

**Lake Run Club**  
**Minutes of the Meeting of the Board of Directors**  
**April 5, 2016, 7:00 PM, Uptown Station, Normal, IL**

**Attendees:** Kirby Cheek, Heather Wagner, Ray Maiden, Kelly Bowers, Julie Whittenburg, Mitch Hobbs, Dennis Roesch, Kevin McCarthy and Rachel Head.

**Minutes:** The February 2, 2016, minutes were approved.

**Treasurer:** Anne Shipman provided a financial report to the board members prior to the meeting.

**Billing and Advertising:** Rachel Head reported that the Miller Park Zoo Stamped has been billed.

**Membership:** Julie Whittenburg reported that the membership database is current, including all Catch the Wave and Ride the Wave participates. She did not have the number of total members/households for the month.

**Volunteer Report:** Kelly Bowers reported that we are scheduled for 8 equipment rentals and 13 finish lines this year. She has not heard from 9 races regarding finish line needs.

**Communications Report:** Heather Wagner reported that the website is up to date with area race requests and the March/April electronic newsletter had a 60% open rate. Kirby Cheek reported his intent to mail an April newsletter to all household members. The board will discuss the future of a paper newsletter at a later meeting.

**Social Committee Report:** Heather Wagner reported that the St. Patrick's Day Parade was a success and the committee will continue to look at community parades to promote the club. Social hour dates are being discussed and will be sent to members once confirmed. The social committee has put out a Request for Quote for club branded clothing (cotton shirts, tech shirts and tank tops/singlets). The clothes will be sold on a trial basis at Lake Run Club events.

**President's Report:** Kirby Cheek gave the report in Tod Williamson's absence. The club is exploring finish line software to use on the club tablets to replace the timing machines. Confirmation is needed from RRCA to ensure computer timing is valid.

**Program Report:** Kirby Cheek reported that Catch the Wave, Ride the Wave and Marathon training all seem to be going well.

**Circuit Races:** Kirby Cheek, Mitch Hobbs and Kevin McCarthy reported that St. Patrick's Day race numbers were down a bit (approximately 440), but Bill Read was happy given the weather. They also reported that the Miller Park Zoo Run numbers were up this year, but participants are concerned with the actual race distance. Heather Wagner reported that a few new elements have been added to the Lake Run this year: Pump 'n Grind and Marathon Relay.

**New Business:** Mitch Hobbs reported that Briana Paris has been approached by someone in Lexington interested in starting a kids run. Briana will be mentoring the person on how the club runs the Kids Run Program, but she will not be assisting with the Lexington Kids Run.

Mitch Hobbs reported that Kelly Bowers will be moving in August and Meg Anderson is looking for a replacement Volunteer Director.

Heather Wagner reported that she will be sending a dedicated volunteer email in mid-late April looking for finish line coordinators, race volunteers and Kelly Bower's replacement.

Kevin McCarthy reported that the Multi Sport Training Day is taking place on May 21. The board approved purchasing a keg for the event.

Mitch Hobbs reported that Dog Days information is being updated and the social committee is planning a postrace party at the Lake Run Inn.

Kevin McCarthy reported that permits are getting completed and online registration is ready to go for Park to Park.

Anne Shipman is going to explore options with Commerce Bank for a Club Credit Card.

The board approved giving Kirby Cheek \$500 to use towards Thirsty Thursdays at Lake Bloomington this summer.

**Old Business:** Sponsorship discussions were brought up, but tabled until next meeting.