



November 14, 2017
Orange Park Library

I. **Call to Order:**

Jon Guthrie called the meeting to order at 7:00pm.

Board Members present: Jennifer Harper, Sara Guthrie, Kathy Murray, George Hoskins, Jon Guthrie, Cari Holbrook, Mike Mayse, Bill Krause, Ann Krause, Scott Hershey, Doug Barrows

Board Members absent: Regina Sooey, Bill Page, Tara Showalter, Jennifer DeSantis, Shelly Allen, Dave Allen, Jamie Williams, Tabitha Williams

Quorum: Yes

II. **Review of Minutes:**

Mike Mayse moved to approve. Seconded by George Hoskins. Unanimously passed.

III. **Officer Reports:**

a. President – Jon Guthrie

- Facebook BOD Page – thoughts on page?
 - would like to use this page for the board to post questions, ideas, etc.
 - allows all members to follow ideas and proposals more easily without having to scroll through prior email responses
 - anyone can create a poll (i.e. Dave’s idea for a destination race could be created into a poll once a few races are selected and would need to be voted on).
 - Can be used for information on upcoming meetings, minutes to be approved, etc.
 - Makes it easier to see who has viewed the messages.
- Social Media Marketing
 - Mike Mayse mentioned the use of Twitter and other social media for better marketing – a training for small businesses to advertise on social media was discussed
 - Doug Barrows brought up the use of Instagram for marketing to younger people. Facebook is local, twitter and instagram is all over. Will handle finding a plan to get more information on this topic.

b. Treasurer’s Report – Bill Krause

- October Report
 - Started the month off with \$44,496.03 and ended with just under \$44K. Income was \$2315.28 and expenses \$7858.07, but income is usually low this time of year.
 - We are gearing up for Children’s Running materials, but we’ll probably recover about \$900 of that expenditure after the Shannon Miller Foundation pays half.

- Some of the larger expenses this month were: Children's Running, the storage unit, having the generators serviced, Vicky Connell's CPR class, Sonny's BBQ from the Hog Jog. We had about a \$5500 net loss which is about the same as last year.
- CDs
 - A little under \$60,000. They've matured after 5 years. Compass Bank worked out the same interest rate (1.98%) so we renewed them for another 5 years.

IV. **Committee and Director Reports:**

a. Membership – George Hoskins

- In maintaining memberships, it appears that we have several delinquent members recorded between the months of July – September. He emails members who don't pay their dues when they expire. If they don't send a payment, he sends another email (giving a 2 month grace period). Suggests that we, as board members, reach out to any of them that we may know personally
- This is the time to push the Gate tent for more memberships.
- We currently have about 500 memberships.
- Idea presented by Jennifer Harper to create business cards for the Florida Striders to have on hand for passing out when in a situation to encourage a person to join. They can be put in race packets as well or be left in places where business cards are displayed. Suggested to have local group runs printed on one side with our logo and catchy phrase such as "Do You Like to Run?" or "Looking for a group to run/walk with?" etc. Jennifer Harper will take on the task to put this together and post a sample idea to the Florida Strider BOD Facebook page.

b. StrideRight – Cari Holbrook

- Deadline for the next issue is December 12th. Articles and information for anything occurring in January and February should be submitted by that date. Finalized SR needs to be in to Sir Speedy before they close for the holidays. Bill Krause to check on that exact closing date.

c. Hog Jog Race Report – Bill Krause

- We lost some sponsors this year, and only one Kohl team was available this year as well. The band was a bit expensive – we will need to decide if it is worth it to do that again next year.
- Registration was about the same as last year.
- T-shirts cost was a lot because we weren't able to use leftovers like we did last year, but we did cut back on printed flyers.
- We had a lot more food this year as well. Consider reducing the amount next year.
- Total balance for the race came out to about \$695.

d. Social Committee – Jon Guthrie

- Social committee isn't present to propose ideas, but would like to think about putting together a "destination run" for any Striders interested. If you have any ideas about where people can preferably drive to (not fly because that would be too expensive), give them to Dave Allen or post to the Florida Striders BOD Facebook

page thread that has been started on this topic. The option to charter a bus, reserve a block of hotel rooms were ideas thrown out there.

- 40th Anniversary Celebration
 - Hoping to have a series of events throughout the year promoting this.
 - Need a committee specific to the 40th anniversary events. Consider bringing other non-board members in for this committee and others like this in the future.
 - More discussion to follow on this at the next meeting when social committee is present to give further information.

e. Resolution Run – Bill Krause

- Budget proposal - \$8700
- Anticipating same number of runners as last year. Same sponsors are still in except for UF Health. Expenses are pretty much in line with last year as well. We are only planning for the use of 2 signs this year rather than 5, and we will plan for a bit more food.
- The course is still not certified yet, but the route is planned out. Getting it USATF certified will cost \$300.
- Scott Hershey moved to approve the proposed budget. Seconded by Doug Barrows. Unanimously approved.

V. New Business:

a. RRCA Coaching Class – Jon Guthrie

- Jamie and Vicky took the class, but neither are present to give report. Sara headed up food for the classes and broke even on the sales.

b. Marathon High – Doug Barrows

- Marathon High is not running the Donna this year. Instead, they will be running the 13.1 and the Gate River Run.
- There are about 500-560 kids involved in the program this year.
- Kathy Murray confirmed that all Strider races would be a \$10 entry fee for Marathon High students.

c. TPC Fundraiser – Jon Guthrie

- is this something that we think will be worth doing again?
- Thursday, Friday, Saturday, and Sunday are all options. Prime slots fill up fast. So if we decide to do it, we need to make that decision soon.
- Scott Hershey was not satisfied with the results of the last time we participated in this.

d. Kids Summer Track Camp 2018

- Shelly Allen is interested in starting this, but is not present to discuss. Table to next meeting.

e. Gate River Run

- Bill Page still handling the tent this year.
- Expo tent: considering taking one space rather than two and using the 10x10 tent instead of the 20x20 to reduce the cost, which is about \$1500 for the 20x20 foot space. Mike Mayse proposed to not share the space with Amelia Island Runners because they haven't been giving back or doing anything in return for the use of the

free space. It was decided that someone (who?) will need to have a conversation with Amelia Island Runners first.

f. Christmas Party

- Thursday, December 14th at Haskell, 6:30-9:30pm.
- Some food will be supplied, but we are expecting others to contribute potluck-style.
- Party is intended for adults only, semi-casual dress, DJ planned for the evening as well
- More details will be given once the social committee returns.

g. Angel Tree/Free Holiday Dinner

- Idea proposed by Jennifer Harper/Scott Hershey to do for a past Strider member or older Strider member in need (or Marathon High family?).
- Another suggestion was made to consider taking up a collection at the Christmas Party.

VI. Announcements:

a. Hall of Fame – Sara Guthrie

- Only one person in the Hall of Fame was present at Jenny's Pennies to receive their award. The remaining 4 honorees are expected to receive theirs at the Resolution Run instead.

b. Angry Tortoise

- Set for February 25, 2018 with Charlie Sauter-Hunsberger as race director

c. Christmas Social at Irvin's

- Annual party in Avondale – same night as the luminaries which will be Sunday, December 17th this year.

d. Reasons to be a Strider

- Bill Krause decided to create a list of reasons after being asked once and not knowing what to say right away.
- George Hoskins and Bill Krause to write up an article on this topic for the next StrideRight issue.

VII. Adjournment:

- a. Motion was made, seconded, and passed to adjourn at 8:37p.m.