

## Minutes - 02.26 BoD Meeting

**Date:** February 26, 2024  
**Location:** BolderBoulder HQ and via Google Meet  
**Minutes by:** Todd Straka, reviewed by Chris McDonald  
**Agenda:** [February BOD Meeting Agenda](#)

### Attendance:

- **Board:** Kate DeSimone, Todd Straka, Flavio DeSimone, Chris McDonald, Dr Terrance Femmer, Deb Conley (via Google Meet)
- **Invited Guests - in person:** Mike Wien, Tom Levine, Diana Shannon
- **Invited Guests - via Google Meet:** Virginia Schultz, Adam Feerst, Bruce Kirschner,
- **Absent** - Frank Zoldak

### 1. Open Session called to order at 6:05pm

- Review of Agenda for two Open Session topics (Organized Group Runs and Update on 2024 Summer Track Series)
- Introduction of Mike Wien as facilitator for the Open Session

### 2. Organized Group Runs:

- **Objective:** Improve our Organized Group Runs to better serve members and prospective members looking for people of like goals and ability to run with.
- **Chris:** I get this question 3 to 5 times a week via email. There is a standard email response that is sent outlining the options available and local groups and group runs. As a Club, we have an opportunity to improve our answer to this question.
- **Tom Levine** - summary of input:
  - Four main pillars focused on “health” - Nutrition, activity, sleep, community. Can’t separate running from the other 3 “pillars” or it (health) topples over. Our objective is to also build community.
  - Provided an overview of the current weekly Sunday “Fun Run” organized by Tom and Diana. Weekly attendance fluctuates from 4 people to 18 people.
  - (The Club) has many splinter groups which is great. Interested in how we get them together.
  - Provided status update on a plan for a monthly social to be trialed in April. The location is likely to be Upslope. Exploring Catering options from Savory Cuisines. The format enables people to also run before the Social if they so choose. All attendees expressed support and look forward to hearing the plan at the March board meeting. Tom volunteered to coordinate this on behalf of the Club. Subject tabled until March Board meeting.
  - Chris offered a personal follow up meeting to discuss other unrelated items submitted in writing that were not on the agenda for the meeting.

- **Adam Feerst** - Briefly provided commentary on the Organized Group Runs the Men's 70s team host at Barr Lake.
- **Bruce** - Dropped before being able to provide input (to catch a flight)
- **Virginia** - Emphasized whatever we do, we need to PUBLICIZE and promote the run better. Group discussed the website, posting to Strava, and using Facebook.
- **Chris** -
  - Expressed a desire to update the Club's events [webpage](#) listing group runs such that it includes a contact person and contact information for Club runs.
  - Asked Tom and Diana to consider moving the Sunday run they organize to Saturday in collaboration with the Park Run. Would such a move enable us to better serve the objectives of this run?
  - Make sure we all agree on the minimum requirements a Group Run organizer should follow.
- **Terry** - "What do we offer that other clubs don't?" Consider how BRR differentiates our group runs from others. Group discussed that we do not charge a fee for the runs. Also, that BRR is not trying to compete with other community groups. The Club will continue to refer people to the local groups best suited to meet their individual needs.
- **Actions to be taken:**
  - Tom and Diana to consider ParkRun suggestion
  - Chris to follow up with Bruce, Adam, and Virginia who weren't able to provide input during the session. Also, solicit input from group run organizers who weren't present for the meeting.
  - Include an update on the March Board agenda

### 3. Summer Track Series Update:

- **Objective:** Progress update from Todd on planning and actions taken to date.
- **Todd:**
  - Event dates confirmed (reference minutes from January Board Meeting)
  - Flavio will file for the event insurance with RRCA
  - Proposed "deputizing" and paying approximately 5 team members to help produce the events in 2024. Funds will come from the current budget for Outside Consultants and could be incremented within the Track budget if necessary.
- **Chris:**
  - Proposed we add a final walk through of the Operating Plan for the Meets to the April Board Agenda and invite all the leads to be part of the presentation. The group agreed.
  - Asked the team to consider how each Aspire OTQ athlete may be engaged to help promote specific meets and events. For example, Carmen Graves and Joey Berriatua for the Steeple Chase. Austen Dalquist and Austin Miller for the Mile High Mile. Marybeth Price for the sprints, etc.
- **Mike:** Reviewed the takeaways from the Board's September debrief on the Mile High Mile, including the roles we agreed to create to successfully execute the Mile High Mile going forward.
- **Actions:**
  - Todd & Flavio - Review and confirm the details of the 2024 Track Budget
  - Todd - Complete the Operating Plan for the meets for presentation to the Board

- at the April 29 board meeting.
- Todd & Marcey - Develop the marketing and communications plan, including how we may enlist Aspire OTQ athletes to help promote certain meets and events.

**Adjourned Open Session at 7:25pm.** (Non-Board members exited the meeting)

**Executive Session called to order at 7:30pm**

#### **4. Administrative Items:**

- Motion to approve January Board Minutes carries 6 - 0 (with Frank Zoldak not present).

#### **5. Financial Review**

- **Objective:** Review and approve 2023 Financial Results presented by Flavio; Review and approve 2024 budget.
- **Flavio:** Walked through the [2023 Summary of Financial Results](#)
  - Group discussion
- **Chris:** Summarized the 2023 year as a very favorable result highlighting three items:
  - Athlete Support - Raised over \$18K in contributions, so far, for Aspire OTQ proving out the strategy and member and community support for the initiative.
  - Events / Member Appreciation - Flavio and Kate hosting two events on behalf of the Club enabled us to save over \$1,300 that was successfully redeployed toward marketing and promoting Aspire OTQ.
  - Track Series - The Club achieved our revenue and net income goals for the Track Series overcoming a location change to Fairview that resulted in two fewer meets and fewer field events. Securing corporate sponsorship of the meets and maintaining registrations on fewer events were essential to that successful outcome.
- **Group:** Board considered a motion to approve the 2023 results. Decision taken to defer approval to the end of week via electronic approval such that some group members may review the results in more detail.
- **Flavio:** Review the [2024 Budget](#)
  - As the Club's bylaws call for a Cash Accounting method, there is income from 2023 related to fundraising for Aspire OTQ that will get paid out during the 2024 budget cycle. Therefore, 2023 results show income \$13,300 greater than expenses. The 2024 budget will show expenses greater than income by close to the same amount.
  - Group discussion of budget
  - Motion to approve made by Kate. Terry seconded the motion. No board members were opposed. Frank Zoldak, not present. Motion to approve is carried.

**Meeting adjourned at 8:05 pm.**