

# Boulder Road Runners Board Meeting

Wed Feb 19, 2020

Held at Bolder Insurance, Louisville

In Attendance:

- Will Dillard - President
- Don Janicki - VP
- Todd Straka - Secretary
- Lee Troop - At Large
- Lorraine Green - Board Advisor

**The primary purpose of this meeting is to discuss the racing teams**

Bruce Kirshner, Jeff Dumas, Virginia Schultz were there representing each of the racing teams.

Racing Team general discussion

- There are Separate accounts so that each team has accurate reporting of revenue and expenditure
- The board wasn't going to decide tonight, and plan on supporting the racing teams as agreed to initially by Bill Buffam the former President.
- We as the new board will determine next steps
- We used to have a revenue stream but no longer
- Historically, before this agreement, the team would go on its own dime
  - And any winnings used to go into the club
- All of the board agreed we want to support teams and track and field for 2020
- There are 3 teams, and have a total of 48 of athletes in pool - as not all travel or compete

Todd asks the question - what other duties do they have besides travel and racing?

- If there are 48, are they all running locally as well as nationally?

Lorraine mentioned that she said they should volunteer

The question came up about singlets and discussion follows:

- The previous singlet was through an Asics buy at Fleet Feet but they are no longer available at wholesale
- That means that each singlet would be \$25 with printing
- Identify is everything

- Lee asked if we should we have a “uniform” that is designed and voted on
- Seems like in the short term there isn’t an urgency so the board just decided to just put on a hold.
- At first we thought there were 21 more people.
- If you get away from a main brand then it becomes cheaper

#### Team makeup and expectation discussion

- What races are the teams going to?
- There is a pool of runners.
- Bruce’s team has 19 people - and struggle to get 3 people to races
- Guys on the team are all over the state which makes it difficult to “exchange” jerseys
- So they are asking for us to supply a \$25 singlet for someone who may run one time all year. - Lee
- National champs check - \$75 and 70+ men we got \$105
- This money goes into a pot that in turn goes back to the team
- Bruce and team splits money within his team, other teams don’t do it like that and each team can do what it wants.
- So each team has its own ruleset
- Will reads the document about money distribution.
- What are we going to do about revenue streams?
  - Question is asked about BOULDERBoulder and Ironman funding
  - BB if you volunteer, you get free entry.
  - Todd will ask to see what is up with a historical payment with BB
  - Historically this was because BRR provide some key volunteer positions (EG drug testing and Mile chief leads)
- We are trying to get more out there but we need to get more exposure
- Lee: will do some investigating on uniform options.
- Begs the questions:
  - Let’s create a model that is sustainable.
  - Its been too loose.
  - Team members don’t come to Monday nights or fun runs,
  - Protect those that are loyal.
  - Once that model is set,
  - Then we have a fundraising team event, raise money for event
  - Then we can raise the money, and don’t have to worry about funding
  - If they aren’t members then they need to be.
  - There are discrepancies with membership so they are making that right.
- Previously Bill had USATF password and double-checked and see if they were affiliated with the club.

## Financials

- Club has 2 accounts
- Regular account 13k and money market 24k
- Will reiterates that we are not going to lose money this year
- Options:
  - Lee suggests a dinner and auction for a fundraiser
  - Will is talking to someone to sponsor the singlet
  - Can we put singlets on for sale on the website so members can also buy
  - This is a revenue stream as well as widens club exposure.
  - If you have a dinner and have a silent auction - Lorraine
- If the teams want the money, they need for them to come and work it.

## What do we want to do.

- Club has no vision and brand
- Will is looking for input from everyone about what questions do we pose to the club
- Board wants to know your opinions
- Link will go out to members to figure out how to unify the “factions” volunteers, runners, social events
- We listened to the members and we are just trying to execute on
- Keen on having the members have a say.

Virginia: sent an email about Carbon Offset and discussion follows:

- If teams are going to travel, how can we contribute back to a Carbon offset?
- Its fairly inexpensive - its \$4 to offset for a trip
- Its based on air miles and we get information
- Goodtravel website
- And we can get some press out of it
- Concern from teams about asking runners to participate and pay
- The suggestion is that this would be part of the team Budget
- Changes would be added to the compensation form so that club understood where the runner was flying from and into, so the club could pay the correct offset

Form for reimbursing

- Financial procedures - team manager approves, President approves and check gets cut.
- Will is changing the form and modifying it to accommodate the above and other things

Lee: His race beer gardens will split proceeds, and that can go back into the club

- Goes to the club and or the team

- Should be able to make about \$1k through those races
- When you drink beer, you support the BRR

Virginia: So about this race in April...

- Staying the current course, team will still get \$
- For the short term, keep the status quo
- Going forward we are going to look into structure and pricing
- Entries fees?
  - Also being paid

Todd: asked for a format of who and when they are racing so we know what's coming up, and what the budget.

- Didn't get a strong answer yet.
- We need to have the procedures in place so that we can deal with the IRS for reimbursing
- Not all members get reimbursed
  - That money goes back into the pool or can support other members
- \$6k was spent with no money coming in.

**Next steps:**

- The board needs to review the budget line items again
- Assess the structure, needs, requests, and costs for team structures.
- Decide how this fits into overall club mission
- Solidify our mission
- If there are financial shortfalls, then figure out ways to support these initiatives through the year, or cut back where needed so that we don't keep digging into reserves