

**Road Runners Club of America
Minutes of the Board of Director Meeting
Saturday, October 8, 2016
Chicago, Illinois**

President Garner called the meeting to order at 9:46 a.m. A quorum was present.

Roll Call:

President, Mitchell Garner, present
Vice president, Jean Arthur, present
Treasurer, Craig Minyard, present
Eastern Region Director, Dwight Mikulis, present
Central Region Director, Sue Brown-Nickerson, present
Southern Region Director, Ron Macksoud, present
Western Region Director, George Rehmet, present
At-Large Director, Kelly Richards, present
At-Large Director, Joan Benoint Samuelson, not present
Executive Director, Jean Knaack, present

President's Report

President Mitchell Garner reported on his efforts to represent the RRCA at several different events.

Minutes

President Garner called for approval of the July 26, 2016 teleconference meeting. The minutes were approved.

Treasurer's Report

Treasurer Minyard presented the financial report as of August 31. Brief discussion followed. Executive Director Knaack referenced the insurance rates for 2017 and noted that the 2017 budget will again account for no increases in membership dues or program fees.

Executive Director's Report

Executive Director Knaack presented highlights from her second quarter report and discussion followed.

- RRCA has been in discussions with BMI to establish a group music license program as a membership benefit. Following discussion George Rehmet moved as follows: The board approves for the RRCA to create the new service of providing a group music license program with BMI pending final contract negotiations conducted by the ED and with counsel from RRCA attorney at Webster, Chamberlain and Bean. The Motion passed unanimously.
- Runner Friendly Communities. The review panel recommends the following new Runner Friendly Communities and approves extending the designation another 5 years to the following:
 - Annapolis, Maryland
 - Fort Collins, Colorado
 - Indianapolis, Indiana
 - Santa Clarita, California
 - Somerville, Massachusetts
 - Tallahassee, Florida
 - Designation for another five years:
 - Decatur, IL,
 - Fredericksburg, VA,
 - Monterey Peninsula, CA,
 - Knoxville, TN,
 - Reading, PA.

Western Director Rehmet, moved to approve the recommendation. Motion approved unanimously.

- Hall of Fame Categories. The board discussed a request to add the category of “Veteran/Pioneers” to the Hall of Fame. The board voted to uphold its previous decision of 2014 to not add the category.

Strategic Plan Revision

- The board reviewed and discussed the revised strategic plan developed in collaboration between Southern Director Macksoud and Executive Director Knaack.

Southern Region Director Ron Macksoud moved that the board accept the revised 10-point strategic plan as discussed at the meeting and outlined below. The motion was approved unanimously.

10-Point Strategic Direction:

1. To be mission-focused and achieve our vision of seeing organized and active running clubs and events in every community in the U.S. by educating prospective members, providing outstanding customer service, and providing useful and affordable services that benefit members. (Mission/Member Services)
2. Continue increasing our position as the largest national association of community-based running organizations collectively dedicated to growing participation in the sport for all ages and abilities by inspiring people to run through engagement with clubs, events, coaches, youth programs and more. (Growth/Community-based)
3. Continue boosting the RRCA’s public profile as the foremost voice for distance running by enhancing our media, marketing, and branding strategies while focusing on areas of interest to the distance running community by utilizing wide-ranging strategies that incorporate traditional and emerging media and marketing trends. (Public Profile/Information)
4. To be the leading authority and source of information about the successful creation and governance of running clubs, safe training programs, hosting safe events, and educational certification programs serving the needs of members as well as runners of all ages and abilities. (Information/Education)
5. Continue enhancing the RRCA’s investment in youth running through programs, services and education designed to support community-based programs that inspire future generations to be active in running clubs and events to help solidify the long-term stability for the sport and our organization. (Youth)
6. Continue investing in programs that educate and support emerging elite U.S. runners pursuing a career in distance running and to promote these athletes as inspiring, positive role models for the running community. (Elite Support)
7. Continue pursuing and investing in collaborative partnerships with organizations that promote running as the most affordable physical activity and as an opportunity for increased physical activity for all Americans. (Partners/PA Promotion)
8. Invest in and enhance our position as an international leader in running by sharing best practices information for developing and managing running clubs, running events, and programs for runners for the global running community. (Global)
9. Guarantee long-range financial and organizational stability through revenue received from members, services, donors, corporate sponsors, foundations and others in coordination with fundraising efforts led by RRCA leaders and representatives. (Fundraising/Income Diversity)

10. Continue fostering member integrity and ethical conduct within the running community through education campaigns for members along with encouraging and monitoring adherence to RRCA's policies, procedures, guidelines and membership requirements. (Integrity/Ethics)
- Executive Director Knaack will draft a revised overview document highlighting successes since implementing the strategic plan in 2009.

By-laws Update

RRCA by-laws were last updated in 2013 to expand the membership category of event management companies.

Board discussed making the following changes to the by-laws:

Membership will elect a president, treasurer, four regional directors and three at-large members, eliminating an elected vice president. The president will appoint a vice president and secretary from amongst the regional and at-large directors. The appointed positions will be for a one-year term. The rationale for the recommended change is that it will allow for better board recruiting abilities, and it helps improve the misconception that the vice president is automatically the president-elect when in fact any board member may move to the position of president.

The board also agreed that ethical standards for board members should be added or updated in the by-laws.

President Garner, At-Large Director Richards, Central Director Brown-Nickerson and ED Knaack will draft the language for the by-law changes and present it to the board. The board will vote on the new by-laws via teleconference in early November in order to meet the notification deadline for bylaw change recommendations for membership consideration at the annual meeting in March 2017.

Objectives/Budget

The Board reviewed the results of the annual survey focusing on the board's priorities and objective ideas for the coming year. The Board discussed whether to continue the Leadership grants since the original contribution made to fund the effort has been fully expensed. The Board recommended to continue the grants for another year. ED Knaack will draft objectives and the budget for 2017 to be reviewed by the Finance Committee prior to Board approval.

Directors' Reports

Each Director provided reports related to outreach efforts, fundraising successes, and State Rep and member engagement.

Future Meetings

Next meeting – TBD – teleconf. in November

Meeting adjourned at 2:46 p.m.