



ORRC Board Meeting Minutes

Wednesday, July 20, 2011, 6:00 P.M.

Sports Center, 4840 SW Western Avenue

Present: Kelly Barten, Mariane Brightbill, Dave Cook, Dave Green, Tom Little, Valerie Pratt, Julia Reisinger, Tracy Reisinger, Billy Strick, Jeff Wehrman, Stephen Wright

Approve minutes of June Board Meeting:

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

Membership Report (Dave Green):

Dave worked with Liz Dauw to see if there was any way to make the process of recording/reviewing/renewing memberships more efficient, or to try a new system (perhaps make it more automated or online). He is not recommending anything new at this time. Liz is going to update the website so if people are updating their e-mail addresses, they indicate if they are a member or not. There are approximately 676 members (about 1/5 are family members). July is the "skip" month (no mailing). The next reminder mailing will be in August.

Treasurer's Report (Valerie Pratt):

Valerie submitted the latest report, including the up-to-date income and expenses for 2011 events. Autumn Leaves has already pre-paid most of its expenses so looks in the hole, but should be ok once registrations start to pick up.

VP of Races Report (Billy Strick)

Billy had not yet received a race report for Up the Lazy River. Summer Solstice had 212 finishers, but also no report yet. The Fourth of July Run had 270 pre-registered and a lot of day of race entrants as well. The flyer got out a lot earlier.

ODR Report:

There is an ODR Planning Meeting, Thursday, July 21st in Beaverton

Vote on new board member:

The board was going to vote on Josh Kleiver's application to join, but he withdrew his application the day prior to the meeting due to the time commitment with other obligations.

Race for Cure and Portland Marathon Booth Coordination:

Stephen observed we might need to “rethink” the prizes we give away with the “wheel” at Race for Cure since there will be a lot more people at that expo as opposed to the Vancouver Marathon expo held in June. Perhaps fewer “big” prizes and more food give aways. Also we should try and avoid giving away food with peanuts in it due to allergies. The board approved the same budget as before (about \$500) for each expo.

Flyers as Handouts:

Tracy and Julia presented samples of flyers they would like to create to hand out at booths, at races and possibly at races or in the ODR. Flyers were created for the various opportunities ORRC has for its participants (walkers, kids, training opportunities, etc). There was some discussion about whether the flyer should be a tri-fold design or a smaller design taking up only a third of a page, possibly front and back. Suggestions included adding the logo and the mission statement on the back of each flyer. Kelly Barten suggested adding the bar code to each flyer that people could scan using their smart phone applications. There was also discussion of how the flyers differed from the actual member application. It was decided to keep the flyers as smaller marketing pieces, while the member application would be in the tri-fold format, and while we want to utilize the bar code, in order to get the flyers out quickly, we will hold off on the bar codes for now on the flyers, but possibly put it on the member application. Tracy and Julia will finalize the flyers and have them ready for the Race for Cure expo in September.

“Caps for members” benefit (update):

Tracy contacted Ellison and they said about 450 of the hats are complete (the embroidery is done), and the rest of the hats are on back-order, but should arrive in mid-August. We will hold off mailing the hats until the order is complete (we will not mail some now and some later).

Member profiles for ODR (who collecting?):

Billy Strick and Bryan Westby are collecting the member profiles for the ODR. They are collecting them at ORRC races. Originally it was discussed that we would publish 1 or 2 each month in the ODR, but after re-thinking it, the board thought it would be a good idea to publish more in each edition (possibly 6-8?) This will be at Bryan’s discretion depending on space available and what they collect.

Member interviews at races & recaps of races for facebook, Oregon live blog and website:

Billy interviewed a person at Summer Solstice and posted it to facebook

Up the Lazy River Discussion:

After discussing the concerns about the communication and organizational style of the current race director for Up the Lazy River, the board decided to remove the current RD and search for a new person. Jodi Cullen was a co-director last year, so we will give her “first right of refusal” and ask if she wants to continue as RD. Tracy will also ask Alanna Woods, former RD for the Fourth of July Run if she would like to co-RD since she indicated she would be interested in helping RD another race for ORRC.

New RD for Garlic Festival 10K (as announced in e-mail blast):

Tom Little has to step down as RD for Garlic Festival after this year, as does Sarah Tisdale. There was an announcement in the last e-mail blast asking for volunteers. Billy originally indicated an interest in possibly taking over, but realized he won't have the time with all of his other duties for the board. Jeff, Billy, and Tom will ask a few other people if they could take it on (perhaps asking Steve Steiner, Dave Barnes and Joe Dudman).

Funding for "beat the prez challenge" and final details:

Tracy will have the first "beat the prez" challenge at the Garlic Festival 2-mile. She decided to challenge any "youth" age 17 or younger (younger than 18 so no college kids) to any distance between 2 miles and 5K. She didn't want to go longer than a 5K because she didn't want to include the turkey trot 4-miler in the schedule. Any youth who beats her an event will win a prize (probably a \$5 gift card to a chain store like Jamba Juice or Burgerville). The board approved \$1,000 for purchasing gift cards. She will carry a sign that says "beat the prez" and wear a colorful hat and sunglasses so she is easy to spot.

Funding for camera for Bryan:

Bryan Westby asked prior to the meeting for the board to consider granting him funding to purchase a small camera for use in taking pictures at events and posting to the web and the ODR. There was a lot of discussion regarding the cost, what type of camera, and who would be in charge of the camera (responsible for it). In the end the board decided they wanted more information before approving a camera. They leaned toward allowing Bryan to purchase the camera, with the caveat that he would then be expected to take pictures at events, or coordinate someone else taking pictures, but they wanted to know more about what cost to expect. They also suggested he consider buying his own camera and writing it off as a tax write-off. Update after the meeting: Tracy spoke with Bryan at the ODR meeting the next day and he agreed he would probably purchase his own camera and write off the expense on his taxes.

Survey of ORRC Members:

Kelly created a survey prior to the meeting on "surveymonkey" that several board members were able to sample and it was agreed it looked great. She will wait a few weeks, and then send it out via a stand-alone e-mail blast (waiting because we just sent an e-mail blast and don't want them too close together). We will offer prizes to people who fill out the survey. One grand prize of "free ORRC races for all of 2012" and four smaller prizes of "one free race in 2012". The prizes would not guarantee entrée (if a race fills the winner cannot claim he/she can still get in, they have to register in time just like anyone else). The prize is also non-transferable. The deadline to fill out the survey will be September, so we can remind everyone in the next ODR and in another e-mail blast.

ODR archive project:ask for a volunteer, or pay someone):

Dave Green volunteered to start putting old ODRs in PDF format by scanning them after hours at work, and then linking them to our website. After we get all of the old ODRs in PDF format we can post them to the web, and then think about creating a database of all the articles. But the first stage of the project (getting them scanned and posted to the web) should take a while (perhaps a year?), so we will deal with the database question and how to do it and who will do it later (perhaps hire someone or ask for a volunteer).

Magnet calendar:

Last year Liz and Bryan set up the magnet. Board members agreed we wanted to do another magnet for 2012 and use a larger font size, so have a bigger magnet this year. Tracy agreed to contact Liz and Bryan to see what the options are concerning size and cost. Since we want to have the magnet for the Race for Cure Expo in September, it will need to get done earlier than last year, and we'll need to order more of them. We will finalize the format, number and cost at the next board meeting.

Policies and Procedures (a heads up):

Tracy gave all board members a heads up that she and Julia will be typing up ORRC policies and procedures so we have them in written format (and not just continuing with an oral history of how we do things). So board members will be receiving e-mails in the next few months (years?) asking them confirm if what is written confirms what they think the policy is. There will be NO votes via e-mail. Basically the policy would be written up and sent out, and board members would simply reply: 1) I agree this is the current policy, 2) I agree this is the current policy but I'd like to discuss this at the next board meeting to possibly change this, or 3) I do not agree this is ORRC policy and we should discuss this at the next board meeting. If anyone chooses option #2 or #3 the policy would be added to the next board meeting agenda. More to come later!

10K Series Coordinator:

Since Susan has stepped down, we need to find a new 10K series coordinator. Preferably this will happen prior to the next 10K (Garlic Festival in August). We also need to have the new application for 2012 as soon as possible (preferably in time for the Race for Cure Expo). Update: a few days after the meeting Bonny Benton volunteered to take over as the 10K series coordinator. Bonny attends the Tuesday evening workouts, and talked with Susan about it, and is excited about the new role. Susan agreed to train her on how she organizes the series.

Sport Authority Sponsorship:

Kelly Barten has a friend who was recently hired at Sports Authority in charge of sponsorships. If any RD or if ORRC is interested in Sports Authority sponsoring events, they can contact her (possibly prizes, or coupons?). Dave Green gave his information to Kelly to pass on to her friend so we can contact Sports Authority regarding possibly sponsoring Turkey Trot, and Tracy thought they could possibly sponsor the 10K series in 2012 (possibly donate the shirts?). Billy will get her information to the RDs.

To Do List for Board Members:

Tracy

- Ask Alanna and Jodi if they are willing to RD/co-RD UTLR
- Finalize flyers and get them printed
- Finalize letter to be sent with ORRC hats and get to admail by mid-August
- Ask Liz and Bryan about format & cost of 2012 magnet

Dave Green

- Finalize labels to send out hats and get to admail by mid-August
- Start work on archive project (getting old ODRs up on the web)

Valerie

- Work on membership brochure and present at next board meeting

Kelly

- Finalize member survey and sent out via e-mail blast

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

Billy & Bryan

- Continue collecting member profiles for use in ODR
- Continue collecting more in-depth member interviews for posting to facebook and website

Billy & Jeff & Tom

- Contact several people regarding taking on RD role for Garlic Festival

Next Board meeting: August 17, ORRC office

Next RD meeting: September 7, ORRC office