



## **ORRC Board Meeting Minutes**

Wednesday, June 15, 2011, 6:00 P.M.

Sports Center, 4840 SW Western Avenue

**Present:** Kelly Barten. Mariane Brightbill, Liz Dauw, Dave Green, Jamison Jossie, Tom Little, Valerie Pratt, Julia Reisinger, Tracy Reisinger, Bob Stiner, Billy Strick, Bryan Westby, Steve Wright  
**Guests:** Josh Kliever

### **Approve minutes of May Board Meeting:**

The May board meeting minutes were approved as submitted and will be posted to the ORRC website.

### **Reports:**

Due to the emphasis on working on marketing and communication, there were no reports this month from the Treasurer, Membership Secretary and VP of Races.

### **Old Business:**

None

### **New Business:**

Marketing & Communications Summit (see attachment)

**ODR:** The summit started with Bryan Westby giving a brief history of the ODR. It has been used primarily as a literary magazine with journalistic content vs. used for "promotional" material. This is also true since it is not as "immediate", so it would not be as appropriate for use in "press releases" in comparison to the e-mail blasts, or a facebook page. It was decided at the end of the meeting to start printing at least part of the ODR in color (minimum the cover, but depending on cost, more internal pages as well). Bryan was going to contact the printer in time to get the next ODR in color, with the board approving the color costs for the next ODR up to a \$1,000 increase. The board also decided to start doing "member profiles" similar to what the board members and Race Directors just filled out. These profiles would be published in the ODR, with an archive posted to the web.

**Facebook:** A survey of board members found about half had facebook pages, so this is new territory for many board members. While Bryan had created a facebook page for the ODR earlier, since Kelly had now created a page for ORRC, Bryan agreed a separate facebook page for the ODR was unnecessary. This tool is more “interactive” with members, and can give us an opportunity to look at demographics and collect feedback. Many races have their own facebook pages, but this is not going to be required of all races. However, races that do have a facebook page could be cross promoted with the ORRC facebook page as well. We could start with 2 or 3 races and the RDs who feel comfortable to determine what works.

**E-mail Blast:** This goes out to both members and non-members, as long as we have an e-mail contact. This equates to about 4,000 people. Board members talked about adding a FAQ section to the website and/or e-mailing it to members once/year through an e-mail blast.

**Website:** We talked about adding a list of past winners of ORRC events and course records and adding a “registration” status for each event (e.g. “not open yet”/open/full/closed/early bird registration/early registration/day of race available only). Billy will ask the RDs to try and get a list of past winners and the course records to start, and whatever we cannot get from the RDs we could try and research by going through old ODRs.

**Twitter:** Nobody on the board wanted to pursue this option.

**Content for each tool:** Board members agreed that while content could be duplicated on both the facebook page and the e-mail blasts and website, but should not necessarily be published in the ODR, since the ODR should be reserved for more original material. The primary question we need to answer is how members would prefer to be communicated with and how frequently.

**Cost:** Face is free, but we cannot control some of the advertisements. E-mail blasts (constant content) costs \$400/year, but we have more control over the content and there are not ads.

**Survey:** In the near future ORRC will put out a survey to members and nonmembers asking them their preference for how we communicate and how often. Tracy will work with Liz, Kelly and Bryan to create a survey and determine the best method for getting the survey to members (electronic vs. paper). Dave Green emphasized that whatever we do, we need to follow through with it. So once we collect the information, be sure to act on the information we collect and monitor it as well.

**Control over content:** The board acknowledged that while we might ask for different types of communication from RDs, they have full control over their event, and they might not want to do what is asked of them so won't follow through. However, we can request minimum content for each event on the ORRC website. Members brainstormed items they thought were “basic” information they would ask all RDs to provide:

**Basic race information for website:**

Event Name  
Date  
Distance  
Start Time  
Race Director Contact Information  
Location  
Cost  
Course Map  
Types of Registration Option (online vs. mail in)  
Link to website/facebook page/flyer  
Downloadable Flyer  
Maximum number of participants (if there is one)

**Additional race information for website:**

Ideally the website would also include an elevation chart and possibly a "registration" status (open, not yet available, full, close to filling, etc).

We would update the ORRC website to include what we have, and then notify the RDs what we are missing and need to post for them to collect.

**ORRC Around the World:** Since ORRC is giving away free hats to all members, we brainstormed asking members to take pictures of themselves wearing the hat and posting the pictures to the web and Facebook page under the heading "where in the world is ORRC?"

**Flyers:** Steve and Kelly were interested in working on this project where a flyer would be created for each ORRC program (e.g. 10K series, kids friendly events, walkers, etc.). These could be used for booths and handed out at races.

**Other marketing ideas:**

Contacting the following organizations regarding our different programs and seeing if they would be interested in partnering with us for any of them

- Schools
- Fitness centers
- Summer camps
- Tualatin Hills Parks and Rec.
- Metro Parent magazine regarding our different programs

## **To Do List for Board Members:**

Tracy

- Work on creating survey of members regarding preferred communication and frequency

Billy

- Contact RDs regarding past winners of their event and course records
- Let RDs know what minimum information is missing about their event that we need to post to the website

Bryan

- Update ODR to color if cost increase is less than \$1,000

Kelly

- Create a standard questionnaire to be used for "member profiles" that could be published in the ODR. She will start with the questions completed by board members and RDs.
- Create a FAQ information page that can be posted to the web and e-mailed once/year to members (e.g. an end of year, or start of year e-mail each year).
- Contact RDs regarding linking their facebook pages to the ORRC facebook page and coordinating posting of information

Steve and Kelly

- Work on creating flyers regarding ORRC programs.

Next Board meeting: July 20, ORRC office

Next RD meeting: September 7, ORRC office

## **Communications & Marketing Summit**

The purpose of this summit is to confirm what tools ORRC has to communicate with its members and how to use those tools more effectively and efficiently.

### **Current Tools & Ideas**

#### **Email Blast**

This sent out approximately every 4-8 weeks or as needed. It includes announcements, volunteer opportunities, upcoming events, current point standings, and recent race winners, as well as links to additional information for members.

##### Ideas for Email Blast

- Point Standings - Instead of listing them in the email blast, have them announced on Facebook when the standings are updated with link to website to for more complete results.
- Race winners – Announce race winners here and on Facebook? So those without Facebook still get the news and the winners get recognition in multiple places.

#### **Website**

The website is the current repository of all ORRC information including calendars, race results, announcements, point standings, history of results and ODR's, as well as links to member benefits and discounts. There is a chat room (seldom used) and photos.

##### Ideas for website

- Previous winners and course records - For each event have a page that lists all previous race winners and the course records. Our results page lists results for all events for multiple years, but if you want a quick review of who's won in the past and course records, it's hard to find. So when looking on the results page there is a list of all races with a column for the current year's results. We'd like to have all races listed even if they haven't happened yet, and add a column for "previous winners and course records". If the event hasn't occurred for the year yet, the links would just say "not available yet or not work".
- Awards – In addition to listing all the race results have a link to all prior award recipients so we can have an easy place to find who's won an award and in what year.
- Officers – Under the "Board of Directors" link include a page that has the complete (or as complete as we can get) history of ORRC officers. This way we have an easily retrievable list of past presidents and board members.
- ODR Articles – Is there a way to post ODR articles without knowing which ODR it's in? So just a link to different articles posted to the website and not having to open up each ODR in PDF format? So it comes out in the ODR first, the complete ODR is still available on the website in PDF format, but there is another option for accessing and reading the articles. Is this already available on the ODR Facebook?
- Ensure that RD's who create their own event website or Facebook pages, have links on our website and/or Facebook (however that works). If they update their website, they need to also ensure that the ORRC website is updated.

## **Current Tools & Ideas (cont.)**

### **ODR**

This is published every two months and includes articles submitted by the editor, the President, and other volunteers. Includes complete race results for recent events and photos.  
Ideas for ODR

- Interviews of ORRC members (both fast and slow). Similar to the questionnaire we had board members complete, we could have pictures taken of who we were interviewing and have 1-2 interviews in each ODR. This would get members to know each other and we could have runners, walkers, faster, slower, a wide variety of interviews in each ODR. We could include a 3<sup>rd</sup> interview of a volunteer of an event so members who run, walk, volunteer, etc. could be profiled.
- Race histories to go with RD interviews. We've asked the RD's to complete the same type of questionnaire and the Board members. We'd like to have 1-2 interviews per ODR so members can get to know the volunteers who are putting on the different ORRC events. In addition to the RD interviews, we could pair them with a story about the event they put on. The story would include the history of the event.
- We would put these interviews and stories initially in the ODR, but also keep a complete history of them on the website so members could look themselves up and/or provide a link to friends to read it as well.

## **Marketing**

Marketing for ORRC has been primarily done by the different Race Directors of the different ORRC events. Marketing strategies generally include flyers for events in the ODR, announcements in the email blast, flyers to stores, links to each event on the ORRC website, and various event Facebook pages and websites. ORRC itself does very little non-event marketing other than booths at different expos. While we have a flyer on the benefits of ORRC membership (being updated now) we don't market ORRC outside of our own membership.

## Ideas for Marketing

- Flyers – For each program: 10K series, Kids Friendly Events, Ultra's (longer than a 10K events), Walkers, Fast Runners. These flyers would be small, one-sided flyers that could be inserted in the ODR or be at a booth or running store.
  - 10K Series Flyer – Would include information on the 10K series, how it works, how to sign up, the benefits of signing up for the series versus each event individually, prizes, and dates of each event included.
  - Kids Friendly Events – List all events with kids runs, 2-miles, or 5K events. Explain the "President's challenge" (if 2-mile or 5K). If we start a "Kids Program" we could add it here for whatever training program we set up.
  - Ultra's (or Long Events Flyer) – List all events longer than a 10K for those members who are interested in longer events.
  - Walkers – List all events that include separate walking divisions and explains the "Walker of the Year" award at the end of the year.
  - Fast Runners – Explains the "Course Record Challenge" (if we approve it) and also lists some of the faster courses (i.e. Champoeg, Best Dam Run, Blue Lake, and Autumn Leaves, flat or downhill courses) and Dual-Duel for track racing. We could also include information on the Tuesday and Thursday night workouts if they want to do intervals with a group
  - Training Runs – Information on our Tuesday and Thursday night workout groups. If we start a "Kids Program" we could add it here for whatever training program we set up.

## Ideas for Marketing (cont.)

- Photos – Develop a location somewhere to store photos so people have easy access to them for either the email blast, ODR, Facebook, etc.
  - Who has access to our photos? All members or just those involved with our marketing pieces?
  - How does Constant Contact fit into this issue? We have to upload photos from somewhere into our CC account for the email blast.
  - Who is taking the photos? If multiple people take photos on different devices, how do we get them to the appropriate place so others can have access to them?
  - Quality/size of photos? Do we need to set any standards for photos we use on the website, in the ODR, on Facebook, etc?
  - Can we get volunteers to take pictures at each event? How can the RD work with the new Marketing & Communications Coordinator position created by the Board (see below). We are not talking about the hired photographers to get pictures of each runner, but of the candid shots of the event and things that go on during the day.
  
- New Member information – When a new member joins, or a current member renews, can we send an automatic email with information about the club? Frequently asked questions such as “how do I look up results?” “Can I register for events online?” Where to find stuff, how we communicate with members (email blasts, ODR, website, Facebook). Invite them to join Facebook. List of or a calendar of events.
  
- Events that fill – Ensure earlier marketing/communication to ORRC members so they have a chance to get in to events that fill quickly (i.e. Hagg Lake Ultra).
  - Could we have an early online registration for ORRC members only to give them first crack at these events? For example they’d have to have their ORRC member number and we would send out Facebook or Email blasts to advertise these “one-day” or “week-long” advanced registration opportunities. They do this for concerts and stuff. Can we?

### **Facebook pages**

We have no idea how this works. Could we do Facebook alerts instead of email blasts when there is a quick need for volunteers or something, or to advertise advanced registration, or to alert all members to the last day for online pre-registration, or when entry fees will be going up for certain events? This would be quicker and more efficient than email blasts. This would entail needing to know all dates for every event.

### **Oregon Live Blog** (not ORRC, but we utilize it a lot)

Again, we have no idea how Blogs work, but it is a more immediate way to get information out to members and non-members about ORRC events and activities.

## **Current volunteers and responsibilities**

Email Blast = Tom (now Kelly)

ODR = Bryan is editor, Liz helps with it

ORRC Website = Liz is editor

Multiple Facebook Pages

- ORRC Facebook = Kelly
- ODR Facebook = Bryan
- Turkey Trot Facebook = Billy
- Oregon Live Blog = Kelly
- Miscellaneous Facebook and web pages set up by individual Race Directors

## **Marketing & Communications Coordinator**

The ORRC Board created this new volunteer position. Kelly Barten agreed to take on this role in addition to her Board Member responsibilities.

- Position description: The coordinator is responsible for the club camera/video and is responsible for ensuring pictures and videos get taken at club events to be posted to the organization's website/Facebook page and provided to the ODR as needed. They will work with the ODR editor, the web designer/editor and other RDs and event coordinators as needed. This person is NOT responsible for all marketing of all club events/races. That is still the responsibility of the individual event RDs, but this person may assist the RDs as needed. Note that race directors may still pay professional photographers to take photos at their events for sale to event participants, in addition to the pictures taken by the marketing/publicity coordinator. This position is also responsible for the monthly e-mail blast on behalf of the board to club members. This includes content (as provided by the board), format and sending the e-mail to club members.
- Interaction with other editors? – We need to finalize how

## **Strategy?**

- What is our strategy for what information gets posted when and where?
- What's the primary purpose for each of our tools?
  - Email Blast
  - Website
  - ODR
  - Facebook
- What is the best information for each tool?
  - Email Blast
  - Website
  - ODR
  - Facebook
- How do we get information for each tool and to each tool?
  - Email Blast
  - Website
  - ODR
  - Facebook