



Buffalo Chips Running Club

Board of Directors Meeting

April 5, 2016

Members Present:

Arnold Utterback, President
Bruce Falzarano, Member-At-Large
Carol Parise, Susan B. Anthony Race Director/Member-At-Large
Dennis Scott, Member-At-Large
Genevieve Clavier, Buffalo Stampede Race Director
Jennifer Rousseve, Buffalo Enquirer Editor/Member-At-Large
John Caselli, Public Relations
Paul Spolidoro, Vice President
Teddy Morris Jr., Scribe
Tony Smith, Treasurer
Waiman Yip, Volunteer Coordinator

John DuCray, Training Coordinator
Karen Jones, Membership Co-Coordinator
Steven Jones, Membership Co-Coordinator

Topics:

Meeting minutes -

The minutes for March/2016 were approved.

Meeting Agenda -

The agenda for this meeting was approved by the Board members present.

Treasurer's Report -

The income from membership is a little lower than at the same time last year. At the end of 2015, we had \$24,575 in the bank and it seems that we are still on target to be at a negative \$6,200 at the end of this year. Since the Treasurer is often given cash for the different clothing items, race fees, or social events that we put on throughout the year, an Excel spreadsheet was created to track those monies as they are received, and this form will be distributed to those individuals who normally take in cash. Some members have been donating to the club through their employers' charitable donation programs, where sometimes they double their contributions depending on the plan, and it is hard to keep track of each of these donations because they are oftentimes

sent from third-party organizations. Board member, Jennifer Rousseve, has volunteered to help with researching these employee donations. The club is going to request an extension from the Internal Revenue Service in order to file our taxes after the April deadline.

Committee Reports –

Training Committee: The members of the Training Committee hired John DuCray, as Training Coordinator for the club, and Teddy Morris Jr. will be an assistant. There will be a focus on team participation in the races and on the upcoming cross-country season.

Volunteer Incentive Program Committee: They are thinking up ideas to give apparel items to those members who volunteer at our events, in place of the free race entries that are now offered through the Volunteer Incentive Program, if that is preferred by the members who would be receiving these rewards.

Membership Report –

At the end of March, the members who had still not renewed their yearly memberships were removed from the club roster. Currently, there are seventy-seven “Lifetime Members” and three-hundred-and-two regular members registered in the club. Many of our new memberships have come from the Youth Chips organization. . Also, the club will try to bring the tent to as many running events as we can and will also try to bring the apparel to possibly sell these clothing items to promote the club. We are always promoting the club to potential members and we are planning a challenge for the members of the club to bring a new person to the workouts in the hope that they will want to join the club in the future. This promotion will continue into the month of July. Since we include children in the “Family Membership” part of the membership form, we are thinking of specifying that only children under the age of twenty-five be included in this category. Also, we have decided that only the members of a household that reside at the same address will be categorized as a “Family Membership”. As an action item for helping to promote the club by setting up the tent at local running events, we are going to be sending out e-blast messages and posting our requests on social media, at least three weeks in advance to the membership, so that everyone can be given enough notification in case they wanted to volunteer at the tent during these events.

Public Relations –

We will be trying to generate some publicity for the Buffalo Stampede and will be looking into getting some exposure from our local media outlets to promote the race. The race directors are working on getting their race promoted by the Road Runners Club of America organization.

Buffalo Enquirer Report –

The editor of the Buffalo Enquirer would like to promote the “Incentive Program” through the publication by writing about club members who are participating in the program. Also, we had in inquiry about an outside individual who wanted to place a business ad in our Buffalo Enquirer and we will continue to discuss this proposal at a later meeting.

Youth Chips –

The Training Coordinator is offering to help out the Youth Chips organization in their training and has invited the adult members of the club to join them on Thursday nights at their practices. This proposal will be sent out in an e-blast to the membership.

Race Reports –

Jedediah Smith: They had 174 participants at this year’s race. Plus, the Ultra Sign-Ups company held our entry fees until the start of this year so that it will appear as income only for 2016.

Susan B. Anthony: They are going to be promoting the race and accepting entries at this year’s “Women’s Fitness Festival” in June. Since they were so busy at last year’s Women’s Fitness Festival, they were looking to get a large group of volunteers to help at the event to sign-up participants. A new website is being created and they will be using the Chrono-Trac service to electronically sign-up entries for the race.

Buffalo Stampede: The new website looks very good and they are going to continue to adjust the website as they deem necessary. They will be giving out athletic-bags as the give-away item for this year’s race. Also, they will be giving out medals for the participants. Right now, they are working on getting food vendors to give out food at the end of the race.

Willow Hills: Everything is going according to plan and things are coming together for this year’s race.

New Business –

One of the Board members made a proposal for the club to buy season tickets to the Sacramento Republic FC soccer team. They could be used as incentives for club members and may help us to form a business relationship with that organization.

We are thinking of trying to create a distinctive design for our “Earned Singlet” apparel so that they look different than the usual club singlet.

Adjournment –

The meeting was adjourned at 8:58 p.m.