

## Kelowna Running Club Executive Meeting Minutes

March 11, 2009

### **Present:**

- Randy Werger: President
- Dennis Boon: Past President
- Rory Switzer: Vice President
- Richard Bugslag: Treasurer and Membership
- Dave Grieve
- Ivan McKnight
- Bernice Lightfoot

### **Absent:**

- Ray Snitynsky: Secretary
- Dan Crockett
- Sandy Wike

It being determined that there was a sufficient quorum, the meeting was called to order by Randy Werger.

**1. The agenda prepared by Randy was approved.**

**2. The Minutes of the February 11, 2009 Director's meeting were approved.**

### **3. Report of the President:**

Randy announced that he had received notice of the resignation of Sandy Wike from the Board.

Each Director was provided with a 3-ring Binder which was tabbed with the following headings:

- Who is the KRC
- Financial Information
- Meetings
- Correspondence
- Social Events
- Media
- Membership

Randy said that his goals were to provide good financial management through careful budgeting, to explore how to increase membership, and to increase the number of social functions.

### **4. Report of the Treasurer:**

The financial report was not complete and will be emailed to the Directors.

There is about \$3800 in the bank account and there are about 12 new members.

## **5. Scorched Sole Update and Budget:**

Shirley has provided Randy with a draft budget for the race.

## **6. Report on March party at the home of Dennis and Joyce Boon:**

Donations of \$260.00 towards the purchase of the Race Clock were received. The cost of a Race Clock is approximately \$4000.

## **7. Action Items carried forward from Previous Meeting;**

- The Notice of Directors has been filed at the corporate registry.
- Banking Resolution at TD Canada Trust. Rory and Ray still need to attend at the bank to sign up.
- Knox Mountain Race. The club has received a proposal from Tom Carlson to organize another race. Although no decision was made, the Directors were interested in the proposal. The additional race has the potential to increase KRC income however the difficulty is in scheduling another race in the IRA series. It was suggested that the Bike Barn Race and the Peak to Beak Race be held earlier to allow for this race to happen before the Trail Race series commences in the autumn.

### **Action: Randy will ask Peter Polhammer to discuss this with the IRA.**

- Membership Benefits on the back of KRC membership cards. The cards have now been printed and are being distributed to members.
- The password on the email account has been changed.
- Recruitment ambassadors – no one was clear on what this item was about. No action taken.
- Media Liaison Process to Ivan. Media contact list was provided to Ivan. Ivan will notify media of race results.
- Interact with Media Personnel Including Radio 96.3.

### **Action: Rory will continue with this effort.**

- Social Events. It was decided that this information should be set out on the Website for members to read.

### **Action: Dan to include social events on the KRC website.**

- Member Care. It is suggested that a small committee be set up to send cards to members who are sick.

### **Action: Randy to organize committee.**

## **8. New Business:**

**8.1 Single Source Email and New Address.** A Gmail Account has been set up for KRC by Ivan. All communications to member will come through this account.

### **8.2 Online KRC Membership.**

**Action: Ivan continues to explore online membership application.**

**8.3 KRC Clothing.** Dave presented a written proposal for a garment program for the club in which a number of different garments bearing the club logo be purchased on a 5-year cycle.

The club would therefore need to carry an inventory of clothing items. Item tabled until budget process is completed and available funds confirmed.

**8.4 Weekly KRC Run Schedule.** Ivan proposed that the runs be set out on the website and that in addition to the social component of any group run, the specific training purpose of a run (for instance speed work, intervals, etc.) be outlined for the benefit of new runners. Currently the runs are:

- Monday: speed training
- Tuesday: trails
- Wednesday at Fresh Air Experience
- Thursdays: Tempo and Trails (Ultra)
- Saturday Long Run

Speed training and trails to commence in April once the weather starts to warm up.

**Action: Randy to contact The “Nooners” group and the “Creekers” group to see if they want to be listed as KRC runs.**

**8.5 Advertising.** Bernice brought forward a suggestion regarding increased advertising for KRC events and the club in general. It was agreed that increased advertising was important, especially to support membership drive, but that options be explored that will have little cost to the KRC. A 3-fold brochure was presented as a low cost promotional tool.

**Action: Randy to print and distributed 3-fold brochures to local running outlets and at running events. All executive to look at ways to capitalize on free community events opportunities with local media. Randy will approach SHAWTV and the Kelowna Capital News for promotional piece.**

**Next Meeting;** April 8<sup>th</sup> at 7:15 p.m. --- location to be announced.