

Charlottesville Track Club Board of Directors Meeting

January 17, 2023

Hybrid meeting: in person at the UVA Miller Center with virtual attendance available by Zoom

Board members present (in person and zoom): Tim Wendel, Keith McLaughlin, Nick Lancaster, Rick Willis, Katie Walker, Katie Fisher, Sara Leigh and Diane Rosin

Guests: Karen Murray (C10M director), Scott Wiseman (past president)

7:04 PM: Tim Wendel called the meeting to order, and a quorum was established

Karen reported on the **C10M**. Over 1000 registered so far. Several sponsors are interested. Chamber of Commerce might help promote sponsorship. Changes in the start (Chemistry Rd)/finish @ Scott Stadium (downhill start, downhill finish) will alter miles 1-3 and 9-10; miles 3-9 of the traditional course remain the same. City permit is pending. Still need volunteer coordinator (Nicole will help; coordinator to reach out to high schools for help – other ideas for attracting volunteers?) and water coordinator (Scott to train). Medals have been received. Shirts next. Katie to make sure insurance is updated for race director (RRCA). Katie will add Karen as authorized user to the debit card (consider applying for a credit card in place of debit card for better security).

CTC MOU with Arc of the Piedmont (now complete) enables C10M sponsorship & donations to CTC while we await restoration of nonprofit status and VA solicitation status (re-establishing the latter is awaiting nonprofit status). Need to change sponsorship letter and letters of acknowledgement to donors – Arc needs to be listed as sponsor. Checks from donors need to go to Arc (paid to Arc, FBO CTC).

Volunteer registration site to go live in a few weeks. Payments to beneficiaries will be ~\$1500 each to secondaries, with the remaining large balance split between the 2 primary beneficiaries.

Rick moved and Keith seconded that the **minutes of the last meeting** be accepted; all approved.

Keith gave a race report on the **NYD5K** and shared his spreadsheet of (nearly) final numbers. Pending receipt of an invoice from the police and payment to them, Katie is ready to cut the check to the race beneficiary – Boys and Girls Clubs of Central VA. Keith wants to present the check to BGCVA and do a photo op, so that the photo can go our website and theirs, on social media, and in our newsletter. In addition to race financials, Keith's spreadsheet showed that race #s are down – how do we increase registration? – advertising by email to prior runners, CTC, 10M TP announcements, RMRS newsletter.

How to sell CTC merchandise/swag (good advertising for CTC) – maybe on RSU. Keith to investigate.

KatieW gave a **treasurer's report** including our pending tax status (returns and Form 1023 being prepared by CPA; will hopefully be ready soon for review, then Tim to sign, and CPA to submit).

- Should we move some of the funds to higher paying money market or CD?
- Will need to decide what to do with balances in some race accounts (e.g. Rivanna Greenbelt, summer track meets) where we don't have an identified beneficiary; Katie to check with Leah about Rivanna account and whether to write a check to the designated race beneficiary.
- CTC will need to apply to VA for registration for solicitation status (takes more than a month) in order to solicit sponsors or donations for race. Until we are approved, the letters should come from Arc, as fiscal sponsor of the race.
- Do we need a credit card (instead of or addition to debit card – less liability)? Katie to inquire

- Katie needs access to Pepsi 10K RunSignUp page to reconcile CTC account; she has been in touch with DaveZ, race director.

The **MOU with Arc** of the Piedmont was finalized – see discussion above. We will need to prepare quarterly reports to share with Arc (Nick will remind Katie when those are needed).

As part of our “who are we as an organization” analysis, Tim posed vision questions and asked each board member to record their answers on a 3x5 card. **Vision Question 1:** what is CTC known for? What do we do well?

Tim, Diane and Sara reported on progress on CTC’s **social media**. The new website (on Wix platform) is live. To keep our old website alive so that content can be accessed, if needed, for the new website, Scott will send the Weebly renewal fee notice to Katie for payment. C10M website is also on Weebly but it is running on a free platform. The new CTC Facebook page is coming. We will move forward with launching a FB group page (Sara with Molly’s help) - Sara will monitor it. There is a lot of interest in promoting a sense of community on the group page.

Nick will schedule a shed inventory and cleanup day after the C10M (Nicole wants to try to sell more of the old C10M shirts first). Rodent control in the shed is also needed.

Tim brought up the need for **thanking people/organizations** who have contributed in countless ways to CTC. Example: race directors, Pepsi (for their many years of providing drinks for races), volunteers, individual donors. Idea for newsletter story – what goes into a race (directors, runners, sponsors, volunteers). In terms of sending thank you notes to donors, Katie has a template that she can share. What can we do as a demonstration of thanks? Rick suggested the ‘frame-ology’ idea – a framed statement of thanks that could be distributed during race award ceremonies. Rick will create a draft of a “whereas” statement (whereas we thank you for all that you’ve done this year to....). Another idea: make a donation in the person’s name to a local charity of choice. Discussion: from what account would we fund this? General funds? If from race funds, it would diminish the planned donation to the designated beneficiary); further discussion needed.

Vision Question #2: If you can add one thing (function or purpose or aspiration) to the club right now, what would it be? Would you subtract one thing if you add one?

Rick and Tim will prepare the next newsletter for distribution after the C10M. Idea: 10 miler stories – Karen knows someone who’s run 30 years in a row – do a feature on him. Karen to ask him if he’s interested. There’s also a professional runner in town running this year for 1st time (Karen has her name). Mileage club – Keith’s idea – when did you pass 500 miles; what was your first marathon? It would be good to have more human interest stories. Please send any other ideas to Rick.

New business: Diane has been in touch with Pam Whorley; she is getting started on plans for the **W4M training program** and will reach out to the board if help is needed.

WCVA-TV is interested in setting up a **trade/barter agreement** that would give CTC press in exchange for sponsorship perks (to be determined). Karen will send the completed form to the Board when

received from WCVA-TV. Note added after meeting: the form was completed, reviewed by the Board, and signed by Tim and WCVA-TV. It offers advertising for the C10M in exchange for a table at the race, logos on t-shirts, etc.

The **next meeting** will be held by zoom on Monday **2/20/23 at 7 PM**. MarkL will attend as guest.

Vision Question #3: What's the fun for you? Why are you here (as a board member)?

Tim collected all the cards with board members' answers. Note added after meeting: Tim collated all the answers and sent a summary to board members. Discussion to be continued.

The meeting was adjourned at 8:30 PM.

Respectfully submitted,
Diane Rosin, Secretary