

Longboat Roadrunners Executive Meeting Minutes – Draft

Thursday June 23, 2022 – 8:00 p.m.

Via Zoom

Present

Jojo Herrera, George Hubbard, Susan Stone, Kathleen Thompson,
Bill Prest, Bert de Vries

Regrets

Stephen Word, Paul Kilbank, Steve Metzger

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

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

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 April 2022 Minutes (Paul)

- Deferred until next meeting when minutes for May and will be circulated.

3. Club Activities Updates

Membership List & New Members Brunch (Jojo / Stephen)

- Plan is to circulate a membership directory to all members.
- Proposal is to target October 24 or November 1 for a mile relay event combined with a new member brunch (after busy fall race / event calendar)
- High Park was suggested as an option but will ask Stephen to consider venues.

Communications Activity (Kat)

- Kat is ramping up our Instagram presence with recent events and activities
- Plan remains to contact lapsed members but should coordinate with Bob who is surveying people about renewals – giving reminders and soliciting feedback

- Among other great reasons, lapsed members cannot set new club records!
- There are 10+ lapsed members who are candidates to renew again

Tom Longboat Day - Six Nations & Riverdale (Jojo / Bert)

- Great effort trying to organize a Tom Longboat Day but there wasn't enough time this year with all the logistics – we'll consider options for next year
- Thanks to Bert, George and Christine for organizing the Riverdale 4K club event with at least 9 people joining
- Longboat had a small group of 5 – 6 people visit Six Nations to represent our club and meet with Tom Longboat's family. Everybody was very welcoming and appreciated our presence
- Next year we will explore a bus and encourage broad participation from our members to keep a close connection “with our roots”
- We have the option to run our club event on National Indigenous Day which is a week after Tom Longboat Day so we can accommodate both events

Summer Track & Club Runs (Steve / George)

- Successful first track event with 11 participants (6 for 1000M, 5 for 3000M)
- Next event is Wednesday, July 6 and may have East York runners join

Ekiden Relay & Team Reimbursements (Jojo / Susan)

- Great turnout for the Ekiden Relay on June 21 with 12 participants (2 teams)
- Thanks to Susan for all the hard work encouraging members to participate
- Facebook has been good for announcing events but we should consider a better way to organize team that encourages runners of different abilities to participate (e.g. teams with mixed abilities not a fast team and a slow team)
- One goal should be to submit teams so all interested members can participate although that may be challenging to fill all the spots for larger teams
- On a related note – the club should consider a better way to organize the Wednesday night runs as turnout improves ... ideally having a longer group run before splitting into smaller workout groups in order to make the session more social and engaging TBD.

Sunset Shuffle and Island Race (George)

- Sunset Shuffle is on Centre Island on Thursday August 11
- Today we have 78 entries before the July 1 price increase from \$30 to \$40
- Bib pickup will be at the Runners Shop that should simplify race day logistics
- We have a new sponsor ... Puma! They will be giving us 12 sets of clothing and footwear to give away (and potentially paying for the Puma logo on the race bibs)

- For the Island Race we have 789 participants (380 in the 10K, 258 in the 5K, 100 in the Kids' Mile and 51 in the Kids' Fun Run)
- Price increases are being done by registration blocks rather than calendar deadlines ... we recently jumped to \$55 after hitting the 600 to 900 block
- Nancy Wells, Tanya Johnson, and Daniel are organizing club members / non-club volunteers
- Promotion and communications by George and Kat are going well
- SchoolBOX North is confirmed as a charity partner (“SchoolBOX North partner with First Nations, Métis and Inuit youth leaders to ‘make education possible’ for kids in Indigenous communities across Canada, a territory with more than 634 First Nations and over 50 Indigenous languages”)
- Targeting three charity partners ... 2 indigenous partners and 1 community partner. George will follow-up whether YMCA or Settlement House are appropriate and implications for the yearly donations we’ve done in the past. People could donate money to these charity partners as part of the registration process in addition to the race fees
- Shirts and medals are confirmed – negotiated best prices available
- Promo codes for 2 indigenous groups, East York Runners, and a French cultural group
- Piper is signed up and a 40th anniversary selfie booth is planned (great for promotion)
- New Balance is back as a sponsor

4. 2022 – 2023 Strategic Planning - Membership Strategy

Building membership is a strategic focus as we emerge from the pandemic

The following 5 initiatives were approved “in principle” with “final approval” still needed from the executive after the Strategy committee provides more details e.g. website update, early-bird period, family membership launch date etc. (Motion by Susan / Seconded by George / approval was unanimous)

i. Family Membership (Susan)

- Family membership is being proposed to encourage people to renew (plan includes 2 adults and 2 children for \$90)
- Considering options including kid’s activities at our track series to engage kids in physical activate and stimulate an interest in running

ii. Early Bird Pricing (Susan)

- Early bird pricing (a \$10 discount for general membership) is being proposed for early sign-up rather than late renewals

iii. QR Codes (Susan / Jojo)

- QR codes on race bibs linked to Longboat website

iv. Recruitment Campaign (Jojo / George)

- Promoting the club at our Island Run will be key for recruiting new members ... including QR codes on race bibs. Another idea is to invite Island Race participants to train at our club runs @ Wednesday (Settlement House)

v. Club Shirts (Steve)

- Club shirts are another important promotion effort that Steve is leading.

5. Financials Update (Bill)

- Financials have been circulated and are attached below.
- Plan is to update our TD Bank account with four current signatories (Bill, Jojo, Bert and Susan) and to remove any prior signatories.
- Bill to confirm the home branch as the prior location was closed recently.

6. Other Business (Jojo)

George suggested inviting Diane Porteous to a club track event to receive her Hall of Fame award from Jojo.

7. Adjournment (Jojo)

Jojo adjourned the meeting at approximately 9:30pm

Longboat Roadrunners
Balance Sheet

May 31, 2022 with Comparative Figures for Prev Year

	2022	2021
Assets		
Current Assets		
Bank and cash	62,554.45	36,810.56
Stripe	29.04	638.37
Inventory - ferry tickets	234.24	234.24
Inventory - Clothing	2,808.00	2,808.00
HST Receivable (rebate)		635.90
	65,625.73	41,127.07
Capital Equipment	500.00	<u>4,382.74</u>
Total Assets	<u>66,125.73</u>	<u>45,509.81</u>
Liabilities		
Current Liabilities		
Accounts Payable (exc Treas & HST)		
Unearned Revenue (NMB)		
Clothing Sales (Unearned)		- 580.98
Loan from Treasurer	- 15.60	90.05
HST Payable	51.49	<u>8.37</u>
Total Liabilities	35.89	- 482.56
Members Equity (Retained Earnings)	37,187.30	45,912.99
Net Income (negative is a loss)	<u>28,902.54</u>	<u>79.38</u>
Total Members Equity	66,089.84	45,992.37
Total Liabilities & Members Equity May 31	<u>66,125.73</u>	<u>45,509.81</u>

Longboat Roadrunners
Statement of Income and Expenses

Month ended May 31, 2022

	2022	2021
Revenue		
Island Race	24,589.71	
Sunset Shuffle		
Other Race		10.00
Social Events		
Coaching	1,125.00	1,125.00
Clothing		
Membership	2,880.00	2,820.00
Other	4,000.00	
Total Revenue	32,594.71	3,955.00
Cost of Clothing Sold		
Gross Margin (Net Revenue)	32,594.71	3,955.00
Expenses		
Island Race	220.00	51.98
Sunset Shuffle		15.99
Race Subsidies incl Transport	56.63	
Meetings		
Affiliation - Memberships	554.60	627.00
Social Events		395.00
Coaching		1,800.00
Directors Insurance		
Bank Charges	90.66	87.38
Club Awards	2,005.90	100.00
Website	271.65	228.62
Education & Seminars	200.00	450.00
Office Supplies	42.73	18.40
Donations - Race		
Donations - Non-Race	250.00	101.25
Total Expenses	3,692.17	3,875.62
Surplus (Deficit) May 31	28,902.54	79.38