



ORRC Board Meeting Minutes
Wednesday, September 21, 2011, 6:00 P.M.
Sports Center, 4840 SW Western Avenue

Present: Mariane Brightbill, Dave Green, Jamison Jossis, Valerie Pratt, Julia Reisinger, Tracy Reisinger, Billy Strick, Jeff Wehrman, Stephen Wright and guests: Jennifer "Mac" McDonald and Rona Amadon

Approve Minutes of August Board Meeting:

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

Membership Report (Dave Green):

- We spent the meeting stuffing membership renewal letters. About 176 people are due to expire Aug/Sept/Oct/Nov. and about 76 people had last chance letters (expired April/May/June).
- About 20 cards will be mailed to new members this week. We are up to date. Aug and Sept renewals need to be mailed.
- Hats were mailed to all current members, and will be for sale at the expos for \$10 each

Treasurer's Report (Valerie Pratt):

- Liz Dauw waived the set-up fee for the magnet set-up.

VP of Races Report (Billy Strick)

- There was just an RD meeting.
- Wildwood had some parking issues. Need to monitor the area next year so people don't park in the area required for shuttle turn-around, and not park in areas not allowed to park in.
- Equipment rental. The RDs agreed to raise the rental price to \$100. They are also creating a form to keep track of inventory.
- Steve Floyd sent a letter to sponsors of the Best Dam Run

One Step Closer Presentation (Jennifer “Mac” McDonald and Rona Amadon):

This is a program modeled after the “back on my feet” program that started in Philadelphia. It is a running group for people experiencing homelessness. The program consists of meeting once per week for 6 weeks in downtown Portland, from shelters in the downtown area. In 2010 they offered one program, with 75 participants. The goal is to have them run in a local 5K or 10K, but some do longer distances, including one who did a marathon in 2010. They hope to do two programs in 2011, and increase the number of participants in each program. The benefits of the program includes giving participants an opportunity to engage in physical fitness and building confidence and positive self-image since when people run together social stigmas fall away and they support each other.

They asked for a 2-year commitment of \$5,050 for each year. This would help cover costs of clothing, shoes, race entries food and drink, and posters and business cards for marketing purposes

“Running Free” Presentation (Steve Wright):

Steve asked to defer his presentation until he could collect more information

Discussion of different proposals for funding (One Step Closer, Running Free, and Liberty Fit)

The board decided to offer both Liberty Fit and One Step Closer \$1,000 each for 2012, with additional support of 30-50 complimentary entries for the Turkey Trot for One Step Closer. Additional complimentary entries for One Step Closer could be provided if other Race Directors wanted to grant them for their races. We also offered One Step Closer leftover race t-shirts. They just need to specify what sizes they need.

The board would like to set up an “outreach” fund that would be dedicated to running programs for the community such as One Step Closer. The amount of funding would be a set percentage of the net revenue each year, and programs would apply for funding each year. The amount awarded would depend on the amount of funding available each year, with a possible maximum set per year per program (such as \$2,000 per year per program). The board also discussed setting up funding specifically for “kids” programs (like Liberty fit) possibly separate from the “community outreach” and also possibly set up funding for “member support” (giving back to members either in terms of lower entry fees, or free gifts, like the hat we just sent out to all current members). Would there be separate funds set up for each of these programs (e.g. 20% of net revenue for community outreach, 20% of net revenue for kids programs and 20% of net revenue for member support) or would we set up one big fund for everything?

Valerie will bring a history of the ORRC revenue for the past couple of years so the board can decide what percentage of net revenue they would like to dedicate to the fund. Tracy will create a draft of a proposal/request form that programs could fill out. The board needs to decide on the amount to dedicate, how programs would ask for it and when, and if we would advertise this program or just let people find out about it by word of mouth.

Discussion of Affiliate versus Partner versus Sponsored By ORRC

ORRC has been receiving requests for support for races in terms of sponsorship, such as marketing, or race directors or volunteers. Aside from sending people the information on how to put on a race (already posted on the ORRC website), the board discussed possibly sponsoring races and events. The definitions discussed included:

Sponsor: Not an ORRC event, but ORRC could support via providing funding, or marketing (such as using our e-mail blast, or posting information on the main webpage and not just the event calendar). The event would NOT be covered by ORRC insurance, and they could not use ORRC supplies (could not rent equipment)

Partner: Considered an ORRC event in partnership with another group. The questions/concerns are who owns the event in the situation where the partnership dissolves (such as the controversy over the Best Dam Run this year with the EDA).

Affiliate: Treated like an ORRC event, but was not. ORRC members received discounts to enter, but event was not covered under ORRC insurance.

After brief discussion, including the pros (spreading the ORRC name to events outside the Portland area) and cons (participants might get confused about the difference between ORRC event vs non ORRC events and volunteer for a non-ORRC event by mistake when trying to get their volunteer credit, or participating in a non-ORRC event trying to get age group points), the board decided not to implement any type of sponsorship/partnership/affiliation at this time. We will concentrate on our own runs, and not offer sponsorship to anyone, or try any new partnership or affiliations.

Race for Cure and Portland Marathon Booths Update (Steve Wright):

The demographics for RFTC are different than Portland Marathon. There were more walkers, and people who were not regular runners/walkers but more "event" participants who turn out for one or two events per year and that's it. They were more out of shape and interested more in the free items than the club itself. There were a lot of people picking up Turkey Trot flyers. We still need a lot of volunteers to staff the Portland marathon booth. Jamison will try and get a list of past volunteers for the marathon expo and get it to Steve. Billy will also get ORRC bucks to Steve so he can get them to the volunteers. There was some discussion trying to get a video or slide show set up at the booth to show pictures of ORRC events, and a 3rd volunteer for each shift might be nice to help talk to people (at RFTC 2 people were busy with the wheel and helping hand out the free t-shirts). At RFTC there were 232 entries for a free Ipod. That option will not be used on the wheel for Portland Marathon.

Update on member survey results (Kelly):

This discussion was delayed until next month since Kelly was not able to attend this month's meeting

Race Winners/Course record update (Billy):

Beginning in 2012 each race winner who sets a course record (male/female/male master/female master) will receive a \$200 visa gift card. Billy has a list of the course records, and will have a dry-erase board set up at each event listing the current course records so participants will know what the record is at the start of each event.

Membership brochure update (add bar code?) (Valerie):

Valerie is going to update the membership brochure to add the QR code

Bridge over Burnside proposal for support (Tracy):

ORRC received an e-mail request to add the club's support to a proposal to build a bridge over Burnside where the Wildwood trail crosses West Burnside. The board agreed that if the request is just for ORRC to add its name to a list of people in support of the proposal, it would be ok. However, if they were asking for ORRC to take on a marketing role for the proposal, or mail information to members, we would not do that. Tracy will go out for more information and find out exactly what they are asking for. Update: they were only asking for ORRC to add their name to a list of proponents, so Tracy agreed to let them add our name to their list.

Master Calendar (Tracy):

A master calendar was created with deadlines for submitting information (such as taxes and material for the ODR) and dates for ORRC events (races and expo participation). After reviewing the items on the calendar, the board agreed it appeared to include everything and it will be sent to all ORRC board members and RDs and included in the ORRC policy and procedure handbook.

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

This discussion on if we want to switch from Constant Contact to a new vendor to send e-mail blasts was postponed since Kelly was unable to attend this month.

Discussion of what data bases we keep and who we send emails to (Kelly):

This discussion, on who we send e-mails blasts to (there are multiple lists/groups) was postponed since Kelly was unable to attend this month.

To Do List for Board Members:

Tracy

- Contact One Step Closer and Liberty Fit to let them know about the board's decision to help fund their programs
- Contact Bridge over Burnside proponents to see what exactly they are asking for when they ask ORRC to be an "advocate" for their proposal
- Create a draft "proposal/request" form for community outreach programs (for people to request funding/support from ORRC in 2012)

Valerie

- Revise membership application to include a QR code
- Collect history of ORRC net revenue to present at the next meeting so we can decide on how much to allocate for community outreach programs each year

Kelly

- Collect survey results (survey deadline Sept 15) and present results at next board meeting
- Collect information on "Emma" to compare with Constant Contact and present case for possibly switching vendors for e-mail blasts

Deadlines:

- Next Board meeting: October 19, 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