

Boulder Road Runners Meeting
December 17, 2015
Bolder Insurance, Louisville, CO

Attendance: Anne Bartuszevige, John Bridges, Deb Conley, Devin Croft, Andy Edmundson, Don Janicki, Chuck Lowrie, Dan Pierce, Brent, Bruce

We met to discuss the future of the club and 2016 elections.

Ideas and Brainstorms for direction

- Outreach to the Gouchers to attend track meets and attract new members
- The track meet money that is donated to CU - CU still uses the money for its track program
- More interaction with Lending Sight. Get Para-athletes more involved with the BRR and more BRR certified as guides to help athletes.
- Turkey Trot
 - Need a new course. CU has said repeatedly that 2015 was the last year for the east campus course
 - Henry Guzman would like to take over the race and incorporate it into his race series
 - Does BRR want to give up the Turkey Trot?
 - If we do, BRR should consider selling it
 - Consider paying the race director if BRR keep the race
 - Or we can keep it as a BRR race and pay a management company (like Racing Underground, for example) to manage and promote the race
- Bolder Boulder relationship
 - There are occasional rumors that the BRR are going away. Or that the BRR volunteers are not loyal to the club but to other entities. The implication to both types of rumors is that the club doesn't need or deserve the money we are paid to volunteer at the Bolder Boulder races
 - All of this is not true.
 - Don Janicki was affirmed as the official BRR liaison to the Bolder Boulder staff. He will communicate on behalf of BRR.
- Recruitment of members
 - We need more and younger members
 - What is our niche? Volunteering, Summer track meet series and Master's running
 - Do we want to compete with coached groups? Probably not and if we focus on what makes us different we can recruit the types of members we want
 - Collaborate with the other clubs to get additional members and expand our volunteer base
 - How do we get embedded in other clubs to recruit and preach volunteerism?
- Summer track meet series
 - Core function of the club

- Have an early season meeting to train the volunteers
- Dan P. is planning a meeting with core track meet volunteers to improve track meet to address recent concerns.
- Olympic Day can be used to recruit new members
- Officers/elections
 - Still looking for a president
 - We will have an easier time recruiting someone if we have a clear vision and mission of the club
 - Also get away from the way the club was run in the past (e.g., president takes care of everything) and move to distributed responsibilities and the ability of the president to delegate.
- Marketing
 - Look for an intern to manage our website and social media
 - Need to establish an identity first
- What does the club mean to members
 - Potential vision/mission statement:
 - We are a social group, runners who get together to run then talk, drink and generally enjoy each other's company. We do this through volunteerism, track meets and Master's Running. Our goal is to become an integral part of the Boulder community.
-
-
- Next steps
 - Work on a vision/mission for the updated club. This will done with the board and the concerned members at the meeting.
 - Send proposed statement out to BRR membership before January 4 meeting
 - Discuss vision/mission and future at January 4 meeting
 - Elections at the first Monday meeting in February
 - After new board is in place, we can discuss the visioning and ideas discussed at the December meeting. Develop a plan for the future.