



JULY 2023 BOARD MEETING MINUTES

Date: Monday, July 10, 2023
Location: Zoom
In Attendance: Mallory, David, Cynthia, Pat, Charlie, Juene, Kelly, Jules
Absent: Rob, Elise

Meeting Minutes

- June meeting minutes reviewed and approved

Block Party Recap

- Charlie
 - Great turnout, thought it was positive.
 - Difference in value of prizes
- Jules
 - Stores were happy and want more of this
 - Value for partners
- Cynthia
 - Discussion of doing a fall event
 - Investment of time but not money
- Rides had good turnout
- Discussion
 - Not a big lift, picking up the coffee and Panera items was most
 - Timing needs work - we weren't sure when rides would end when we were setting this up
 - Annual event would work well
 - People bought bikes and running shoes
 - A volunteer or our banner/flag out to have a presence on the street and tell members what to do with entry, discounts, raffle.
 - Some people were gluten/dairy free and the food wasn't something they can eat. Maybe have some bananas/fruit in addition to carbs.
 - Flyers and marketing for non-DC Tri customers

- Shops with our marketing typically - they have NTP flyers but we could do more here
- Flyers or postcards with a QR code
- Sales were good for partners - people bought bikes and running shoes
- Timing of this - early season to prep for season vs. other times.
- QR Codes - on a postcard at partner stores.
- Flyers, business cards, postcards - find the best way to leave things on W&OD, at group runs/rides, etc.
- Revamp the flyer

Bike to the Beach Partnership

- They are interested in partnering.
- There is a fundraising goal for participants - \$500. They are flexible though, you can share/social media in order to reduce this.
- Conflict with us being a non-profit and supporting another, typically the club hasn't vetted and supported other nonprofits.
- Fundraising goes towards autism.
- They are local - based in DC, have rides all over
- Promote in newsletter and list in Upcoming Races for events - build awareness
- Whatever we do for one, do for others. Help promote this opportunity without reciprocal sharing of membership lists or any other member/club ask.
- Bellringer was another one that approached us.
- Our responsibility is club events and benefits for our members. We can support other local/partner organizations, but it can't be our responsibility to market charity rides.
- We can only do so much and we are volunteer run. Follow through can be challenging. Are they expecting a DC Tri team/water stop/support? No.
- Let's post in the newsletter and list on our website but not official partnership that the DC Tri will be there with the Event officially as a partner.
- What is the value add for our membership? Sometimes it is just highlighting an event they might like to participate in, but we need to consider all the factors.
- Discuss in future (at retreat) how we want to approach community events that aren't DC Tri or our partners.

Budget Recap

- Patrick needs to do some analysis
- We overperformed for May and June on membership purchases
- Discuss in depth at the retreat
- Review Membership kits, Elite Team, Operational expenses
- If we keep at this trajectory, we have an even basis by end of the year
- Let him know if there are big expenses by the end of the year
- Questions -
 - Discussion of increase in membership rates by \$10 or so - timeline
 - Run what the average member costs us, so looking at this for an increase in first of the calendar year if we proceed
 - Make announcement at Annual Meeting, with renewal deadline to keep the previous rate (with program registration)
 - Reminders of volunteering to get a free membership and other perks.
- Request for analysis of returning or new members. Survey new members to gain insight into reasons for joining.
- Website survey?
- Pull member list of new and returning members - quick survey to them and/or a personalized email from board member(s)
- Look at those who don't renew - survey them as well.
- 455 members as of today
- Date from USA Triathlon - compared to field

Retreat - September

- Let Mallory know what you would like to discuss.
- It will take the full day
- Think over the next couple of weeks about topics to dig into
- Local, not overnight.
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Upcoming Events

- Camping Weekend - Deep Creek July 21-23
- Happy Hours
- Fall book club/women's event/club event with Christine Yu about the science of women athletes

Miscellaneous

- Wave One - refunds

- Programs wrapping up - goal races have been accomplished. Should we still continue with workouts, capture this momentum.
 - Haines point rides continue weekly
 - Rides and B Rides weekly
 - “What Now?” now that programs wrapped up
 - Encourage members to focus on featured races such as Luray, Watermans. Harness that energy.
- Discussion: If you didn’t succeed in a race, try again and how can we help these members try again.
 - How does one measure success?
 - This data is a bit hard to figure out.
 - NTP vs. other members
 - Perhaps add a question into our member survey this summer - ask why they are not participating. Some attrition with programs is normal.
- Congrats to those who have qualified for Lahti, all doing 70.3s, 100% success rate with Half Ironman program, and other events!