

Charlottesville Track Club Board of Directors Meeting

December 15, 2025, 7 PM

Virtual meeting – by Zoom

The meeting was called to order at 7:02 pm by Vice President Frances Manly in Tim's absence.

Board members present: Frances Manly (Vice Pres.), Katie Walker (Treas.), Diane Rosin (Sec.), Kristen Heinan, Ellen Brock, Mark Stanley

Board members absent: Tim Wendel (Pres.), Sara Leigh, Kate Kaminski

Mark moved that the **Minutes** of the November board meeting be approved; Ellen/Katie 2nd; the motion passed.

Races/events

1. Elaine Cheng (C10M race director [RD] team and board liaison) sent a document of updates on race planning to the board ahead of the meeting. Katie received a \$15K sponsorship check for the C10M from UVA Health (which will be deposited; Katie wasn't sure if total sponsorships to date include pledged and received and therefore whether this amount is already part of the total). Thank you, UVA Health!

Frances reviewed the screen-shared document with the board.

- Elaine's 1st slide showed registration statistics and total registration revenue to date. Registration is on track relative to the past few years (1,147 registrations compared to 1,000 at this time last year); board members hypothesized that keeping the registration price low appeals to runners and allows them to register over a longer period of time (with the next price bump happening only in the weeks close to race day); keeping the registration fee at \$60 until March seemed to be working well, as people were still registering despite no threat of a price increase.
 - Other updates include upcoming meetings with Parks and Rec and Police, medal and shirt design (completed or in progress), contacting businesses for food donations (in progress), soliciting sponsorships (in progress), a table of anticipated expenses (race budget, which is in line, on average, with the past 3 years. Current revenue and sponsorships to date will just about cover costs, so additional registrations and sponsorships will add to net revenue), communicating the new course to runners, and Glen/Pepsi team on board for beverage donation, course marking and water stop setup. Thank you, Glen and Pepsi!!
 - Katie – what's a fair valuation of Pepsi's sponsorship contribution? Are they being acknowledged in the correct sponsorship level? Should we bump them up? Diane to talk to Elaine [DONE – moved to Gold].
 - Kristen discussed the course end – the uphill finish is not ideal, but more significantly, if everyone is circling the stadium in the last part of the course, this means exiting the stadium parking lot will be impeded (drivers will only be able to exit between gaps in runners). It was felt that this issue could cause major logistical issues and public dissatisfaction. Kristen to talk to Elaine. Katie – can we finish inside the stadium (everyone loved the old M4M finish in the stadium with video of finishers on the big screen)? Ask Mark to ask UVA? Or Katie is willing to ask UVA Athletics. [After meeting: Diane emailed Elaine to ask if it has been considered. She will talk to RDs].
 - Elaine asked about insurance needs. Katie discussed insurance. Katie adds our races/events to our RRCA membership each year when she renews it; all of these listed races/events are then covered by insurance. Katie asked Marks about coverage for RDs. Katie: these individuals are no longer paid RDs, so RRCA will cover them (they will cover volunteer RDs but not paid RDs). Marks will review policy to make sure coverage is sufficient. Re: coverage for other events – Katie will talk to RickW to add McIntire's property for NYD5K (race is covered but we need to add anything that is not under our umbrella). Need to ask Elaine if UVA has requested or needs an insurance certificate for the C10M (they are inconsistent about needing one)[After meeting: Diane emailed Elaine; she will explore]. Marks asked if there is a local insurance agent that he can talk to about our policy? Katie – no, only RRCA's main number. Mark will reach out to them to see if we can ID a contact person (especially in case of emergency).
2. Tim communicated with RickW about the NYD5K. Planning is going well. He needs volunteers on race day. Several board members plan to be there. He's hoping for more registrations to meet past numbers. Diane has been sending reminder notices to CTC members by email. At the current number of registrations, Rick reports that the race will break even on expenses. Additional registrations between now and race day will yield net

revenue to fund the Shoes for Kids program. Diane noted that runners often wait until closer to NYD to check the weather report before registering.

Katie (**Treasurer's report**) reported that everything is tracking well. 1) The newest race - North Garden 5K (whose revenue and expenses flowed through our accounts; race day was 11/23/25) – netted about \$7K (mostly from donations)(**correction** after meeting [with new RSU deposits included]: the net revenue was \$15661!). MarkL will discuss with Katie how money will be dispersed. One donation will be a defibrillator (made possible by monetary donations to the race) that will be placed in Dr. Ho's Humble Pie restaurant in North Garden (they were one of the race sponsors). A defibrillator was selected that is intended for people who are nonprofessionals, so that it can be used easily by anyone when needed. It will be important to publicize its location. 2) Katie renewed our RRCA membership for 2026. 3) In the next week or 2 taxes will be finalized (well before the deadline). 3) Memberships are up slightly. 4) We should take advantage of discounts for nonprofits for our expenses if paid for one year (ex: Constant Contact – 30% discount if paid by the year. Note after meeting: nonprofit account applied for and approved; set up to pay annually Shed rental is also discounted if paid by the year). This helps us be efficient with our spending. 4) Diane asked about our current 'main account' balance (not associated with races; it is basically, our operating fund) and if we want to allocate any of it to any of our programs that aren't covered by revenue from races/events. Katie: we have about \$50K uncommitted; the ongoing strategy is to keep sufficient funds in reserve in case of any unforeseen circumstances or emergencies and not commit to new (perhaps annual) outflow that we may not be able to sustain. Katie will review our finances and discuss in more detail at next month's board meeting. She will also screenshare the accounts spreadsheet at the next meeting, which new board members have not seen, and provide a summary report for next month.

The next **newsletter** will be in January (after the NYD5K). Diane acknowledged Rick's dedication to the newsletter and the board's appreciation. Diane asked the board if there's anything they'd like to see in the newsletters. There were no immediate suggestions, so Frances asked them to review past newsletters and send suggestions. Diane noted that a link can be found either in the CTC emails containing the newsletters or on the website.

Old business

- A consensus on a date for meeting at the shed for a 2nd review of contents, updated inventory, and cleanout was reached by email prior to the meeting; two January dates (10th and 17th ; 11 AM) were convenient for the majority. Kristen suggested we pick January 10 and have January 17 as a backup date in case of inclement weather.
- Revision of bylaws to include indemnification clause – update from MarkS. At the last meeting Mark asked for any recommendations on a contract attorney whom we can consult on this matter. Diane sent Mark a list of people to contact and Mark emailed one of them (KD) to ask for referrals. Mark is waiting for a reply. Mark said that he can do a lot of the legwork for the clause, but he wants eyes on it from someone who practices in VA.

New Business

- Diane reported that she applied to Charlottesville Area Community Foundation for a subscription to Catchafire (a nonprofit service that connects volunteers with organizations for various tasks) and that our application was approved. Diane will set up the account and add all board members [to do – send info on how to access the site], who will then have access to their services. MarkS mentioned that he reviewed Catchafire's indemnification clause and, wanting to be sure that CTC does not incur liability, asked "who is the member? – CTC or CACF?" Diane will find out.
- Website review: KateK did a review of the CTC website and sent a list of impressions/recommendations (in italics below), which Diane screenshared with the board. Diane noted that static changes are easy to make, but changes requiring someone to stay on top of updates will require a person dedicated to the job. Board discussions/comments added below.

1. *Add a programs tab. Include the scholarship (which is currently under "About"), the summer track meet series, Shoes for Kids, CHS lights, the partnership with uva for running youth, etc.*

2. *Add an "In the news" tab which links to media (print or tv, etc.) about CTC events.* Diane – good idea but this requires someone who is willing to keep this tab up-to-date. Frances suggested that we add links to MarkL's terrific columns in Daily Progress and to any Daily Progress articles that cover local races. Diane willing to do

this. Some board members were unaware of MarkL's columns. Diane offered to find one and send to the board. Note after meeting: links from several MarkL articles over the past year were sent to the board.

3. *Update with more pictures...people love the USA today version (less writing, more photos).* Great idea – people suggested we contact photographers to ask for photos (ex: AndrewZ, other members). Send requests for photos to these and other members. We're always looking for photos to highlight local runners (in our newsletter, annual report, website)

4. *The font could be bigger (with so much text, it is hard to read).* Diane to explore and possibly change. Thought after meeting: is this a problem on a computer or on a phone?

5. *There is no link for the speedster and half marathon/marathon training programs...maybe a landing page doesn't exist?* Diane to add (but they will need to be updated annually b/c they're RSU pages)

6. *On local running routes, I would streamline that tab. I might delete the mapmyrun links. Is there a way to just hit the highlights? Also, the PDF link doesn't work.* Diane – these are very old pages. Will require additional review and update.

7. *Do we want to include a sponsors tab to showcase our partners? This can be a selling point for some donors?* Katie – idea – showcase the sponsor for each race. Ex: Pepsi is a sponsor for multiple events (side discussion – is Pepsi's sponsor level designation for C10M valued sufficiently? Diane to discuss with C10M RD team). UVA Health, too. One idea – we could link to the C10M sponsor tab (the URL will not change, if C10M team retains the C10M website, but the content will be updated annually). Kristen asked if we can add a 'supporters' or 'thank you' tab. Diane suggested we might include the list of thank yous that we sent by email in the past year (caveat to include – we apologize if we missed anyone). We could also link to our annual report. Katie suggested that we should add a list of sponsors and thank yous to our annual report (Katie can curate the list of sponsors).

MarkS asked, "why don't we have a "Shop" tab?" Diane gave the history of trying to set up a merch program (including the site that Leah set up plus our volunteer incentive program and wanting the latter merch to be exclusive and attainable only through the incentive program). Kristen - have we ever had CTC gear in RMRWS? (with caution noted about keeping the store separate from CTC). Need to talk to Alec and Audrey. Diane sent an email (cc: Tim). Note after meeting: Alec replied and was open to the idea. Diane forwarded his email to board members. After meeting – let's get started with Alec. Katie set up a Givebuttr account to enable payments to CTC for merchandise sold at the store (and other purchases or donations).

Diane will reach out to board members on website pages requiring deeper content review.

Monthly thank yous – Mark and all his volunteers for MHMTP, everyone who helped with the NorthGarden race, sponsors for the North Garden 5K (as well as the many donors, whose contributions outpaced registration revenue – a demonstration of strong community support). From MarkL: *Katie Walker was a huge help to Cynthia and I with this very successful debut community fund raiser! We truly appreciate her and the overall support of the CTC!*

Thank you, CTC members and the Cville running community, for a wonderful 2025! We look forward to celebrating and starting the year with all of you at the NYD5K.

Next meeting: January 19, 2026.

The meeting was adjourned at 8:16 pm.

Respectfully submitted,
Diane Rosin, Secretary