

**Road Runners Club of America
Minutes of the Board of Directors Meeting
April 25, 2025
Minneapolis, MN**

Lisa Rippe: President
Barbara Jewell: Treasurer
Marcus Grunewald: Secretary
Mickie Sanders Jauquet: Eastern Region Director
Bonnie Sexton: Central Region Director
Sarah Kozul: Southern Region Director
Tim Bentley: Western Region Director
Al Hernandez: At-Large Director
Gabriela Garza: At-Large
Bertrand Newson: At-Large – excused absence
Jean Knaack: CEO

8:40 AM – Call to Order

Mickie moved to approve the minutes as presented from the February 2, 2025 meeting. Motion passed unanimously.

Financial Overview – Barb presented the 1st qtr. 2025 financials. Membership dues are slightly ahead compared to last year, but Jean noted this could be a timing issue for renewals versus a growth indicator. The RRCA Board agrees in following the advice of the RRCA investment advisor given the volatility of the market even though it slightly differs from the RRCA investment policy.

Jean noted that she received the draft copy of the audited financial statements on Monday but needs time to review them before asking for board approval. She noted that no notes were provided by the auditors (clean audit), and there were no substantial adjustments made beyond the auditors providing the lease depreciation adjustment. Approval of the audited financial statements and the IRS Form 990 will be conducted via email following the convention*.

CEO Report – Jean reviewed highlights from her 1st Q report. She also reviewed the Annual Membership Meeting agenda, which will include the bylaw approval vote of the members. She noted that the revised language used in the “call to vote” for the election 2025 resulted in improved participation compared to last year. She verified the online election results, quorum, and all Board members presented for election have been elected via online vote.

Discussion was held regarding the 2025 Convention attendance numbers, lessons learned about date selection, and the current impact of the economy on sponsorship and attendance. She noted the revised Kids Run the Nation materials were received and marketing the update materials will begin post-convention. She provided an overview of a new lawsuit that the RRCA is named in for a claim in West Virginia.

Discussion was held about the current membership system. Jean noted that no progress has been made with RunSignUp on the limitations that were outlined during the February board meeting (no pay later option, data migration issues, duplicate data entry for event insurance and music licensing, no fundraising option at check out, and other items). Recent focus on developing the Coaching membership features with RunSignUp teased out a variety of problems with that set-up, as well. As part of building in the 4th performing rights organization, AllTrack, MemberSuite has asked for a commitment to renew for 2026 and beyond. Following discussion and at staff’s recommendation, Bonnie moved to approve a one-year agreement with MemberSuite, which will begin September 2025 through August 2026. The motion passed unanimously.

Discussion was held regarding Board Development. Jean reviewed board history since her tenure with the RRCA (2005+), the early disfunction of the board (2005-2007), redefining of board responsibilities to be a governing board, and the need to utilize board members to help support staff work. Board member led Zoom discussions for national outreach to members was identified as an opportunity to provide more education content. Staff will coordinate development of scheduling and topics. Additional opportunities for board engagement include fundraising outreach, article writing, and engagement in RRCA's Facebook groups for Club Leaders & Coachs.

Fundraising – Jean provided a quick review of the tools available to assist board members with fundraising efforts. Discussion about the timing to asking for donations was discussed and a recommended timeline will be shared following the convention.

Strategic Planning – Discussion was held about the timing and general process for updating the RRCA strategic plan, starting with surveying of a variety of audiences for RRCA. Some focus group Zooms will also be organized. Discussion was also held around SWOT analysis with a focus on some threads and competition. Barb reviewed a 15-year financial performance overview, which will be used as a discussion tool for the strategic plan update process. A variety of activities will be scheduled between April and September with the goal of having the revised strategic plan ready to share with the public by the end of 2025.

2:00 PM Al Hernandez moved to adjoin. Motion passed unanimously.

2025 Board Meeting: The next in-person board meeting will be Saturday Sept 13, 2025 in Arlington, VA at the Double Tree.

* The Board reviewed and approved via email the audited financial statements and the IRS 990 Form following the convention.