

MINUTES FROM THE BOARD OF DIRECTORS MEETING ROAD RUNNERS CLUB OF AMERICA

Friday, July 21, 2006

The Board of Directors of the Road Runners Club of America (RRCA) met in regular session in Room "Caucus II" of the Sheraton Hotel, Columbia, Maryland. The following Officers and Directors were in attendance:

Officer/Director	Present	Absent
President Bee McLeod	X	
Vice-President Tom Downing	X	
Secretary David Epstein	X	
Treasurer Dennis Novak	X	
Eastern Region Director Brent Ayer	X	
Southern Region Director Ken Bendy	X	
Central Region Director Beth Onines	X	
Western Region Director Lisa Paige	X	
A/L Director Bob Holmes	Arrived at 3:32 p.m.	
A/L Director John Farrow	Arrived at 3:32 p.m.	

Also present were Executive Director Jean Knaack and Program Services Director Jessica Sleight.

A quorum being present, President Bee McLeod called the session to order at 3:11 p.m. EDT.

Approval of June 21, 2006, Board Meeting Minutes. Treasurer Novak moved, and Director Paige seconded, to approve the minutes as presented. A vote was taken and the approval of the minutes passed unanimously, with Secretary Epstein and Director Onines abstaining, as they were absent from the June 21 session. The vote was taken prior to the arrival of Directors Holmes and Farrow.

Directors' Reports. President McLeod attended the Lake Tahoe Trail Rim Run 50-K, 50-Miler, and 100-Miler last weekend. The 50-K was the RRCA National Ultra Championship race. It was a great opportunity for RRCA exposure; the local Fleet Foot van even displayed the RRCA logo. President McLeod reported that she would try to attend all national championships this year.

President McLeod was invited by Jan Seeley and Rich Benyo to write an article for "Marathon and Beyond," and shared the issue with the article with the board. She then distributed documents regarding the dissolution of the AARC and the

RRCA's commitments pertaining to the funds received and encouraged Board members to review the documents.

President McLeod reviewed the agenda of the following day's session which included a professionally-facilitated session and an executive session.

President McLeod encouraged the Board to help the national office with any initiatives of interest to them. President McLeod announced that Director Paige would lead the Executive Director Performance Review process. This will result in a report by the end of August. President McLeod asked the Board that future requests for executive sessions by individual board members be brought to her attention first, before requesting them in session.

Vice President Downing offered no report.

Western Region Director Paige reported that she would attend both regional championships in the West this year. Following up on earlier plans to hold a Western Region state representative's meeting this fall in California, Director Paige reported that schedules are getting in the way and the meeting will not be held. That said, she does plan to visit San Diego for a few days and will pay a visit to the San Diego Track Club. Executive Director Knaack added that she will travel to San Diego in February 2007 for a conference and perhaps an RRCA meeting could be held in conjunction with that trip.

Eastern Region Director Ayer reported that the New York State Representative is hosting a state meeting in Central Park on August 19, which he will attend.

Central Region Director Onines reported that Michigan State Representative Gary Morgan wishes to develop a race in Ann Arbor, currently a regional championship, into a national championship race. Director Onines attended the event and provided Gary with good feedback to help his cause. Director Onines suggested that RRCA provide signage for regional championships, leading to better exposure for the event as well as us. Executive Director Knaack noted that she was exploring corporate sponsorship funds for this and hopes to fulfill the request by the end of the fiscal year.

Southern Region Director Bendy reported that he is planning a meeting in conjunction with a regional championship race this October in Peachtree City, Georgia. He maintains a web site and reported that it has been visited 128 times in July. In reply to the previous comment on signage, Director Bendy does have a regional banner. Race directors in Southern Region have passed it along from one championship race to the next.

RRCA Financial Status. Treasurer Novak reported that we have exceeded our projected income for 2006 – a reflection on the good works of the office in getting new members as well as renewals. We are in receipt of the Sanofi-aventis

sponsorship check. Director Bendy requested a breakdown of how much money each regional director has left to spend.

Executive Director's Reports.

Membership - Program Services Director Sleight reported that we have 740 active clubs, 70 of which are new for 2006. Since she has come on board, approx. 100 new clubs have joined the RRCA. Program Services Director Sleight prepared a corporate membership flyer and circulated it for Board perusal. Director Holmes inquired about the possibility of international members, based upon a conversation he recently had with runners from Bermuda. Executive Director Knaack noted that insurance coverage and tax-exempt status cannot be transferred to international entities, but the admission of international members should be included in a future board discussion. Director Ayer provided the interesting insight that RRCA can trace its roots back to a like organization that existed in the United Kingdom in the early 1950's that still uses a similar logo to the original RRCA logo.

Executive Director Knaack noted that improving customer service in the national office has been a priority for her and Jessica since day one of their respective tenures. Jessica has made good on this commitment and Executive Director Knaack disseminated email excerpts from satisfied customers.

With regard to the 2007 convention, Executive Director Knaack noted that the convention organizers have worked on developing a detailed budget that will assist with sponsorship development. Along these lines, a call for sponsorships has gone out. Work is being done on developing the training sessions and special events. Executive Director Knaack suggested that Board members engage in a letter-writing campaign to prospective attendees and will provide more information in the coming months.

Executive Director Knaack gave a brief status report on sponsorship development to date.

Executive Director Knaack then gave a "First Year in Review" presentation. She commented on how much she enjoys coming to work – "I love my job" – and the effectiveness that has sprung forth from having Program Services Director Sleight on board. She reviewed the performance metrics and cited specific objectives achieved compared to the 2006 objectives outline presented in January 2006. Several challenges and areas for continued improvement were highlighted as well. 2006 Official sponsors were reviewed as well. Vice President Downing brought up the issue of the RRCA forum an effective means of member communication. Executive Director Knaack replied that the forum is not a current priority within the revised website development plan, however it could be included in future website enhancements. Executive Director Knaack went on to note that five of the top ten US road runners are current or former

Roads Scholars. Media response to the 1st annual Run@Work Day has exceeded expectations and Running Times has contributed to Run@Work by placing a 1/3 page ad in next months issue.

50th Anniversary Celebrations Update. Director Ayer addressed the Board on the status of this effort and reviewed his planning outline. He had visited the organization's storage room and went through the approx. 150 boxes of materials and associated antiquities which reside therein. Among the mostly peripheral items, Brent found some real gems, e.g., a collection-grade copy of founder Browning Ross' "Long Distance Log"; the original RRCA Statement of Purpose; Don Kardong's 1970 running resume; and much more. There was discussion about inviting all living past presidents to participate in the upcoming conventions. It was agreed that we celebrate 50 years of conventions in 2007, and 50 years of RRCA in 2008. Executive Director Knaack presented the idea of hosting a cultivation dinner for key RRCA stakeholders and industry professionals in February 2008 to raise funds and celebrate the 50th Anniversary. President McLeod asked the Board to consider the 2008 convention planning process (i.e., do we want to bid the location, or do we wish to name a location – and if so, where), and be prepared to discuss it on our next teleconference call. Executive Director Knaack will solicit convention memorabilia materials from the general membership for the 2007 Convention.

2007 Planning and Budget. The Columbia office lease expires in August 2007. Before a lot of work is done on next year's budget, Executive Director Knaack wants a decision from the Board on whether or not we will relocate the office once the lease expires. President McLeod polled each member of the Board on their sentiments regarding the current location, not based on personal preference, but what is best for the organization. Vice President Downing and Director Farrow commented on the relative convenience of a Washington, DC, location. Director Onines made a compelling point by stating that we need to consider Jean, Jessica, and Dorothy's needs when determining where to locate the office. President McLeod spoke to the concept of buying our own space versus renting. It was concluded that Executive Director Knaack would research rental, purchase, and lease to own options in the general Baltimore/Washington area, and report back to the Board.

She went on to explain about a Running USA relay race across the USA, planned as a benefit to fight childhood obesity. RRCA has been approached by individuals to promote, and/or support this event. Following discussion, Director Holmes moved that the Board communicate to Running USA that we appreciate their efforts with the Relay Across America, but choose not to promote the initiative so that we may focus on the development of our own youth program. Director Farrow seconded the motion. A vote was taken and the motion passed by unanimous voice vote. All Directors and Officers were present for this vote.

With regard to goals for 2007, Executive Director Knaack stated that since communications issues have improved, it is time to invest in programs and services. Executive Director Knaack recommended that the RRCA guidelines and best practices recommendations should be reviewed periodically to ensure that our positions are still relevant and accurate. After a call for volunteers, Director Bendy agreed to head the efforts to review the RRCA guidelines and best practices and will report back to the board on any recommended changes. Executive Director Knaack also encourage board members to share ideas for 2007 & 2008 objectives as she will begin drafting and budgeting 2007 objectives for review and approval at an upcoming meeting.

Executive Director Knaack recommended the development of a small grants program, similar to the Roads Scholars program, for running clubs to develop and/or promote existing beginner and youth running programs. She is working on sponsorship for the revision of the children's running curriculum which was last updated in 1996. She reviewed other funding opportunity and joint fundraising ideas that we can do with the clubs/events.

Closure. There being no further business to come before the Board, the session was brought to closure at 7:08 p.m. EDT by President Bee McLeod. This action was based upon a motion by Treasurer Novak, seconded by Director Bendy. It passed by unanimous voice vote. All Directors and Officers were present for this vote.

Respectfully submitted,

David B. Epstein
Secretary
Road Runners Club of America