

Lake Run Club Strategic Plan Meeting Minutes 8/8/2017:

Attendees: Tod Williamson, Kirby Cheek, Anne Shipman, Tonya Giannotti, Mitch Hobbs, Seanan AlYasiri, Julie Whittenburg, Kevin McCarthy and John Pratt.

LRC Club mission: Does our mission statement need a refresh? The Board of Directors mission, "group of individuals committed to strengthen the club and helping all members achieve their goals"

Lake Run Club High Five Races

There is a downward trend to running races across the nation. St.Pat's 5k had good numbers this year, Lake Run did have a slight increase in participation in 2017. Park to Park numbers were a bit down this year, but were still positive.

Dog Days numbers were good this year and weather tends to have the most impact on attendance. Evergreen numbers were low this year, with around 80 runners participating. Might be an all-time low. Heat wave program had around 15 participants which fed into the race is also low. Run the Woods will likely to have between 150-200 runners which is positive for a trail run, but not as popular as the Allerton park trail run.

Considerations:

Having a post party at the Comlara would not be possible, but could have post party at Lake Road Inn/Gables is an option. Consider moving to another location, or changing the date as summer vacations can also influence participation.

Fleet feet has taken over Moraine View with their race in August, so moving that would likely not be an option. Consider dropping Evergreen 5k, as the club has P2P, Dog Days and Comlara within 45 days of each other.

Race Observations:

Our largest events with a post party theme, tend to draw the biggest numbers.

Dog Days post party, tends to draw the same crowd with an expense of \$400.

Club receives no financial benefit from St.Pat's 5k and likely Jill Usiak will be taking it over in the future. Still consider this race a Lake Run Club event and no ETA has been set on when Bill will stop being the race director.

Action Plan to boost attendance:

- Early incentives, high five race early sign up may actually increase race income as not all runners will race all five events.
- Include no T-Shirt options at the races to lower costs for those who prefer not to get a shirt, but want to participate.
- Family discounts, \$60 dollars for the entire family.
- No Score, no award option.

- DJ at all high five races, could contract with Tom-E and perhaps reduce fees to \$400 per each event from \$500. Although, his playlist is somewhat dated.
- Consider dropping the 1/2 marathon from the Lake Run, into its own event. At discretion of the race directors.
- Consider an Inflatable at the Lake Run for those family members bringing kids to our race.
- Consider another race, such as a 10k which would focus on generating club revenue.

Lake Run Club Financials:

Although the club's finances are in decent shape, observing downward trend of membership, race attendance, program and race income. As a non-profit, board members felt that making money and being profitable is not a primary focus, but all agreed that our current position is positive and we have adequate cushion.

Observations:

Missing opportunities with State Farm good neighbor grant of \$500, which was leveraged in the past.

Our races have not consistently acquired business sponsorships to offset costs.

Consider adjusting race fees, however our races have been a good value linked to our mission to promote running and racing.

Action Plan:

- Identify LRC members who work at State Farm and are eligible for the good neighbor grant.
- Increase club membership, with special event for members only.
- Set sponsorship goals at each of our races.

Membership:

Observations: Noticed that our Facebook page has over 2000 members. May give the "illusion" they are Lake Run members, but in reality less than 40% pay membership dues.

Action Plan:

- Membership drive, consider a special event "free event" for Lake Run Club members and fees charged to those who are not members.
- Start our self-promotion of joining the LRC in November on Facebook, as the best value in town.
- Black Friday Special for renewing membership in November.
- Are we losing membership connection with lack of a paper newsletter?

Lake Run Training Programs

Observations: Consider Revamping programs, numbers have been down from what they were in their prime when we had +200 in Catch and 60 in Ride the Wave. Both of these programs were designed not only to get new runners involved in our club, but also to feed into the Lake Run. Fleet Feet historically starts advertising their "couch to 5k" before our Catch and Ride the Wave programs. Fleet Feet offers incentives, entry fee includes an in-store credit for \$50.00. Majority of the Lake Run club members, start their membership via the Catch the Wave program.

Action plan:

- Black Friday Specials for Ride and Catch. Price breaks TBD.
- Start identifying program leaders for 2018.
- With GE rental fees of \$100 per night, consider having both programs on the same night.
- GE wasn't available throughout each week, so we may want to look for other locations.
- Advertise membership benefits at remaining races in 2017 and at the Race the Dead.
- Include club membership benefits in Constant Contact.
- 1-2 minute YouTube video of Ride and Catch for promotional purposes.
- Incentives for Participants

Kids Run Program

Observations: One of our best programs from an attendance and club perspective. Sponsors are easy to obtain, and we have a good volunteer base for the Kids Run. Transition from Briana to Joe Brannan went well and seems excited to take it on. Joe prefers a static location which won't change week to week. Volunteer base is good.

Action Plan:

- Determine static location for 2018, Normal West, ISU, CCHS.
- Constant contact for the kids run, looking for feedback.
- Increase distances for kids 8 and older.
- Family night with bouncy house or other fun things.
- Moms and Dads versus kids run.
- Try increasing exposure at ISU basketball game half time, with indoor kids run.

Awards Banquet:

Observations: Annual meeting, generally goes fairly quick and not too many member attend the annual meeting. Focus more on volunteering recognition, race categories and awards are getting predictable.

Action Plan:

- * 2017 Banquet streamlined awards was well received and should follow the same agenda.
- * Award nominations for awards, lacks participation.

Table for next meeting.

Volunteering.

Adding addition board members for 2018.

ASE events, Race the Dead, Chilly Chili, etc.

ABC events.

Scholarships for area runners, like the idea of having a race with proceeds to fund it.

Anything else?