.

Present: Brenda Groskinsky, Dan Kuhlman, Michael Cailteux, Tom Stone, Gene Wee, Dee Boeck, Matt O'Reilly, John Huchingson, Jackie Wilson, Dick Lipsey, Becky McClure, Kristen Wiens, Karen Hyde, Elizabeth Burger.

The December minutes were reviewed and unanimously approved.

Treasury Report (December & January)

- Gene shared and reported on the months accounts, inclusive of TDR income and expenditure. RRCA dues for 2022 have now been paid, inclusive of insurance, membership and music licensing. Further income generated from sales of club clothing and a great response to membership renewals.

Turkey Day 5K

- Dee confirmed a successful 2021 event with a good turnout.
- The impact of possible school closures, notably Woodlawn, was discussed. Speculation on the impact on the TDR run was discussed with some suggestion of contingency, but for now it was decided that it was best to wait until more was known.
- Dee advised that she had submitted a letter to Lawrence Journal World expressing the wider community impact of school closures. This was in print this week.

Nomination & Election of Officers

- Gene invited nominations for all roles for which there were none.
- Matt motioned for a slate nomination: Kara (pr), Matt (vp), Jackie (sec), Gene (tr), Dee (TDay/Run). This was unanimously agreed.

Marathon Club Funding Requests

- Elizabeth Burger shared requests for funding. It was decided that allocation would be \$500.
- The idea of investing funds for interest was discussed. Elizabeth stated that she would investigate the situation of interest on funds for non-profits.

Strategic Planning and Future of Club

- Jackie shared a revised plan and roadmap for 2022 – 2027, prepared by Kara.
- Key features were as follows:
 - Add more social gatherings/runs
 - Grow runLawrence membership
 - Partner with community for healthy events
 - Host running events for community
 - Continue to update runLawrence website
 - Grow the annual TDR
- Several ideas were shared with some discussion. Jackie advised next steps to formulate an activation plan for setting out specifics for agreement and possible roll out.

- Elizabeth proposed to speak to Denise Johnson about encouraging more children in marathon clubs to join club.

Ad Astra Discount Change

- Matt advised that member discount would change to a fixed \$20 as opposed to 20%.

Upcoming Races for Members

- Dee confirmed intended participation in the Irish Mile (3/17)
- Dick will be running a 50K ultra in Ottawa.

Other Business

- RRCA convention, Orlando (3/17). Jackie nominated Kristen Wiens as possible partner to attend. Kristen requested further information which Gene agreed to send.
- A 15K time trial on the Levee was proposed and agreed.

Meeting adjourned at 5:00pm. Next meeting is scheduled for 6th March, at 4pm, Sunflower Bike Shop, 804 Massachusetts Street.

Thanks again to Sunflower Outdoor for letting us use their lovely space.

Submitted by Jackie Wilson (secretary).

runLawrence Strategy. Ideas for possible activation and roll out

- Add more social gatherings/runs
 - Regular honor roll/time trial events – maybe 1 to 2 a year, but consistent (spring/Autumn?)
 - Set informal fun runs on set days as per the Ad Astra NYD run with focus on encouraging participation
 - More group excursions/carpooling to events outside of Lawrence (as per Wichita and Austin)
- Grow runLawrence membership
 - Encourage membership from younger runners
 - Is it possible to include a runLawrence T-shirt or singlet with new memberships? Or a discounted rate to purchase.
- Partner with community for healthy events
 - Members to volunteer and help with school marathon clubs – greater involvement?
 - Active pursuit of those showing interest in running
 - Wider marketing of how to join and benefits (flyer distribution, social media etc.)
- Host running events for community
 - Guest speakers for evening events (Run Strong? Chiropractors? Dick Lipsey, Dee)
 - School talks?
- Continue to update runLawrence website
 - More proactive sharing of content of the website via social media and member
 - More blogging and sharing?
- Grow the annual TDR
 - Set objectives for numbers and market accordingly – yard signs? Paid for advertising? More activity on the FB page?