

Longboat Roadrunners Executive Meeting Minutes
Wednesday, January 22, 2020 – 8:00 p.m.
University Settlement House
23 Grange St, Toronto

Attendance:

President: Martin Odendaal
Vice President: Jowenne Herrera
Treasurer: Bill Prest
Secretary: Sylwia Przewdziecki
Past Secretary: John MacMillan
Race Coordinator: George Hubbard
Coaching Coordinator: Steve Metzger
Communications Coordinator: Kathleen Thompson
Social Coordinator: Debra Kobe
Past President: Bert de Vries

1. Welcome and attendance

The President, Martin Odendaal, welcomed the 2020 Longboat Executive.

2. Approval of minutes from previous meeting

The Executive approved the Minutes of the meeting held on Wednesday, November 20, 2019.

3. Priorities for the year

Recruitment and retention strategies: send reminder email in February; explore connection between the Island Race and recruitment (email former race participants with a “save the date” and invitation to train with the club). Focus on strengthening membership before partnering with other clubs for runs or activities. Determine target membership number for the club – suggested 120.

Doing the basics well (club runs/Island Race and SS/club events): Steve provided an overview of the inaugural coaches’ meeting and the coaches’ discussions on this topic: suggestions included designating a “back” runner during the group runs and providing route maps, particularly for the longer Sunday runs.

Longboat at 40 years:

- Look back at 40 years of club initiatives
- Develop the Longboat 40-year narrative, using the year leading up to the Island Run to tie in the narrative to the club’s activities
- Branding: create a 40th anniversary visual identity/logo with signage, gear, clothing (suggested: vests, hats, running fleece, long sleeve); JoJo to work on the design; Martin to look into suppliers (suggestions to tap into New Balance connection with Island run and/or contact Lynne at the Runner’s Shoppe)

- Recruitment: build the athletic and social activities around the 40th anniversary narrative
- State of the club vis-à-vis other clubs: it is multi-generational community, like family; is there value in harnessing this connection to family for recruitment?
- Importance of connection to Tom Longboat: suggestion of starting each run acknowledging the club's connection to Tom Longboat; finding a way to do this

4. Priorities for January

New Members' Brunch: March 7 or March 14 were proposed as possible dates. There was a discussion about potential guest speakers. In keeping with the tradition of alternating male and female guests, two women—Lyndsay Tessier and Gabriela DeBues-Stafford—were proposed.

Track days (February). Steve has been in touch with Varsity Stadium. Invite other clubs? As a tie-in to recruitment and Longboat at 40, find/promote opportunities to compete and socialize in low-cost events that don't conflict with major races.

5. Island Race and Sunset Shuffle

Discussion about whether to reconsider the charities the club supports with its runs. This topic was deferred.

6. Financials

Bill will present a report at the February meeting of the Executive.

7. Other business

Martin gave an update on the website. Members agreed on the importance of maintaining the newsletter archive on the Club's public site.

The club needs an equipment manager.

Adjournment: at 8:58 p.m., the meeting was adjourned.

Adopted on February 19, 2020