

Longboat Roadrunners Executive Meeting Minutes – Approved

Wednesday August 24, 2022 – 8:00 p.m.

Hybrid

Present

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

Regrets

Bert de Vries, Stephen Word

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 Prior Minutes (Paul)

- Minutes for May, June and July were approved (Motion George / Second Steve)

3. Club Activities Updates

Sunset Shuffle Outcomes (George)

- Very successful as first post-Covid event and changes from 2019 went smoothly (sandwiches replacing the barbecue, course changes that were carefully explained, etc.)
- Good participation at 250+ people registered and over 200 people finishing
- Fast results – overall winner was just over 19 minutes, top woman was just over 20 minutes, and the top 10 people were within the 21 minutes
- Race day logistics went well and van rental for 24 hours was only \$150
- Puma, our new sponsor was pleased with the event and support from Longboat
- Exec team noted that anecdotal feedback from participants has been positive

Island Run Final Planning (George)

- Planning is hitting last stages with a final meeting of the race committee on August 25
 - Now 1400+ registrations with Kids 1M sold out (capped at 150 for shirts order)
 - Native Canadian Centre of Toronto is now the second charity partner.
 - Tarrant Crosschild, a representative of our sponsor New Balance, will fly to Toronto for the event - Juliana / Kat are scheduling school visits.
 - Medals and shirts have been ordered so we're awaiting delivery
 - Barbeque price is rising to \$5.50 due to price increases hitting our supplier - higher than 2019 but offset by other event savings so the budget remains intact
 - We were included in the Athletics Ontario newsletter with a club / race profile showing a link to the Island Race registration page.
 - Mike Cho (Setup), Bob Gazalle (Marshals), Christine (Cyclists) and George will be doing a course check / preparation to avoid race day surprises
 - Jojo is contacting Ally LaMere to invite "Run Woman Run" people plus sending a courtesy invite to Six Nations & Longboat family. Six Nations to say a prayer before / after the race so George asked Jojo to advise Tony of this program request
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- Last Summer Series event was Aug 17 with 21 people for "One Hour on the Track"
 - New records: Mike Bedley (M75-79), Richard Bailey (M70-74) and Lily Wu (F30-34)
 - Several East York runners and Longboat Friends joined due to the open invitation
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- Growing participation and enthusiasm at club runs
 - Especially helpful for long runs so we can have different pace training groups
 - New people joining and everybody has been welcoming and accommodating
 - Steve will be starting hill sessions on Friday mornings to complement track work

Recruitment Update (New Shirts, QR Codes, Postcards, New Flag, etc.) (Steve / Jojo)

- 100 shirts were ordered for \$1,700 and are expected by Aug 31
 - Sizes are estimated from the 46 survey responses from current 61 members
 - Plan is to distribute at or before the Island Race on Sept 11
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- Batch of 1,000 promotional cards were printed for distribution at the Island Run
 - QR codes were successfully designed into the recent Sunset Shuffle bibs
 - Jojo believes that Wordpress can track QR codes statistics to attribute any increase in website traffic specifically to this initiative (as a minimum we can track website traffic although new members may or may not be actual users of the QR code)
 - Basic statistics are available from Instagram and Kat to investigate Facebook reports

Cheer Station w/ TRS (Susan)

- TRS has asked us to partner at a cheer station which is a great promotion opportunity
- Susan will be coordinating with Lynn and organizing Longboat volunteers who are not running or volunteering with the race already
- Expected to be only a 1-hour commitment since the station is 2.5km from the start
- We will have a large club flag with branding similar to the shirt design

4. 2022 – 2023 Strategic Planning (Susan / All)

Early Bird Renewal / Family Memberships

- Our membership drive for 2023 has three components
 - Early Bird Renewal: Discount of \$10 for general members renewing before the January 1, 2023 incentive deadline (Student / Senior / Unwaged are not eligible)
 - Family Membership: New special price of \$90 for a family consisting of up to 2 adults and up to 2 children
 - Welcome Period: New members who pay for the 2023 period between September 1, 2022 and December 31, 2022 will not be charged a 2022 membership fee (Note this has been a traditional practice at Longboat)
- The board previously agreed in principle to the membership drive including prices although further details of the program are still pending from the strategy committee
- Goal is to announce / promote at the Island Run on September 11. Plans are contingent upon website changes that are unknown at this point (note that the renewal initiative in past years has started early November)
- Jojo to work with Bill and Kat to consider what's possible by that date with respect to both website updates and promotion plans
- Anticipate initial feedback from Jojo during the week of August 29

Water/Snacks Table (Sunday Runs)

- We earlier rejected a “friendship table” at Open Streets since no visible recruiting benefits
- Considering a similar approach along Martin Goodman Trail (water giveaway, promotional cards etc.) in September or October
- Concern is that we may need a permit on City of Toronto public property
- Canada Legion may be an option as private property – Susan to contact

Social Media Campaign

- Previously discussed hiring a social media coordinator to support Kat with promotion

- Consensus was that isn't necessary right now for Longboat to promote club posts / advertisements on Instagram and Facebook
- The challenge is to clearly define our marketing message (i.e., why join Longboat / how we are different from other clubs) and clearly identify our target demographics ...
- Motion approved (George proposed / Steve seconded / Unanimous approval) - Longboat Club will pay up to \$500 for Instagram and Facebook social media initiatives, that are to be decided upon by Kat / Jojo with input as requested from the executive, with the intention of measuring results over a 2-month period from the beginning of the campaign.

Group Training – TCS Half/Full

- Anticipate setting a goal race for the TCS marathon, half marathon and 5k
- Good idea with a Longboat cheer station and traditionally strong club participation
- More details to follow

5. Financials Update (Bill)

- July 31 financials were circulated and are attached
- We have 70K at TD plus a small amount in our Race Roster and Stripe accounts
- Problem with Sunset Shuffle funds @ Race Roster has been resolved but are not reflected in our July 31 financials – Bill to separate funds targeted for our charity partner School Box
- Balance sheet shows our Long Term Assets (Equipment in locker) at \$500 – however, this low valuation does not affect our insurance coverage via the storage company

6. Other Business (Jojo)

- New Member Brunch is being deferred until 2023 due to scheduling challenges, facility availability and anticipated membership increase after the Island Run / recruiting efforts

7. Adjournment (Jojo)

Jojo adjourned the meeting at approximately 9:30pm

Longboat Roadrunners

Balance Sheet

As of July 31, 2022

	2022
Assets	
Current Assets	
TD Bank	70,447.34
Stripe	257.73
Race Roster	1,259.04
Petty Cash	10.00
Inventory - ferry tickets	234.24
Inventory (clothing)	2,808.00
HST Receivable	
	75,016.35
Long Term Assets (Equipment in locker)	500.00
Total Assets	<u>75,516.35</u>
Liabilities	
Accounts Payable (exc Treas & HST)	
Funds held in trust (Lunchbox)	2,329.27
Loan from Treasurer	750.30
HST Payable held in trust	2,081.33
Total Liabilities	<u>5,160.90</u>
Members Equity (Retained Earnings)	37,187.30
Net Income (negative is a loss)	33,168.15
Total Members Equity	70,355.45
Total Liabilities & Members Equity July 31	<u>75,516.35</u>

Longboat Roadrunners
Statement of Income and Expenses

Month ended July 31, 2022

	2022
Revenue	
Island Race	45,757.11
Sunset Shuffle	
Social Events	
Coaching	1,200.00
Clothing	-
Membership	3,090.00
Other	4,000.00
Total Revenue	54,047.11
Expenses	
Island Race	12,005.25
Sunset Shuffle	597.30
Meetings	
X-Country	
Affiliation Memberships	554.60
Race subsidies	301.63
Social Events	62.41
Transportation	30.07
Clothing/Equipment	
Coaching	
Directors Insurance	
Bank Charges	105.52
Club Awards	2,365.68
Website	363.77
Education & Seminars	200.00
Administration	42.73
Donations - Race	
Donations - Non-Race	4,250.00
Total Expenses	20,878.96
Surplus (Deficit)	33,168.15