



ORRC Board Meeting Minutes
Wednesday, October 19, 2011, 6:00 P.M.
Sports Center, 4840 SW Western Avenue

Present: Kelly Barten, Mariane Brightbill, Dave Cook, Dave Green, Jamison Jossis, Valerie Pratt, Julia Reisinger, Tracy Reisinger, Billy Strick, Stephen Wright

Approve minutes of September Board Meeting:

The September board minutes were approved as submitted and will be posted to the ORRC website

Membership Report (Dave Green):

Membership is up about 3%. Basically the club membership is stable with a slight bump after all the summer races

Dave has been mailing hats to new members instead of a coupon. For renewing members he's been mailing coupons for a vest or hat. We need to start thinking of the next "renewal" gift assuming we want to give out a new gift for people renewing their membership in 2012

Treasurer's Report (Valerie Pratt):

Revenue is down slightly due to the "hat" mailing to all current members

VP of Races Report (Billy Strick):

No report this month

Running Free presentation/proposal (Steve):

Steve has been unable to connect with anyone to try and coordinate this project so this proposal has been put on hold until he can collect more information

Update on member survey results (Kelly):

Kelly presented some statistics from the member survey. There were 471 respondents, with a wide variety of comments and perceptions of the club. After going over the various components of the survey it was agreed to give board members time to review the data, and then go over how we want to utilize the information. All board members are expected to read the comments and Tracy will try and see what we can work on (look for low hanging fruit). Billy is also going to ask RDs if there are any questions RDs would like to ask in future surveys. Update: Winners of the survey response drawing were as follows:

1) Grand Prize Winner: Jimmy Jones at quietgoesthedon@gmail.com He said he plans to participate in all events, so each RD should contact him to get him set up.

2) Runners-Up. Each wins entry to ONE ORRC event in 2012 (note Kelly emailed each RD individually so they all have this info)

- Linda Felver at felver@easystreet.net, Best Dam Run 2012
- Aaron Rodas at rodas.aaron@gmail.com, Turkey Trot 2012
- Tam Jenkins at tjenkins@bizjournals.com, Turkey Trot 2012
- Helen Rarick at melonhead1939@yahoo.com, Y2K 20.12k race, 2012

One person, Penny Iwamasa at penny_iwamasa@hotmail.com didn't claim the runner-up prize, however Kelly didn't draw a new winner because she wanted to give her a little more time. We can draw a new winner or continue to wait for her to respond and/or not give out a prize if she never responds.

Create funds for community outreach/ kids programs/ member support. Draft of form for organizations requesting funding & history of ORRC net revenue (Tracy/Valerie):

Valerie was unable to collect the data necessary for making a decision so this discussion was postponed until next month

Booth at Eugene Marathon Expo? (Steve):

While board members liked the idea of having a presence at more marathon expos around the state, logistically, it is unrealistic since we are having a hard enough time finding volunteers to staff local expos, let alone trying to get supplies and volunteers to events outside of the Portland/Metro area. So ORRC will not attempt to expand to expos other than the current three we already participate in (Vancouver marathon, Portland marathon and Race for the Cure)

T-shirt contest (who is collecting the pictures and when are we setting it up on the web and opening up the survey online?) (Tracy):

Billy is collecting the pictures of shirts from the RDs, which are due at the end of October. Once all t-shirts are collected, Billy will work with Kelly to put them up on a survey monkey and ask members to vote for their favorite.

Century High School request (Tracy):

The board approved offering \$1,000 to Century HS's running program.

South Meadows Middle School request (Tracy):

The board approved offering \$500 for South Meadows Middle School's running program, with the expectation that they will provide about 10 volunteers at the Y2K12 event or another ORRC race.

West Union Elementary School Marathon Program (Tracy):

The board tentatively approved donating items/ribbons/medals to kids participating in this program as prizes/incentives for reaching milestones and finishing the marathon. Tracy will research items to give away, and purchase supplies for this program, and other possible similar programs at other schools. No specific monetary budget was approved, just "within reason" and if it became more expensive to get back to the board. \$1,000 was the initial start up amount discussed but no final amount was decided on.

Constant Contact contract & possible new vendor for database (Kelly):

Kelly started a presentation on the differences between Constant Contact and Emma, but shortly into the discussion it was decided to let Kelly, Dave Green and Billy meet separately since they were the ones most familiar with what was necessary. The board asked Kelly if she could get a "trial" month or two on Emma so Dave and Billy could see in more detail how it functions. Board members are willing to switch, with ease of use and no drastic increase in cost the main concern.

Discussion of who we send email blasts to (Kelly):

There are several e-mail lists made up of current and former members, participants in events, and vendors and sponsors. It was decided to send the e-mail blasts to everyone on all lists, not just members. Dave Green mentioned that the current member database has not been updated for the last year. Billy, Kelly and Dave Green agreed to meet with and discuss how to update e-mail addresses for new/current members. Update: Dave Green updated the database after the meeting so it is up to date. Billy is going to ask RDs who utilize Active.com for their passwords so we can get updated e-mail addresses for our e-mail blasts.

Purchase arch? (for finish or start line) (Tracy):

The board discussed possibly purchasing an arch (they are being offered on sale through November from a company). There was concern over the size of the arch (for when transporting and storing it), and how it would fare in wind and rain. Billy is going to ask RDs if they feel there is a need for an arch and get back to the board on their feedback.

Partner with coaches (Saturday group or Tuesday Night Group?) (Tracy):

Several coaches contacted Tracy at the Portland marathon expo asking if ORRC would like to partner with them on creating a training program. The board agreed to postpone making a decision until after they had a chance to review the survey results and see if this is something members are requesting (is there a need?).

ORRC Phone and voice mail at ORRC office? (Tracy/Valerie):

Several members have commented that they left voice mail messages at the ORRC phone # and never received a response. The phone at the ORRC office is not connected. Valerie confirmed we are paying for a phone service, and Dave Cook confirmed we have a voice mail account and he will look into how to access the messages so we can start responding in a timely manner.

New account at Kinkos/Fed Express (Tracy/Valerie):

Valerie confirmed we have a new account at Kinkos that RDs and board members can use to charge items (up to \$500). Tracy will forward the account information to the RDs

Awards banquet (nominations and who is coordinating the banquet) (Tracy):

Billy agreed to coordinate the annual award banquet. Board members are tasked with thinking up nominations for the awards, and members will be asked to submit nominees in the next e-mail blast

November & December board meeting? (agenda for November and skipping December meeting?) (Tracy):

The November board meeting will consist primarily of stuffing packets for the Turkey Trot, so there will not be many other items to discuss

Items to include in Turkey Trot packets (do we want to include ORRC flyers or membership brochures?) (Tracy):

The Turkey Trot packet will include the ORRC magnet calendar, and the new ORRC brochure in addition to the race numbers and parking instructions

Free 10K series entry for "returning Oregon Army soldier? (Tracy):

Board members agreed that it would not be a good precedent since so many members are veterans, and there would be no way to confirm veteran status (per Steve you are not allowed to ask for documentation of veteran status). This request was denied

To Do List for Board Members:

All Board Members:

- Think of items to give away to renewing members in 2012
- Review survey results/comments to see how we can use the information to improve services/outreach
- Think of nominees for awards

Billy:

- Collect pictures of t-shirts from RDs
- Ask RDs what questions they would like to ask in future surveys
- Ask RDs if they feel the need for an arch
- Get passwords from RDs who use Active.com so we can update e-mail lists for the e-mail blast

Tracy:

- Summarize some survey results for the ODR
- Research items to give away for kids running programs

Kelly:

- Contact Emma to see if we can have a trial period for a month or two to see if we prefer it over Constant Contact

Billy/Dave Green/Kelly:

- Meet to discuss how to best to update e-mail lists on a regular basis

Dave Cook:

- Research the phone messaging system so we can respond to members on a timely basis

Meetings/Deadlines:

Next Board meeting: November 16, ORRC office

Next RD meeting: December 7, ORRC office

ODR next deadline for articles (Jan/Feb issue): November 30

ODR next deadline for inserts (Nov/Dec issue): October 28