

**Longboat Roadrunners Executive Meeting Minutes - Approved**  
**Wednesday, February 23, 2022 – 8:00 p.m.**

**Via Zoom**

**Present**

President: Jojo Herrera  
Treasurer: Bill Prest  
Secretary: Paul Kilbank

Race Coordinator: George Hubbard  
Communications Coordinator: Kathleen Thompson  
Social Coordinator: Stephen Word

**Regrets**

Vice President: Susan Stone  
Past President: Bert de Vries

Coaching Coordinator: Steve Metzger

**ACTION SUMMARY**

- Board members to confirm AO membership / submit receipt to be reimbursed
- George to circulate a list of inventory items to executive team

**1. Welcome, Regrets & Tom Longboat Acknowledgement** (led by Jojo)

At 8:00 p.m., Jojo called the meeting to order.

Jojo presented the Tom Longboat acknowledgment after initial discussion of club financials due to the time difference for Bill:

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. Financials Update** (led by Bill)

- Club seems in good financial shape at this point in the year, despite the Covid-19 situation, with \$36,600 cash after membership fees are transferred from Stripe
- This is mainly due to aggressive cost cutting, cancellation of the gala event and shifting our director insurance from a private insurer to Athletics Ontario (AO)
- Since last calendar year-end the board has not been covered by Athletics Ontario director liability insurance – Bill suggested the risk is low due to the limited number of events so far but that is changing so he has asked all Board Members to confirm any level of membership with Athletics Ontario. He will then be able to renew our director liability insurance and we can consider additional race specific insurance if required.
- Inventory valued at \$2,800 is clothing items from the locker in Settlement House

- Cash balance is adequate to manage 2022 Island Race which will have upfront expenses before significant revenue from participants (and, luckily, we don't have race deferrals from past races that would affect this year registration fees).

**Action – Board members to confirm AO membership / submit receipt to be reimbursed.**

### **3. Approval of January 2022 Minutes** (led by George)

- George motioned to accept the minutes Jan 6, 2022 (Seconded by Stephen / motion passed).

During the discussion, it was mentioned that an Audit Committee needs to be set up although no specific action was agreed.

Note: the spelling of “Stephen Word” has been corrected!

### **4. Club Activities Updates**

#### **2022 Membership Update** (led by Paul)

- As of Jan 6, 2022 we have 42 paid members including 13 women < 29 men, with a median age of 62 and 16 members who are “students, senior unwaged type”. Note that the number of members is tracking to the same level as 2021
- We continue to have periodic problems with the CiviCRM / Stripe system as people try to renew their membership although it doesn't appear to be widespread.
- An option is to switch to Race Roster which has been looked in the past although we lose our current CiviCRM database that is also used for email and marketing programs (note that it may be possible to manually update the CiviCRM database).
- Bill agreed to monitor the CiviCRM situation in case immediate action is needed otherwise we'll consider Race Roster during our strategy planning.

#### **Longboat Clothing Inventory** (led by George)

- George now has possession of the Settlement House inventory including burgundy singlets for new members (26 men / 36 women). He will temporarily distribute singlets as required for new members at events or by mail
- Julia Barnes was previously managing the inventory but nobody is currently assigned
- We also have about 30 long sleeves and 18 short sleeves that we agreed should try to sell “at a reasonable price” by displaying at future in-person events
- Clothing, especially older designs, may also be good as race prizes or giveaways

**Action – George to circulate a list of inventory items to executive team**

### **Longboat Winter Series (led by George)**

- First event was held on February 12 at Coronation Park with 9 participants
- Next event is March 12 and will be a 4K loop which can be run once for the 4K, twice for the 8K or four times for the 16K / 10M
- Small budget of a few hundred dollars is requested for gift cards over the three-race series.
- Races are being carefully scheduled between other events and before the in-person marathon season starts in early May

### **Longboat Connects (led by George)**

- Schedule is confirmed as
  - Sunday February 27 @ 230pm – Christine Felstead
  - Wednesday March 23 @630pm – Michelle Clark
  - Sunday April 17 @ 230pm – Stephen Walter
- George will be posting to Facebook and has asked JoJo and Kat to send a club reminder

### **Island Race Meeting / Race Director Summit (led by George)**

- Kickoff meeting for the Island Race is scheduled for February 28 with Daniel LeBlanc, Too Tall Tony and Tanya Johnson – others are welcome and may include Dianne Marrow and Nancy Wells as well.
- Club has agreed to support 3 attendees at the Race Director Summit on April 2 organized by Athletics Ontario ... George and Too Tall will attend with Tanya Johnson / Daniel LeBlanc splitting a registration (worthwhile as Tanya will be Assistant Organizer for the 2022 Island Race and Daniel will be Co-Director for the 2022 Sunset Shuffle with the goal of being Director for the 2023 Sunset Shuffle.

### **Events: Cabot Trail and Other Events (Led by Jojo)**

- Cabot Trail appears to be going ahead with Longboat one of the 70 participating teams - we're currently approaching the club members from the original 2020 team. Expect official news whether the race will proceed over the next few weeks
- Brian (Race Director) has asked about Longboat volunteers for the St Patrick's Day 5K race on March 20 as well as provided a \$5 discount for the race.
- We also have discount codes for the Georgina Marathon / Half Marathon as well as the Mississauga Marathon (via The Runner Shop) ... shared with the club already.

## **5. 2022 – 2023 Strategic Planning (Ongoing)**

### **Jojo:**

- Presented a graphic of 2022-23 strategic plan built upon membership, visibility and programming to guide executive discussions going forward - attached below
- Financial sustainability isn't explicitly mentioned but is clearly an important goal too
- Our approach should be integrated since different elements of the plan are interdependent
- We have a compelling story to share with the 40-year legacy of Longboat Roadrunners
- Reality is though we're competing with many other clubs so it's important that we know our club strengths and what we can offer members
- Longboat Ambassadors was suggested as a way to approach past and potential members
- Visibility is also important for general awareness and recruiting members – perhaps with runner profiles of members like Nancy, Susan, Timo etc.
- Programming is about what we offer members from races to coaching to events and awards

### **George:**

- Longboat Ambassadors was initiated in 2018 or 2019 to encourage people to join
- Succeeded in encouraging about 8-9 out of 20-24 to join so 30 – 40% rate
- May be interested in that role again as part of a team.

### **Stephen:**

- Previously we've taken steps to ensure new members of all abilities felt welcome from the start e.g., include slower pace group(s) on Wed night so even slower runners felt motivated.
- Bruce Kidd comments about attracting new members including veteran runners that are looking for more (coaching, camaraderie etc.) that they can get through Longboat
- Perhaps consider membership incentives (e.g., Island Race runners could join club events for the rest of the year and then join as a paid member for 2023).
- Many running clubs around the city – we need to be clear about what we offer that's special

### **George:**

- At the same time, we need to continue to treat current / long-time members well as they are the strength of our club.

### **Paul:**

- Strategic framework is simple and easy to understand so we can soon consider tactical steps
- We should also outline what we mean by diversity – certainly diversity of people but what about diversity of runners ... walkers, joggers, runners and racers
- Need to extend our vision of diversity into both our club messages and club programming
- And as Susan mentioned last meeting, it's important for us to consider whether we want to develop an online community whether it be a Facebook community or a Strava community or other community – not just for promotion but for engaging as club members in the post Covid era and also with Longboat members scattered across the broad GTA area

### **George:**

- Building upon the community concept, we could create theme around “Team Longboat”
- The theme could be used consistently across Instagram, Facebook, Strava and others
- It would be broader than “Longboat Roadrunners” and therefore more inclusive by including not only runners of all types / abilities but also walkers

**Jojo:**

- Community angle is important and connects to diversity, inclusiveness, visibility as well as the history Tom longboat as an indigenous person
- Discussion tonight is just a first step as we approach this strengthening / refocusing exercise
- Plan to share our approach with the club so members know the direction going forward

**Kat:**

- Suggested that hosting a Tom Longboat Day event for Toronto would be great for both our club and the community
- Could be fun events like a scavenger hunt or a relay open to everybody not just runners
- Hopefully it could be in-person (Saturday June 4) given the improving Covid situation

**George:**

- Should mention to Six Nations out of courtesy as we get an invitation from them every year

**Kat:**

- Ideally we can still participate in their celebrations but also have a Toronto activity too

**Jojo:**

- It could be a partnership between Six Nations and Toronto – perhaps scheduled at a different time of day so we can participate there and invite them here
- Media, like CityTV, would likely pickup which would be huge for club visibility
- We should explore quickly especially if we open to the general public

**Stephen:**

- Let’s consider creating an event perhaps similar to what we’ve done on the island before e.g. informal run with a barbeque (likely requires a city permit)
- Outdoor event would be best as people are just growing more comfortable meeting again

## **6. Other Business**

None.

## **7. Adjournment**

Jojo adjourned the meeting at approximately 9:25pm



## Longboat Executive Meeting

Wednesday, February 23, 2022 / 8:00 – 9:00 p.m.

**ZOOM Meeting:**

<https://us02web.zoom.us/j/88294268199?pwd=WHF6VzFrZENuSUZ3bDNWLzkyc0ROUT09>

### Agenda

1	<b>Welcome, Regrets &amp; Tom Longboat Acknowledgement</b>	All	8:05 pm (5 mins)
2	<b>Approval of January 2022 Minutes</b>	Paul	8:05 – 8:10 pm (5 mins)
3	<b>Club Activities Updates</b> <ul style="list-style-type: none"><li>2022 Membership Update</li><li>Longboat Clothing Inventory</li><li>Longboat Winter Series</li><li>Longboat Connects (Schedule)</li><li>Island Race Meeting/Race Director Summit</li><li>Events: Cabot Trail, St. Patrick's Day Race, Georgina Marathon, Mississauga Marathon, etc.</li></ul>	Paul George George/Steve George George Jojo	8:10 – 8:15 pm (5 mins) 8:15 – 8:20 pm (5 mins) 8:20 – 8:25 pm (5 mins) 8:25 – 8:30 pm (5 mins) 8:30 – 8:35 pm (5 mins) 8:35 – 8:40 pm (5 mins)
4	<b>2022-2023 Strategic Planning (Ongoing)</b> <ul style="list-style-type: none"><li>1. Membership Strategy</li><li>2. Social Media/Marketing Strategy</li><li>3. Races &amp; Social Events Strategy</li></ul>	All	8:40 – 8:50 (10 mins)
5	<b>Financials</b> <ul style="list-style-type: none"><li>Financials Update</li></ul>	Bill (TBD)	8:50 – 8:55 pm (5 mins)
6	<b>Other Business</b>	All	8:55 – 9:00 pm (5 mins)
7	<b>Adjournment</b>	All	9:00 pm

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

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



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## Longboat Roadrunners

### Balance Sheet

January 31, 2022 with comparative figures for previous year

	2022	2021
<b>Assets</b>		
Current Assets		
Cash incl Petty Cash	35,148.06	42,104.87
Stripe	1,546.50	3,570.88
Prepaid Expenses	452.00	
Inventory - ferry tickets	234.24	234.24
HST Receivable	259.17	669.54
Inventory - Clothing	2,808.00	<u>2,808.00</u>
	<b>40,447.97</b>	<b>49,387.53</b>
 Tangible Capital Assets	 500.00	 <u>4,382.74</u>
 Total Assets	 <b><u>40,947.97</u></b>	 <b><u>53,770.27</u></b>
 <b>Liabilities</b>		
Current Liabilities		
Accounts Payable (exc Treas & HST)	1,200.00	5,800.00
Unearned Revenue		540.00
Loan from Treasurer	792.65	129.70
Funds held in trust		<u>975.96</u>
Total Liabilities	<b>1,992.65</b>	<b>7,445.66</b>
 Members Equity (Retained Earnings)	 37,187.30	 45,038.09
Net Income (Loss)	<u>1,768.02</u>	<u>1,286.52</u>
Total Members Equity	38,955.32	46,324.61
 Total Liabilities & Members Equity	 <b><u>40,947.97</u></b>	 <b><u>53,770.27</u></b>

**Longboat Roadrunners**  
Statement of Income and Expenses

Month ended January 31, 2022

	2022	2021
Revenue		
Island Race		
Sunset Shuffle		
Social Events		
Coaching	600.00	525.00
Clothing		
Membership	1,500.00	930.00
Other		
Total Revenue	<b>2,100.00</b>	<b>1,455.00</b>
Cost of Clothing Sold		
Net Revenue	<b>2,100.00</b>	<b>1,455.00</b>
Expenses		
Island Race		
Sunset Shuffle		
Meetings		
X-Country/Affiliation		
Social Events		
Equipment Expenses		
Coaching		
Directors Insurance		
Bank Charges	42.00	53.70
Club Awards		
Website		96.38
Education & Seminars		
Administration	39.98	18.40
Donations - Race		
Donations - Non-Race	250.00	
Total Expenses	<b>331.98</b>	<b>168.48</b>
Surplus (Deficit)	<b>1,768.02</b>	<b>1,286.52</b>



# 2022-23 Strategic Plan

Attract and recruit new members from diverse backgrounds and experiences, including recruiting 'back' former members, while retaining members through club engagement.

## Examples

- Social media
- Longboat Ambassadors
- Recruit former members
- Newsletters/Blogs
- Social events

## Membership



1

2

3

## Programming

Continue to activate strong programming including races, virtual events, and develop new activities (online and in-person) such as social events after training, coaching and other learning and social activities.

Enhance and re-invigorate the club's visibility as one of the GTA's foremost running clubs, including communicating its strengths (legacy, races, performances, inclusiveness, etc.) Leverage social media to get 'the word out' more

## Examples

- Demystify its legacy
- Social media campaign
- Featured stories (legacy and recent performances)
- Island Race (40<sup>th</sup>)
- Partner with other clubs

## Visibility

## Examples

- Current and new race (formats)
- Virtual and in-person programming
- Return to in-person social events (e.g. awards)
- Market strong coaching
- Promote charitable work