

## LRC 6/29 Meeting Minutes:

- The June 29th “out of band” meeting was called to resolve a few outstanding issues and for the board to sync up before Park to Park, Dog Days races.
- Membership: Julie plans to open up renewal for LRC membership on Dec 1st 2017.
- Volunteer Report: Tonya reported that business was slow, with a bit of a gap in upcoming races, 13 finish line positions has been filled and 4 upcoming confirmed races. Upcoming Path 5k had requested LRC services and also itsracetime for finish line assistance. Tod will follow up with Jeff Klepec for clarification. Tod has been consulting with Jeff and the Path 5k, which will be held at Destihl.
- Billing-Rachel reported that billing was up to date, with exception of St.Jude 5k. St.Jude 5k had a low runner turnout. The board discussed reducing the finish line services for this race, and it was voted and decided to lower the finish line service fee 50%. Tod agreed to email the St.Jude 5k race director to notify that the fee would be reduced and offer to assist in 2018 to avoid conflicting race dates with other events and result in low turnouts.
- Program Reports-Kids run program is off to a good start and the runner turnout has been positive. Joe Brannan will be taking the program over in 2018 and Briana has been working with Joe for mentoring and transition planning.
- Upcoming Races-Park to Park 5 mile, Kevin and Mitch reported pre-registered numbers were down as compared to previous years. Volunteer assistance for the intersections has been covered with exception of a few locations. The board also voted on allocating up to \$5,000 for the volunteer groups for Park to Park, as last year voting and processing of checks to the volunteer groups was delayed several months.
- Dog Days 5k. Mitch reported shirts were getting ready for production and pre-registration numbers are low, but most wait till either race day or the week before. Rachelle Luety is organizing the post race party at Lake Road Inn, which will proceed after awards. Budget of \$500 for food and drink was approved by the board.
- Lake Run Profit-loss and donations: Julie and Anne discussed the profit of the 2017
- Lake Run. There were a few outstanding bills to be paid, and some of the sponsor checks had not either been collected, or deposited. Youth Build and Kiwanis were the two primary volunteer groups and the board voted and agreed to split \$1500 per Julie and Caitlin recommendations. Profit is estimated to be around \$2400.
- New Business, Kid’s run 2018 location and perhaps starting a youth summer run program were discussed. Joe would like to find a location that could be used each week without switching venues between IWU and Maxwell. Reviewed key points from the RRCA policies regarding working with youth and the board will determine our action plan with may include background checks for those volunteering in 2018 and could incur expenses for the club. Junior High coaches can have practice sessions with the kids throughout the summer, so competition could be high and turnout for the program could be low and perhaps risky.

- Board discussed advertising on the Veterans electronic bill board for 2018 membership. The Lake Run was advertised on the billboard and we did budget for additional ads to throughout 2017.
- 2017 Race Trending low: Mitch Hobbs reported the race participation numbers are dropping, in some cases down by 20% for Starved Rock 5k events.
- 2017 Strategic Planning: Tod created a draft template on the LRC drop box which will be used to start discussion for the August board meeting. Asked that everyone review the document, make updates and be ready to discuss at the August meeting, in which the agenda will focus on the the plan. Majority of the board members present, also mentioned the 5:30pm start time was difficult to make and suggested that we move back to the 7:00PM start time.
- Four Seasons Joint Effort: Four Seasons is continuing to look for exposure at our events and club activities. In 2017, the LRC club and 4 seasons offered Four Seasons club membership at a reduced rate for the LRC members, and offer personalized training at a discounted rate. The Lake Run Club, also provided online registration for the Four Seasons personal training services for those participating in the Catch and Ride the Wave programs. Overall in 2017, the interest for personal training was low, with just three LRC members participating. Four Seasons had been discussing expanding into various 2017 events with Rachelle Luety, and we had asked Rachelle to allow the board to address the joint effort discussions moving forward. With all things considered from a Lake Run Club sponsorship and joint efforts, the board discussed and voted to fall back to our long standing sponsorship arrangements for businesses including Four Seasons II. They may consider a financial contribution and get their logo and attend the event as a race sponsor for any remaining event in 2017. We would ask them and any interested business to coordinate with the individual race directors as their single point of contact, as they may have long standing sponsors agreement, which could jeopardize business relationships and the board would like to avoid any conflicts or disputes between sponsors.
- Kevin Mccarthy, announced to the board that he has plans to expand his personal training services (Path Performance) to include personalized running which could be in competition to programs such as Catch the Wave and Ride the Wave.