

# Longboat Roadrunners Executive Meeting Minutes – Draft

Thursday July 13, 2022 – 8:00 p.m.

## Hybrid

### Present

Jojo Herrera, George Hubbard, Susan Stone, Stephen Word, Paul Kilbank, Steve Metzger, Kathleen Thompson, Bill Prest

### Regrets

Bert de Vries

## 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 June 2022 Minutes (Paul)

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

## 3. Club Activities Updates

### 2022 Membership (Paul)

- Membership currently at 62 members with 38 male and 24 female
- Directory has been circulated to members similar to past years
- Strategy committee will consider how to connect with lapsed members

### Summer Track and Club Runs (Steve / George)

- Good turnout at the summer track event on July 6 with 24 competitors
- 14 people entered the 2000M and 11 people entered the 5000M
- Three club records by Hugh Connolly, John McMillan and Susan Stone
- Next event is scheduled for July 27<sup>th</sup> with 800M and 10,000M

- Plan is to start reciting the Longboat pledge at club runs
- Attendance improving at club runs and will explore coordinating long runs with Richard, Steve, Mike and the usual suspects (need a convenient starting point)
- Goal is to reintroduce a club social run similar to pre-Covid High Park run
- Traditionally have had upwards of 25 regulars – location, parking and social venue are important ...
- Monday seems a good choice as parking is available, Grenadier stays open until 8pm and scheduling doesn't interfere with training plans
- George suggested we try a Monday 630pm pilot starting July 27<sup>th</sup>
- May be other options in the future but members are familiar with our past approach and the Grenadier / convenient parking is key for many people

### **Sunset Shuffle and Island Race (George)**

- Registration is 111 which is tracking behind 150 in 2019 (capacity is 300)
- George and Kat are expanding promotion including other clubs and plugging the new Puma sponsorship and a new charity partner (Start to Finish)
- Working to include QR code for Longboat website into the bib design
- Finalizing food and beverage details – beer will not be served due to the significant costs (\$400 beer, \$200 security, \$\$\$ permits) and logistics
- Have enough volunteers – so the plan is to encourage Longboat members to register ... but need to ensure volunteers honor their commitments
- Registration is 963 which is tracking ahead of 789 at this time in 2019
- Our charity partner is SchoolBOX North (“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”)
- Nancy has contacted duty roster captains who will reach out to their volunteers
- Medals / T-shirts are ordered (with help from Jojo on design)
- Event flyers are finished (with graphics support from Jojo)

### **Other Items (All)**

- Susan is encouraging teams for the **Toronto Triathlon Festival 10 km Run on July 24**
- Participants will be reimbursed for representing Longboat (club policy)

#### **4. 2022 – 2023 Strategic Planning - Membership Strategy**

##### **QR Codes for Race Bibs** (Susan / Jojo)

- Checking if QR codes are feasible with the bib supplier for Sunset Shuffle and Island Race
- May consider a website refresh to better target potential members

##### **Recruitment Campaign: Island Race participants @ Wed Settlement House** (Jojo / George)

- Campaign will include a booth at the Island Race to chat about Longboat and inviting registered runners to club runs
- Ideally want to send out email invites but need to be careful of legality for unsolicited email
- Stephen clarified that leading up to the races we can send out info about the race and include an invitation to join our training runs – it's related to what people bought from us. After the race, we can send them one follow-up (thanks for running, sign up for our newsletter, join our club etc). But just once ... it's one shot to get them signing up for our newsletter

##### **Club Shirts** (Steve)

- Goal is to engage members and promote Longboat during our club runs.
- Shirt will incorporate our traditional colors, feather and concept of community.
- Initial quotes from two suppliers are about \$2,700 for 100 technical shirts
- Final design details to be sorted out with input from the executive team
- Samples are being requested to check material, quality etc.
- Shirts are to be provided to members free of charge

##### **Family Memberships** (Susan)

- Executive team approved a family plan (2 adults, 2 children, \$90) at last meeting
- Logistics, timing and promotion are to be finalized by the fall timeframe

##### **Early Bird Pricing** (Susan)

- Executive team approved a \$10 discount at last meeting
- Logistics and timing are to be finalized by the fall timeframe

##### **Gender Diversity – Female Retention and Recruitment** (Susan)

- Longboat is a club that promotes diversity but retention of female athletes has been difficult
- Underlying problem may be runners lacking confidence to run with the group and that issue likely applies to both women and men
- Exploring how to make people feel more accepted for their distances, paces and times
- Hope is to increase women participation on the executive team and strategy committee for a better representation of member views.

## **5. Financials Update** (Bill)

- Currently we have \$69,000 in our account with about \$31,000 race revenue (for the event, we typically have 70K-80K revenue and 50K costs netting 20K-30K)
- Largest expenses are 16K shirts 9K for barbecue and 8K for medals
- Bill felt that our financial position was strong enough to support the potential 3K expense for club shirts (especially given the 4K from Athletics Ontario)

## **6. Other Business** (Jojo)

- None

## **7. Adjournment** (Jojo)

Jojo adjourned the meeting at approximately 9:30pm

Longboat Roadrunners  
Balance Sheet

June 30, 2022 with comparative figures for 2021

	2022	2021
<b>Assets</b>		
Current Assets		
TD Bank and Petty Cash	69,135.11	37,259.30
Race Roster/Online Registration		
Stripe/Paypal	58.08	638.37
Inventory - ferry tickets	234.24	234.24
Inventory - Clothing	2,808.00	2,808.00
HST receivable		<u>643.99</u>
	72,235.43	41,583.90
Equipment (Capital Assets)	500.00	4,382.74
Total Assets	<b><u>72,735.43</u></b>	<b><u>45,966.64</u></b>
<b>Liabilities</b>		
Accounts Payable (exc Treas & HST)		
Unearned Revenue		
Loan from Treasurer	179.92	160.39
Clothing sales held in trust	-	132.24
HST Payable	197.54	8.37
Total Liabilities	<b>377.46</b>	<b>36.52</b>
Members Equity (Retained Earnings)	37,187.30	45,912.99
Net Income (negative is a loss)	35,170.67	17.13
Total Members Equity	72,357.97	45,930.12
Total Liabilities & Members Equity June 30	<b><u>72,735.43</u></b>	<b><u>45,966.64</u></b>

**Longboat Roadrunners**  
Statement of Income and Expenses

Month ended June 30, 2022

Revenue	2022	2021
Island Race	31,019.71	
Sunset Shuffle		
Other Race	151.95	10.00
Social Events		
Coaching	1,125.00	1,125.00
Clothing		
Membership	2,970.00	2,820.00
Other	4,000.00	
Gross Revenue	39,266.66	3,955.00
Cost of clothing sold		
Net Revenue	<b>39,266.66</b>	<b>3,955.00</b>
Expenses		
Island Race	312.01	51.98
Sunset Shuffle	26.92	15.99
Meetings		
Athletics Ontario memberships	554.60	627.00
Race subsidies incl transp	56.63	
Social Events	62.41	395.00
Transportation		
Clothing/Equipment Purch		
Coaching		1,800.00
Directors Insurance		
Bank Charges	96.02	87.38
Club Awards	2,130.90	100.00
Website	363.77	290.87
Education & Seminars	200.00	450.00
Office Supplies	42.73	18.40
Donations - Race		
Donations - Non-Race	250.00	101.25
Total Expenses	<b>4,095.99</b>	<b>3,937.87</b>
Surplus (Deficit)	<b>35,170.67</b>	<b>17.13</b>