



## **Buffalo Chips Running Club**

### **Board of Directors Meeting**

*Date - Oct 4, 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 Feeney, Member-At-Large  
Maggie Ward, Social Coordinator  
Mike Rizzo, Buffalo Stampede Race Director  
Paul Spolidoro, Vice President  
Teddy Morris Jr., Scribe/Training Coordinator  
Tony Smith, Treasurer  
Waiman Yip, Volunteer Coordinator

#### Topics:

##### **Meeting minutes -**

The minutes for September/2016 were approved.

##### **Meeting Agenda -**

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

##### **Race Reports -**

*Jedediah Smith:* The race is scheduled for February 4, 2017; and they are advertising it as a course for setting national records, following last year's race, whose participants garnered a couple of national records. As of now, the course is "verified" and "certified" by the U.S.A.T.F. organization for the varied distances available during the race. For this year's event, a local women's group would like to create medals for the race that they can give out to their members who finish the course.

*Susan B. Anthony:* The goal of the race director was to keep the expenses of the race under \$10,000, which was done, but they were only able to generate \$11,000 in gross

revenue. One good thing that happened at this year's race was that they were given \$3,500 from sponsors. In order to generate greater interest in the race, the race director is going to look into how to better promote the race through paid advertisements and increased public-relation events. This year, they spent about \$500 on awards for the race and this amount may be decreased for next year's event.

*Buffalo Stampede:* The race directors stated that they were incorrect in their estimation of race revenue that was reported to the Board of Directors at last month's Board meeting. After going over their final expenses, they are guessing that instead of making a profit at this year's Buffalo Stampede, they will in fact be close to \$2,000 in the negative when everything is totaled up. Some of this added expense can be attributed to the higher-than-expected cost of the embroidered duffle-bag that they gave out to each participant. Also, they are rethinking their idea of giving out cash awards to the winners of the different categories in the race—which amounted to \$1,200. Plus, this year they paid a web-artist to create a new and improved website portal for the internet. One other thing that was brought up, which added to about \$1,200 to race expenses, was that they had contracted with a photographer to take pictures of the participants during the race. Then to have those photos available for free to download after the event. Unfortunately, this complimentary service was not adequately advertised before the race, and so many of the race participants did not know that it was available, and therefore it was not as well utilized as it could have been. Although they did indeed increase the number of participants in this year's Buffalo Stampede, they also spent more than usual, and this led to the higher costs of putting on the event. Currently, they are already picking out a date for next year's race, with the possibility of moving the course to another location in the Sacramento area, and maybe paying to have it become part of the Pacific-U.S.A.T.F. race schedule.

*Willow Hills:* The entries for this year's race have been slow, so far, but the expectation is that many participants will sign up on the morning of the event. Right now, they have 45 people registered and they will need at least 160 entrants to cover the costs of putting on the race.

#### **Committee Reports -**

The "Meet Up" site has been generating a lot of visibility but we understand that the notifications being sent out to those signed-up on the site are oftentimes not listing the locations of the weekend workouts because they are not yet available by the time the notifications are being sent out. It would be helpful if the weekend workouts were scheduled two to three weeks in advance in order to have them available for posting on the Meet Up notifications. We are going to try to be better with welcoming runners when they show up to our workouts. Also, we are continuing to look into the problem we sometimes have at the weekend workouts where there is not a wide variety of runners with differing paces showing up for the runs.

### **Buffalo Bible/Buffalo Enquirer Report -**

The next issue of the Buffalo Enquirer is completed and is ready to be sent out. To save on the cost of printing and mailing out this new issue, the Board of Directors voted to distribute it to the membership through the internet as an electronic-file.

### **Treasurer -**

The budget is not looking like it did at the beginning of the year. We started the year with \$24,000 in the bank, and with the unexpected expenses we have had during this year, we could end the year closer to \$10,000 left over. A more detailed discussion of the budget will be postponed until the Board of Directors meeting in November. In the interim, the members of the Budget Committee will get together to scrutinize our current budget to see where we can make readjustments to help alleviate our fiscal situation.

### **Social Coordinator:**

The prices from the Blue Prynt restaurant have stayed the same as last year. This year, we have decided to charge \$30 per person for the Buffalo Bash. The Board of Directors has voted to subsidize the cost of the meals up to a total of \$2,500; plus, an additional \$200 for the payment of a band.

### **Youth Chips -**

The Youth Chips organization has scheduled a “Jog-A-Thon” for Saturday, October 22, 2016, beginning at 7:30 a.m. that morning, and starting at the Nimbus Fish Hatchery. They are asking any adult members of the club, which would like to donate, to contact the director of the Youth Chips for information.

### **New Business -**

The captains for the aid-station at this year’s California International Marathon will be Arnold Utterback and Waiman Yip.

This year, the California International Marathon Exposition will not be weighing runners to qualify for the “Clydesdale” and “Athena” categories—which is something that we typically did in years past to get our free spot in the Exposition. So, we are awaiting a decision as to what we will be doing to continue to not have to pay for a booth at the Exposition. Last year, we paid \$100 for an electrical-connection to our booth and we used this service to power our multi-media display that we set up during the Exposition. Jennifer Rouseve and Tony Smith have volunteered to be in charge of our booth at the Exposition this year. They would like to have the postcards, which listed the dates of our races for the coming year, available at the booth.

As we start to think of our “End-Of-Year” awards for the upcoming Buffalo Bash, we are going to try out a new system of getting the members to list specific achievements for the people they nominate for the different award categories.

### **Adjournment -**

The meeting was adjourned at 9:03 p.m.