

**OCTOBER 2021 BOARD MEETING MINUTES**

Date: Monday, October 11, 2021

Location: DC- in person

*In Attendance: Kyle, David, Liz, Pat, Kelly, Rob, Pat, Mallory, Cindy (via phone)*

*Absent: N/A*

**Review of September Meeting Minutes**

* Approved

**Financial Review, Budget Update (Pat)**

* Overall income against budget is down about $2,700.
* Because the new Capital One accounts are not in there, and next month it will come down.
* Continuing to be tight at spending down our second checking. We haven’t had to touch savings.
* We are ahead of our budgeting of worst case scenario but not quite at the other scenario.
* Without a race or Masters Swim, our budget will be affected for income.
* $1,200 membership income for September. Membership continuing to track where we want it to be.
* No program revenue until December.
* No race revenue for balance of the year. Spooky 5K is negligible.
* Gear is continuing to be drawn down.
* Savings money at new bank will accrue interest.
* New credit card has been applied for, and he will transfer recurring expenses to the card. There is a reward of $500 as a new customer if we spend $4,500 in the first few months.
* Annual meeting will have a large expense.

**2021 Programs (Cindy)**

* ODP, Half, Full
	+ Early August had a Conference call with AJ the coach, Rob, and Cindy to discuss the programs for the next year.
	+ They had a discussion of increasing the program price for these three programs by $50 and changing the coach/Club split.
	+ Cindy researched what the market would bear – there are online programs and in person that run the gamut. Our program’s hallmark is Clinic Days (2 full days) that are very hands on in early March. They acquire information and technique before the heavy training starts. They meet other participants through these clinic days.
	+ Participation is optimized when they inform participants to block out those days in advance when registering for the program.
	+ Idea of Black Friday registration with discount deal and to encourage early registration. This works well for OSP to give a discount to early signups and people who register later pay the full price. It is more work when people register later.
	+ Board discussion
		- Board agrees with opening registration at Thanksgiving, tiered pricing structure
		- Discussion of pricing structure and coach/Club split issues.
	+ Communication/Member Experience
		- Communication with program participants could be improved – ideas to try Slack vs. internet forums for example.
		- We have volunteers who help with the program and respond to members.
		- Develop FAQs for frequent questions from participants to help direct them.
	+ Registration
		- Tiered pricing
			* Black Friday through December 11 Annual Meeting
			* December 11-31
			* January 1 final tier
			* Possible last-minute price
			* Standardize these dates with OSP so all programs have the same tiered timing
		- Coach’s rate will be discussed with her by Program lead Cindy

* NTP
	+ Talked to Kyoko
	+ They must buy a membership as well
	+ Referral discount for membership was discussed but we have typically not had an issue with participants, but we need volunteers to support this
	+ Idea to give a discount to the next year’s program.

* Masters Swim
	+ Permit request is for Wilson 1-hour slots M-W-F and will know at the end of October.
	+ Renewed our membership with US Masters Swim Program

* Elite Team
	+ Applications are open
	+ Happy hour tomorrow
	+ David will be male member of the selection committee

* OSP
	+ Hybrid vs. virtual was discussed with Cynthia and Cindy
	+ Restrictions have been challenging in DC and MoCo
	+ Tiered pricing structure aligned with the other programs
	+ Cynthia will set the pricing and program design similarly to last year
* Webpage updates
	+ Cynthia will work with Cindy, Kyle, David and others to update program pages
	+ We are getting questions via email and we will have current info to post now that we have a plan

**Spooky 5K**

* Bryan will run the race
* Rock Creek Park again
* We used to charge $5 and we won’t charge this year – free event
* In the past we had a chili cookoff/potluck.
* Should we be doing this during Covid
	+ No potluck/shared food
	+ Bring some snacks and drinks - prepackaged
* Don’t have bibs, due to permitting issues
* Generator was an issue with Park Police once

**Gear (Mallory)**

* Mallory reached out to Cutaway about merchandise for the holidays.
* Brian at Cutaway is no longer there, Philip is our contact.
* 24 piece minimum
* Long sleeved t-shirt and hoodie
* Same design would mean both items would go towards this minimum
* They would set up the webpage for orders.
* Small club fee will be added on.
* Kits for 2022 – we should have kits ordered by the end of March to have them in May next year in time for goal races.
* No kit changes for 2022.
* Cutaway can’t come to our Annual Meeting but will send a Fit Kit. We can also have the Kit at Clinic Days and partner shops.
* They sent gift certificates to raffle off at the Meeting.

**Local Partner Events (Mallory)**

* Mallory reached out to local partners
	+ Rose PT, Potomac River Running, Trek, Wave One Swimming
	+ To discuss upcoming events, newsletter feature and/or blog post
	+ Rose PT & PRR responded so far.
		- Rose PT is interested and will also come to Clinic Days. Trying to get people to re-engage.
		- PRR has upcoming events that we will promote to members – partner spotlight to link to their events calendar.
	+ Winter Running Group can meet at PRR
	+ PRR can offer a discount for training programs if it doesn’t cross over with our offerings.
	+ Discussion about promoting events and programs that are not our own.

**Community Groups**

* Mallory had an idea for a battle of the Community Groups as a winter engagement opportunity
* Get people to join them – point based system. Points for attending events and engaging with the Community Group.
* Tally up the points, average them, winning group gets a prize.
* Use webscorer for signups and other logging
* Weekly scorecard update
* Points for workouts and other activities
* December-January challenge

**Board for 2022**

* Programs – Cindy could have a shadow for when she transitions off the board since it is such an important program with knowledge that should carry forward.
* We will need several positions filled.
* Nominations due at midnight on the 31st of October
* Nominate yourself if you want to be re-elected.
* Cynthia and Kyle will work on the ballot setup.

**Happy Hour, Wrap-up, Around the Room**

* October Happy Hour – Kyoko will do this with the NoVa group in Northern Virginia.
* November – TBD. With Thanksgiving may be difficult. Do something else like a programs preview. Or have a partner host a Happy Hour.
* December – Annual Meeting replaces it. After Holiday Lights Run we can do a HH.
* Taylor Knibb Zoom talk this Thursday.