



## ORRC Board Retreat Minutes

March 16, 2005

Attending: Jeff Wehrman, Diane Bemrose, Dick Bemrose, Bob Boss, Celia Perkins, Mariane Brightbill, Dave Cook, Dave Green, Rob Rickard, Bryan Westby, Ian Shelley, Maggie Miller, Alanna Woods, Matt Cleveland, Liz Dauw

### Board Election

Alanna Woods was unanimously elected to the 2005 Board.

### Review of 2003 Strategic Plan

#### Incentives for Walkers

UTLR has added ribbons

We give an Annual Award to a walker

We need to be clearer on registration forms about walking events and awards.

#### Increase social events

The Tuesday Night group is about the only social event we have

#### Develop fully functional web site

We have done this. Liz is doing a great job. Our web site was in the top 3 RRCA web sites in the US.

#### Ensure Financial Stability

Even though our membership has dropped from the 1990s, our races are doing well to support the club financially. Dave Green provided input for the 2005 budget including the 2004 year-end Financial Report.

### Survey Results

Of survey participants, 54% were members and 41% non-members.

\*88% were runners

\*46% have been involved with running, walking or race walking for more than 6 years.

\*75% were between the age of 30 and 60

**For non-members**, club workouts and training were the top 2 benefits they would deem most important in a club.

\*Most popular race distant was 10K followed closely by half marathon, 5K and marathon.

\*54% have participated in an ORRC event.

\*42% learned about the survey via our web site.

\**Discussion:* Our web site has been a great resource for info for people. Our survey winner of the trip to Boston found our site while performing a search on running groups.

**For members**, 94% picked running as their focus.

\*45% have been members for more than 6 years

*Discussion:* We need to recognize our members more on the web or ODR. Suggestions were recognition for # of years of participation (note in ODR, pins or other visible sign of years), accomplishments (e-mail personalized results to finishers), or quotes from mini-surveys on the web.

\*52% are still participating because they like supporting a nonprofit running/walking club.

Discussion: We should have a place showing how much of our money goes to charitable organizations...maybe at races, on the web or ODR

\*Most popular race distance is the 10K followed closely by the marathon, 5k and ½-marathon.

\*Typical training distance is 4-6 miles

\*The activity that the Board should make its #1 priority is club races followed by workouts and training.

\*44% learned about the survey via email blast (44%) followed by the web site (34%).

## **Role of the ODR**

Bryan Westby (ODR Editor) reports that our web site and newsletter can work together more efficiently by having an early publishing date, providing more focus on race promotion rather than race review and crafting a four-month calendar that illustrates both ORRC and non-ORRC events.

He would like a theme for each issue with distance-specific columns and a regional column. As for advertisement, he is enlisting local support from shoe stores, looking at statewide and national ads and developing a PR/Marketing Strategy.

## **Web Site Focus**

Liz Dauw (Web Development Specialist) wants our web site to recruit new members as well as be a resource for walking and running. She would like input from people for walking and running tips, maps of favorite routes and other pertinent content.

Race Directors need to get their info to her so she can showcase their race with individual race web pages.

When ORRC gets a request to post races, they will be sent to Rob R., Bryan W. Liz D. and Pam M. Rob will decide if they should be posted on the web calendar

There was also discussion about putting a race/social calendar on the web and possible advertising on the web; to be decided at a later date.

## **2005 Focus**

### Runs:

\*Survey respondents' top priority was club races. 2005 additions include the Linear Half and Garlic Festival 10K, and the Flat Half (sort of). Concern was expressed about adding too much too quickly and exhausting our volunteers. We need to recruit or find other alternatives to using ORRC volunteers (e.g., Rob pays Willamette Valley Striders for Champoeg).

\*Greater publicity needs to take place. An ODR with set mailing dates will allow RDs to know when they need to get flyers in for mailing in a timely fashion.

### Walkers:

\*We need to keep giving awards to walkers- probably more than we have in the past.

\*We need to concentrate on the recreational/competitive walkers (not Volkswalkers)

\*Registration forms need to clearly designate "walkers"

\*Day-of-race handouts specifically for walker

\*Make sure that food and water is reserved for walkers who finish later than runners.

\*Celia will provide content for a web page devoted to walkers

\*Is Race Walkers NW interested in doing more with us? They are using two ORRC races in conjunction with their club series.

### Workouts:

\*Is anyone interested in starting an Eastside workout? There have been some requests for that. Possibly link with Trisport since they have a workout over there. Other options include partnering with Foot Traffic for something at Grant High, or discussing why the group failed at Cascade Athletics in Gresham, to see if something could be started there or as had been done by Athletics East.

\*Wednesday workout is moving to Duniway Park in April.

\*Check with local running stores about training runs that they do. NIKE already has a great group running from Niketown.

### Training:

\*Liz will check on alternatives to our current message board that would allow for different threads for training, social, partner requests, etc., and has the authority to select and alternate message board provider, if less than \$300, otherwise, to report options to the Board.

### Social:

\*Bryan W. Ian S., Maggie M., Alanna W. and Jeff W. will form the social committee. We will try some "trial and error" type social events. Promotion will be very important for success.

### Miscellaneous:

\*We need to get signs made about how much we contribute to charitable organizations. Also needs to go in the ODR and on the web.

\* Leftover food after races can be donated to SnowCap if arrangements are made in advance (ask Dick Bemrose for contact information)

\*Team race series-Is ORRC interested in sponsoring a series like the one that is in the initial stages?

Member retention – New Half training members need to be tracked, listed in the ODR as new members, list their times in the ODR, issue them certificates for their completion of the Half.

Recorded March 17, 2005 by Jeff Wehrman-ORRC Secretary