

Longboat Roadrunners Executive Meeting Minutes - Approved
Wednesday, January 6, 2021 – 8:00 p.m.

Via Zoom

Attendance

President: Jojo Herrera

Vice President: Susan Stone

Treasurer: Bill Prest

Secretary: Paul Kilbank

Race Coordinator: George Hubbard

Coaching Coordinator: Steve Metzger

Communications Coordinator: Kathleen Thompson

Social Coordinator: Stephen Word

Past President: Bert de Vries

1. Welcome, Regrets & Tom Longboat Acknowledgement

At 8:00 p.m., Jojo called the meeting to order and welcomed Stephen, Susan and Paul to the executive team.

Jojo presented the Tom Longboat acknowledgment:

As Longboat Roadrunners, we run to honor the spirit of Onondaga runner Tom Longboat; a member of the Six Nations of the Grand River, Canadian soldier, and Boston Marathon champion.

2. Approval of November 2021 Minutes

- Motion to adopt minutes from the Nov 2021 meeting was deferred until our next executive meeting in Feb.
- Jojo to check for the recording of this meeting so Paul can write minutes.

3. Club Activities Updates

December Challenge Outcomes

George:

- For 2022 - 41 people participated with only 1 dropout due to an injury in the second week as compared to 2020 with 40 people with 4 dropouts.
 - We ran 9,952km which was an increase of ~800km compared to the 9,154km in 2020.
 - The top 3 men and women got gift certificates from the Runner Shop.
 - George to confirm the certificate logistics with Lynn - Jojo to help if needed
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- The Longboat donation to the Second Harvest Food Rescue was \$1,955 which was an increase from \$1,525 in 2020.
 - Second Harvest pick up foods from places around the GTA that were going to throw them out (due to surplus or overbuy) and send them to who make meals. Normally every dollar raised creates 2 meals but in Dec they had a matching funds so the Longboat donation of \$1 became 4 meals meaning our contribution was 7,820 meals.
 - George will follow-up with Second Harvest to arrange a Facebook thank-you message.

Steve: This challenge helped members build a base in Dec with additional motivation. And it also reinforced the importance of walking for an active recovery on both running and non-running days. So overall it was very positive from a training perspective.

Club Runs Update and Winter Programming

Steve:

- Challenging period before Christmas with the onset of Omicron and new restrictions
- Runs seem very geographic – Wed runs are mostly downtown people living within a few kilometers of the Settlement House ... so moving the starting point for Wed workout to the east (Jimmy Simpson Park) to catch more people.
- Longboat has mostly downtown and east end members with only limited members from the west end unlike past years.
- Encouraging members to connect more geographically but limited uptake only so far

Susan: Suggested a broad open invitation to all members as these local groups are formed so they don't come across as private groups – this may encourage others to join.

Steve: Has been posting on Facebook but we can put out through email too. Other challenges are people work / personal schedules have changed from the traditional nine to five days. People may be willing to join the group workouts when a social component gets added back.

Longboat Connects

George:

- Suggested a series of 3 monthly workshops similar to last year
- Likely would schedule for the last week of Jan, and then one the last week of Feb and last week of Mar
- Potential invitees include
 - Christine Felstead from Yoga For Runners – she is potentially available Tues or Thurs and is okay with a \$100 honorarium as we’ve paid in the past.
 - Alex Hutchison who is now a popular writer – he now uses a booking agency so he hasn’t responded to emails from George yet.
 - Michelle Clark – for strength training
 - Steven Walter – for a nutrition and hydration workshop

Susan: Bruce Kidd could be another good speaker as he just released a book. He has been really involved in equity issues around sport.

Bert: Bruce also spoke at the very first Longboat meeting in 1981 and is very familiar with the early days of our club. He trained with Jack Friel who was one of the original founders. Jack had just finished reading a short biography of Longboat that Bruce had written and proposed the name of “Longboat Roadrunners” at the first organizational meeting.

George: Good idea and will consider a pitch to Bruce as well.

Jojo: Suggested Rachel McBride could be another excellent speaker with respect to equity and diversity as the first openly non binary pro triathlete.

Winter Series

Steve:

- New regulations whereby can only have 10 people meeting outside. So, we are delaying the first 5K event to Feb 12.
- The mid-Feb timing will let people who are running the Chili Half Marathon gauge how their training has been going.
- Similarly, the mid-Mar timing for our 10K falls nicely between the Chili HM and the ATB. And we actually have runners who are doing both of those races.
- Then in mid-Apr considering a 5M or 10M / 20K event. And may consider a marathon event – it could be very informal like a self-guided marathon.

George: Lakeshore could be a good route based on his experience pacing TSN guys last year ... starting at Coronation Park they ran a 22km loop to the west then George joined for the last 20km eastward to the Spit. There are hardly any issues along the trail and don’t need many volunteers except for water and turnaround points.

Jojo: We can start marketing the event towards the end of the month when we have more clarity about what the city and province are thinking.

Stephen: The Minister of Sport, Lisa McLeod, said they expect the current restrictions to last a minimum of three weeks – so a little longer than the two weeks they initially announced.

Club Awards and Hall of Fame

George:

- Nominating committee included George, Bert, Paul and Tina
- Confirmed WMA winners, category award winners and 2 selections to the Hall of Fame (both members have accepted). Not every category is filled and we have 2 winners for one of the categories.
- Stephen has agreed to create a PowerPoint for the awards meeting
- We will need a budget for cash awards to the winners as well as the two Hall of Fame trophies ... however, the plan is to skip physical awards for winners of the various categories this year and will just make up certificates that can hopefully be incorporated into the online awards ceremony.
- Timing for the ceremony is a concern – current plan is for Sat Jan 15 ... originally it was set for Sat to follow a club run but we haven't tried a Sat evening zoom call yet so it's uncertain how many people would be available.

Jojo: Perhaps have a special Longboat Connects where it's not actually a learning event but rather a virtual event that maybe includes a short video along with the online award ceremony.

Bert: Shared George's uneasiness with a Sat that isn't connected to a running event the way we had originally planned.

George: The event schedule is tight to create the PowerPoint presentation and to make the actual trophies that usually takes 2 – 3 weeks (backup plan is to borrow trophies from past winners since only the year and the person's name changes). He felt more comfortable if we could just delay another half week and also use that time to assess people's reaction to what would be our first Sat event.

Stephen: Agreed on the short preparation time but suggests that Sat night may not hold the same significance for people given the Covid-19 situation and in fact people may be more open to a Sat call rather than another zoom call at the end of a regular week work day.

Steve: Agreed that a weekend may be a good idea given the time people are forced to spend on their computers during the week.

George: Suggested we target Jan 22 so we can deliver a professional event.

Stephen: Suggested Bruce Kidd would be a good speaker with his detailed Longboat history.

George: Agreed he's available and would join for our maximum \$100 speaker fee.

Susan: Suggested that Timo should approach Bruce since he knows him pretty well.

Sunset Shuffle and Island Races

George:

- Permit applications are due by Jan 14.
- Sunset Shuffle is planned for Thurs Aug 11.
- Island Race was originally planned for Sept 11; however, we've been talking about delaying until Sept 25 – although the city confirmed availability, Tony Fletcher isn't available ... we need his participation so will continue with the original Sept 11 date.
- Concerned that the 9/11 date may be uncomfortable for people and getting high school volunteers may be a tough since schools will only have opened a week earlier.
- We don't know the permit fee but will keep a close eye given the (high) fee they tried to charge Longboat last year. No payments are needed with our permit application now.

4. 2022 Strategic Planning: Ideation

Roundtable: "Your Top 3 Things"

Jojo:

- Last year plus was very tactical – shifting to new activities and just getting stuff done
Wanted to have an initial dialogue about more strategic matters and see where there are areas to improve the club
- As a non-profit, it's about resources and who does the work since we don't have staff.
- This is intended to be a round table with quick feedback off the top of your head.
- If you had a wish, this year, what are the top 3 things that you'd like to see?

Bill:

Preserve our capital
Hold the Island Race

Paul:

Resurrect the weekly High Park runs
Hold Island race and / or Sunset Shuffle
Hold workshops around racing goals e.g., Sub 3:30

George:

Increase club membership

Ensure success of the programs that we put in place including more uptake

Promote the 40th anniversary of the Island Race to connect with past members

Kathleen:

Recruit new members

Improve participation beyond the small group of regular members

Steve:

Organize more social events

Hire a social media expert

Get people meeting more

Bert:

Organize lots of running events

Get more non club members to participate in our races

Return of social activities following these races

Stephen:

Improve engagement within the club

Increase and diversify our membership

Spend money on social media to promote our club better

Susan:

Diversify the club including women runners and younger runners

Expand our social media presence and sense of online community

Move our runs to different locations given our members are not just downtown

Susan: Longboat should consider tapping into the 5 or 6 park runs that are within a short 30-minute drive of the city.

Membership / Social-Media / Online Offerings / Run Diversification (Combined Discussion)

Jojo: The intent of the roundtable was to learn where people are coming from as we start the year with a new board. It confirmed many points we've been talking about throughout the last year and a half during this pandemic period.

Many of our traditional strengths such as member diversity, club loyalty, race events and social activities, may not be as relevant going forward in our current online world. We have to deal with different challenges now including low membership, lack of awareness, members spread across the GTA etc. But all of these challenges and opportunities are interconnected ... for

example, more social media could drive more clicks to our website which would bring more people to our events. How can we build on our past strengths with these new opportunities like more online events? How can we further increase our diversity beyond 30% women which seems low compared to mass race participation?

Susan: We can't just let it go and say it will equalize at some point - we have to be proactive.

Jojo: Right. And what I'm hearing around the table is we should identify the top goals for us to work. How do we increase and diversify our club membership? How do we increase club awareness? How do we create the tactics for each goal? How do we stay financially stable? Let's reserve time each meeting to discuss these strategic points and setting targets so we can measure our progress.

Secretary Note: According to our membership database (CiviCRM) in 2021 we had 74 members classified as 26 female (35%) and 48 male (65%).

Jojo: We should again dedicate part of our next meeting at our next meeting to strategic planning so we eventually have a guide that connects tactics to our club goals. For example, what tactics do we need to increase and diversify our membership?

Kathleen: We should also think about what sort of club we are or what we want to be. When she joined Longboat there were perhaps 10 other running clubs but now there are at least 50 across the city. How do we differentiate ourselves? Who do we want to be? Who do we want to attract? How do we differentiate ourselves?

Jojo: Yes, that's why our strategic plan and mission statement are important. The Tom Longboat story and our club value proposition are a key part of both recruiting and retaining members.

George: These strategy discussions are very useful to ensure that we spin our marketing messages properly to a diverse audience e.g., some people could interpret our Island Run 40th anniversary as Longboat guys are old ... unless we promote that we're solid and resilience.

Jojo: Yes, we need to consider our target audiences and what are the key messages for each audience. Perhaps for a 21-year-old, who was a rising star in high school, the value proposition is that they can learn from successful runners, mentors and coaches in the club. And we can use those messages online and with social media.

Susan: Getting these messages out on social media so people see us doing things is key.

Jojo: We can consider creative ideas for resourcing – it doesn't have to be an expensive ad agency ... it could be a 20-year-old niece or nephew of somebody in our club that we pay an honorarium while they look to expand their digital portfolio. We'll provide the content so they don't have to be a subject matter expert. They'll focus on building the right connections, whether it be Instagram, Facebook, Twitter or our website. It's a big job, probably beyond one

year but it will pay for sustaining our club's legacy. As Kat said, there's a lot of other clubs out there we shouldn't be directly competing with them. We're very different and that's a strength.

George: Now is the time to put a message out for membership renewal as people are setting New Year resolutions.

Jojo: Yes, let's integrate with our next communication for club activities.

Susan: On the topic of membership there are so many more things we could do. For example, family memberships given the number of husband, wife and family teams. Also, we could give incentives if people bring a new person into the club. There are all kinds of different incentives we could consider.

5. Financials Update

Bill:

- Unofficial Balance Sheet and Income Statement are available for review
- We have roughly \$36,000 in the bank while owing about \$3,000 and a few year-end entries pending including an HST refund.
- The \$3,000 owed is a loan from the Treasurer and payments to coaches.
- Overall, we are in reasonable shape with enough funds to jumpstart the Island Race

George: Positive news that we reduced our loss to \$5k compared with \$17k in 2020

Jojo: Mentioned that Bill and Claire will be out of country for 2 months. (Note: to manage any necessary payments during that period, similar to the past, Bill is leaving a few signed cheques with Bert and will provide payment instructions as needed).

6. Other Business

2022 Cabot Trail Relay Race

Jojo: Cabot Trail organizers have reached out to us as Longboat was accepted to participate in the (cancelled) 2020 event. Jojo has submitted our club's name, with no commitment or payment needed yet, to participate if the 2022 event goes forward. He has also notified members who were signed up for the 2020 Longboat team and will continue to monitor the situation as we get closer to the May race dates.

7. Adjournment

Jojo adjourned the meeting at approximately 9:35pm.



Longboat Executive Meeting

Thursday, January 6, 2022 / 8:00 – 9:00 p.m.

ZOOM Meeting:

<https://us02web.zoom.us/j/82830519173?pwd=S1FWcDZTR2FPL2NOaVNSUINvalovZz09>

Agenda

1	Welcome, Regrets & Tom Longboat Acknowledgement	All	8:05 pm (5 mins)
2	Approval of October 2021 Minutes	Paul	8:05 – 8:10 pm (5 mins)
3	Club Activities Updates		
	• December Challenge Outcomes	George	8:10 – 8:15 pm (5 mins)
	• Club Runs Update and Winter Programming (e.g. Longboat Connects, and others)	Steve/George	8:15 – 8:25 pm (10 mins)
	• Club Awards and Hall of Fame	George/Bert	8:25 – 8:30 pm (5 mins)
	• Sunset Shuffle and Island Races	George	8:30 – 8:35 pm (5 mins)
4	2022 Strategic Planning: Ideation	All	8:35 – 8:50 (15 mins)
	• Roundtable: "Your Top 3 Things"		
	• Membership (Attract, Recruit, Retain)		
	• Social Media and Communications		
	• Online Offerings & Social Events		
	• Diversify Club Runs		
5	Financials		
	• Financials Update	Bill	8:50 – 8:55 pm (5 mins)
6	Other Business	All	8:55 – 9:00 pm (5 mins)
7	Adjournment	All	9:00 pm

2022 Upcoming Board Meetings: *To be confirmed a week before each meeting.*

- February 23
- March 23
- April 20
- May 18
- June 22



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Longboat Roadrunners
Balance Sheet
As At December 31, 2021

	Current	Prior	Variance	%Var
BALANCE SHEET				
ASSETS				
CURRENT ASSETS				
TD Canada Trust	\$ 35,479.15	\$ 43,332.81	\$ -7,853.66	-18.12
Stripe	398.91	1,392.82	-993.91	-71.36
Petty Cash	\$ 10.00	\$ 10.00	\$ 0.00	0.00
Inventory - Medals & Ferry Tickets	234.24	234.24	0.00	0.00
Prepaid Expenses Incl Sec Dep	452.00	0.00	452.00	0.00
HST receivable	312.47	742.37	-429.90	-57.91
Inventory - clothing	2,808.00	2,808.00	0.00	0.00
Total Current Assets	<u>39,694.77</u>	<u>48,520.24</u>	<u>-8,825.47</u>	<u>-18.19</u>
LONG-TERM INVESTMENTS				
CAPITAL ASSETS				
Equipment (Capital purchase)	10,932.74	10,932.74	0.00	0.00
Office equipment accumulated amo'n	-6,550.00	-6,550.00	0.00	0.00
Total Capital Assets	<u>4,382.74</u>	<u>4,382.74</u>	<u>0.00</u>	<u>0.00</u>
TOTAL ASSETS	<u>\$ 44,077.51</u>	<u>\$ 52,902.98</u>	<u>\$ -8,825.47</u>	<u>-16.68</u>
LIABILITIES AND EQUITY				
CURRENT LIABILITIES				
Accounts Payable & Accrued Liabilities	\$ 2,000.00	\$ 4,000.00	\$ -2,000.00	-50.00
Unearned Revenue	510.00	1,479.75	-969.75	-65.53
Clothing Sales trade held in trust	0.00	1,046.46	-1,046.46	-100.00
HST payable held in trust	0.00	151.84	-151.84	-100.00
Loan from Treasurer	497.47	311.94	185.53	59.48
Total Current Liabilities	<u>3,007.47</u>	<u>6,989.99</u>	<u>-3,982.52</u>	<u>-56.97</u>
LONG-TERM LIABILITIES				
MEMBERS EQUITY				
Members Equity	45,912.99	62,304.61	-16,391.62	-26.31
Net Income (Loss)	-4,842.95	-16,391.62	11,548.67	-70.45
Total Members' Equity	<u>41,070.04</u>	<u>45,912.99</u>	<u>-4,842.95</u>	<u>-10.55</u>
TOTAL LIABILITIES & EQUITY	<u>\$ 44,077.51</u>	<u>\$ 52,902.98</u>	<u>\$ -8,825.47</u>	<u>-16.68</u>

Prepared by	Reviewed by

Longboat Roadrunners
Income Statement
For the Period Ended December 31, 202

	Year To Date	Prior	Current
	Actual	Prior	%Var
STATEMENT OF REVENUE AND EXPENSES			
REVENUE			
Other Race Revenue	10.00	150.00	-93.33
Membership Revenue (non-HST)	3,600.00	4,088.90	-11.96
Clothing Revenue (non-HST)	107.68	60.00	79.47
Social Revenue (AGM, Gala, others)	0.00	2,215.00	-100.00
Coaching Revenue (HST)	1,275.00	1,725.00	-26.09
Other Income	1,200.00	0.00	0.00
Total Revenue	<u>\$ 6,192.68</u>	<u>\$ 8,238.90</u>	<u>-24.84</u>
COST OF CLOTHING SALES			
Cost of clothing sold	<u>\$ 580.98</u>	<u>\$ 145.00</u>	<u>300.68</u>
Total Cost of Clothing Sales	<u>580.98</u>	<u>145.00</u>	<u>300.68</u>
GROSS MARGIN	5,611.70	8,093.90	-30.67
EXPENSES			
Donations - Race	\$ 0.00	\$ 160.00	-100.00
Donations - Non-Race	101.25	4,000.00	-97.47
Social Expenses (AGM, Gala, others)	1,317.48	3,804.28	-65.37
Members' Awards	205.00	2,308.25	-91.12
Coaching Expenses	3,800.00	0.00	0.00
Locker Rental	2,996.87	2,955.16	1.41
Website	421.00	1,812.28	-76.77
IR Photos	0.00	50.00	-100.00
IR Insurance	0.00	3,080.16	-100.00
IR Marketing (Brochures, Flyers, Design)	0.00	-95.00	-100.00
IR Prizes & Awards	0.00	-100.00	-100.00
IR Refreshments for race personnel	0.00	41.24	-100.00
IR Website Maintenance	31.98	272.61	-88.27
IR Miscellaneous	20.00	0.00	0.00
SS Miscellaneous incl website	15.99	15.99	0.00
Depreciation equipment - Expense	0.00	4,364.00	-100.00
Meetings	240.00	107.80	122.63
Club Affiliation-Memberships	627.00	395.50	58.53
Insurance for Directors	0.00	964.44	-100.00
Bank Charges	81.63	230.41	-64.57
Education & Seminars	450.00	100.00	350.00
Repairs & maintenance	100.45	0.00	0.00
Office Supplies (Misc)	46.00	18.40	150.00
Total Expenses	<u>10,454.65</u>	<u>24,485.52</u>	<u>-57.30</u>
SURPLUS (DEFICIT)	<u>-4,842.95</u>	<u>-16,391.62</u>	<u>-70.45</u>

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Prepared by	Reviewed by

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