Charlottesville Track Club Board of Directors Meeting

February 20, 2023

Virtual meeting - by Zoom

Board members present: Tim Wendel (Pres), Keith McLaughlin (Vice Pres), Nick Lancaster, Rick Willis, Katie Walker (Treas), Sara Leigh and Diane Rosin (Sec)

Guests: Karen Murray (C10M director), Mark Lorenzoni

7:00 PM: Tim Wendel called the meeting to order, and a quorum was established

Mark Lorenzoni discussed the history and mission of CTC. CTC was 3 years old when Mark joined in 1978. Very much into supporting elite athletes at that time (local, regional, national competitions). There were 4 local races, including the C10M. Mark became C10M race director in 1983 (~150 entrants; very hilly; 80% male; mid 20s in age; very fast (75 min ave time) but the race wasn’t growing). Mark joined the board and CTC changed directions to address how CTC could serve the community (~200 members at that time). Mark was on the board for 20 years (membership grew to 1000, bringing new people into the sport – reflected the national trend – moving away from former college athletes as primary members). Launched the 3 training programs (TPs) – C10M, W4M, marathon & ½ marathon – got lots of people involved in the club and the board. More community-oriented. Numerous not for profit clubs/races. Around the same time, the Rock and Roll series began, Sports Backers and others came on the scene – saw a shift to business-managed races. Mark will soon reach 900 races he’s directed (all on a volunteer basis). At one point CTC was giving $600,000/year to the community (lots of fund raising involved in W4M and C10M). Now it’s hard to get volunteers; CTC developed a volunteer point system to incentivize volunteers. Club is now less involved with road race management (he thinks it makes us more vulnerable to for profit businesses). CTC used to assist in events more – especially with timing (chip timing is too expensive for small races). Mark feels like we’ve drifted away from that. Lots of new people moving into the community – Mark helps to get them acclimated to the running community. Promote and market TPs more (they’re a good deal and bring people together in a healthy way; promotes CTC). What can we do to help community more? 50 years old as a club in 2025 – plan ahead to use this anniversary as an opportunity (shirts, fun events, Mark has more ideas). Elevate the club’s reputation. Next thing on Mark’s schedule – summer TP (150-200 people). Used to have category 1 (our prime races), 2 (gave some support to other races), 3 (just loaned equipment to other races). We need to promote volunteerism (point system is no longer active) – give back to the community. It was suggested we should market more (to promote volunteerism and get more members); more social media; what do you get for your membership (perks – race discounts, free newsletter). We are an all-volunteer program, and we survive because of volunteerism. Karen, as a newcomer to the area, says she doesn’t feel like she has gotten a good feel for the local community and running opportunities (promote that more). In newsletter: have you raced recently? Have you volunteered for an event? Here are some upcoming opportunities.

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

Karen reported that **Ten Miler** race shirts were about to be ordered and she gave their total cost; she also reported on the amounts raised so far from race sponsors and pledged from in-kind sponsors (better than past years). More volunteers are needed – hoping to make connections to schools, others. Also need more sponsors, more musical groups. Will need help to put up flyers in neighborhoods to get people cheering on the route. Need to get into shed to see what we can use for the race (ex: old shirts that can be used for volunteer days the week before the race at YMCA and UVA Student Activities Building)

KatieW gave a **treasurer’s report** and explained the monthly spreadsheets. Several races had small cost overruns that will eventually be absorbed by the main club account. Other races or events have balances that have not been distributed (training programs, Bruce Barnes Mile, others). Diane moved that we donate the surplus from the summer track meets to CHS in thanks for using the track (CTC made a donation to them in the last year or two for the same purpose). RickW or RickK will contact CHS about reserving the track for Summer 2023 and ask to whom the donation should be sent for best use. CTC has also made a donation in the past to White Hall Community Center to offset the cost of renting portable toilets that runners are grateful to have on site. Status of our **taxes**: Katie & Tim have been in touch with the CPA; after Y20 and Y21 returns are filed, Katie will file for extension for 2022 and keep us up to date. Still to be done: make decisions about how much to leave on hand, move some into CD, how much we want to spend on the community (shoes for kids, other beneficiary donations), apply to VA for registration for solicitation status.

Sara gave a **social media** update – she has basics set up for Facebook and started working with Instagram. Molly is helping Sara. Will link these accounts to our website. Ready to launch. Diane will send an email to CTC members to announce the new accounts and website.

**Shoes for Kids program update** – Rick suggested that we commit $5000. Alex will reach out to reps; Rick to write to CEOs and get shoes (100 shoes @ $50 = $5000). Reps will probably donate some. Who will be the recipients - anyone who signs up to run summer meets - outreach should be make it clear that this program is for kids who might not otherwise be able to have well fitted shoes (Alec to help with wording/outreach). Rick made a motion to move forward and spend up to $5k; Keith seconded the motion. All approved.

**Newsletter update** by Rick/Tim – stories about WR Riley running the C10M (30 years in a row) and about Kristy Johnston. Might be better to publish before not after C10M, but after Haven 8K; Topics to include: thank yous to Scott, Suzanne, Nicole for past service; volunteering; why be a sponsor – how does it help community?; captains for 10MTP. Get data from race directors on number of volunteer hours donated.

To allow time for dealing with any last minute needs for C10M, the **next meeting** will be held by zoom on Monday **3/13/23 at 7 PM** – the 2nd rather than the 3rd Monday of the month.

The meeting was adjourned at 8:38 PM.

Respectfully submitted,

Diane Rosin, Secretary