

Longboat Roadrunners Executive Meeting Minutes – Approved

Wednesday Sept 29, 2022 – 8:00 p.m.

Hybrid

Present

Jojo Herrera, George Hubbard, Susan Stone, Paul Kilbank, Steve Metzger, Kathleen Thompson, Bill Prest, 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 August were approved (Motion Bert / Second Steve)

3. Club Activities Updates

Membership & Recruitment Update (Paul / Jojo / Kat)

- Currently at 69 members for 2022 with 29 females / 40 males and 14 coached members
- Three current members have renewed at the early bird renewal price.
- Recruitment efforts continue as we build upon the new club shirts, QR codes @ Sunset Shuffle and social media promotion
- Follow-up email was sent to the 600+ participants consisting of a thanks, top results, apology related to special award comments, event photos, club information and new member / family member pricing.

Cheer Station with TRS (Susan)

- Longboat was invited to participate in a cheer station with The Runner Shop at the 2.5km mark of the TCS Waterfront Marathon
- There will be 22 cheer stations competing with a judges group going around the course
- We will have our own Longboat flag with club members wearing club clothing (to promote our club brand) – goal is to be fun, supportive and loud
- Susan will be reaching out to members via Facebook and direct contact. Given the early race position it should only be an hour commitment for members to join.

2022 X-Country Championships (Bert)

- Successful event with good attendance by runners and volunteers – this was the first championship in 3 years and was followed by a social at Cranberries.
- Club champion will be announced at the AGM as Steve given that the fastest runner is not a club member.
- So ... Steve was the Overall Club Champion and Mary Liu was the Female Champion.

40th Island Run Outcomes (George)

Introductory thoughts from Jojo (earlier in the meeting but captured here)

- Large participation of indigenous runners spanning different treaty groups
- Coverage from CBC for their programming on National Truth and Reconciliation Day
- Good both to raise awareness of the indigenous community and to promote Longboat
- Also noted that we should issue a club statement on National Truth and Reconciliation Day
- Special thanks to George for his leadership as Race Director

Summary from George:

- Strong participation with 1,627 people signed up including
 - 770 entrants for the 10K with 656 finishers (85%)
 - 575 entrants for the 5K with 499 finishers (87%)
 - 151 entrants for the Kids 1 Mile with 116 finishers (77%)
 - 131 entrants for the Kids Fun Run
- This year was “block registration” with price increases as blocks are consumed (vs our past approach with calendar-based increases). As a result, revenue for 2022 was \$78,555 vs revenue of \$75,527 in 2019 when we had 114 more people registered – so a big win.
- Early estimate on the financials is roughly \$23K generated for the club (post expenses) although Bill is still working to close the race financials.

- Race Roster lets us use promo codes and we offered 21 codes to various run clubs and indigenous groups – and 88 people took advantage of our offers.
- Our charitable partners had a successful fundraising from a combination of donations via Race Roster, New Balance and the Runners Shop:
 - School Box North raised \$5,283
 - Native Canadian Center of Toronto (NCCT) raised \$2,756
- New Balance and Runners Shop both seem quite happy from our partnerships.
- IMAGICA photo booth was also well received with 250+ people / groups using the booth. Unexpectedly people received a physical photo as well which included “Longboat” and “40th Anniversary Run”. And Longboat has approval to use these 250+ images on our social media to promote the club.
- Team captains will be providing feedback that George will circulate later.
- Informal feedback from participants has been very positive.

Fall / Winter Programming and Early 2023 – Awards Gala (Jojo)

- Initial discussion of fall / winter programming ideas such as a longer 20km club race or a shorter event to encourage runners to recover in the off season (e.g. adventure race, scavenger hunt, time trial etc.)
- Discussion shifted to the Annual General Meeting since a running event could be connected to the AGM. Consequently, the location will have an impact on the style of event ...
- There was consensus to (1) organize a hybrid AGM event as many people are still not comfortable meeting indoors for large gatherings, and (2) target in November to avoid disrupting the popular December challenge event.
- George will organize a scavenger hunt if that running option is chosen.
- Stephen will start calling potential venues ...
- Technology for the hybrid meeting was recognized as important to give everybody an engaging experience – consideration is needed for a wide frame camera, large screen television, internet connections etc.
- Potentially we could use a party room at a member’s condominium depending upon the number of people attending in person. Technical logistics may be easier and often condominiums have showers / change rooms for post run (Kat & Steve to investigate).
- Jojo asked that we follow-up next meeting (1) whether to have a standalone running event or schedule with the AGM, (2) what type of running event and (3) potential venues including IT technology.
- Initial discussion about the Awards Ceremony

- Venue options could include Royal Military Club that we've used in past years, the University Club where Jojo has connections etc.
- Expectation is that the Awards Ceremony will be hybrid so the AGM will be a good test for the technical logistics.
- Further discussion planned for our October / November meetings.

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

Membership, Visibility, Programming/Events

- Plan to continue strategic planning and touch on visibility / programming while continuing the membership drive
- It was noted that as we expand family memberships, we should start considering family-friendly races to attract more people.
- Next meeting for the strategic committee was decided as Wednesday November 9.

5. Financials Update (Bill)

- Sept 30 financials were circulated and are attached.
- Bill is targeting to finish accounting for Sunset Shuffle and Island Run in early October (eg. charity payments, prizes etc.)

6. Other Business (Jojo)

- Jojo confirmed that we continue to reimburse the race fees of members who run as part of a Longboat team (up to \$30).

7. Adjournment (Jojo)

Jojo adjourned the meeting at approximately 9:10pm

Longboat Roadrunners

Balance Sheet

August 31, 2022 with comparative figures for 2019

NOTE: Value of equipment in 2019 had not been depreciated

	2022	2019
Assets		
Current Assets		
TD Bank incl petty cash	101,898.26	104,237.13
Race Roster/Online Registration		
Stripe/Paypal/Deposits	199.65	
Inventory - ferry tickets	234.24	464.24
Inventory	2,808.00	3,150.50
HST Receivable		
Total Current Assets	105,140.15	107,851.87
Equipment in locker	500.00	10,932.74
Total Assets	105,640.15	118,784.61
Liabilities		
Accounts Payable (exc Treas & HST)		1,164.31
Unearned Revenue		
Held in trust	2,535.87	1,295.00
Loan from Treasurer	1,278.92	1,220.21
HST Payable	5,464.15	8,223.54
Total Liabilities	9,278.94	11,903.06
Members Equity (Retained Earnings)	37,187.30	60,163.29
Net Income (negative is a loss)	59,173.91	46,718.26
Total Members Equity	96,361.21	106,881.55
Total Liabilities & Members Equity August 31	105,640.15	118,784.61

Longboat Roadrunners
Statement of Income and Expenses

Month ended August 31, 2022 with figures for 2019

	2022	2019
Revenue		
Island Race	68,187.11	59,653.92
Sunset Shuffle	6,972.50	9,453.33
Social Events		4,170.00
Coaching	1,200.00	2,700.00
Clothing		75.00
Membership	3,090.00	5,336.50
Athletics Ontario	4,000.00	
Other	313.90	
Total Revenue	83,763.51	81,388.75
Expenses		
IR Accreditation		50.00
IR BBQ		2,727.82
IR T-shirts	7,738.24	
IR Medals	3,955.00	4,268.69
IR Photos		
IR Insurance		2,613.60
IR Marketing	282.56	438.14
IR Race Permit	703.63	830.61
IR Refreshments for personnel	34.24	247.48
IR Website Maintenance	53.84	
IR Race Director fee		2,000.00
IR Miscellaneous*	458.18	
Island Race	13,225.69	13,176.34
SS Medals	431.30	
SS Food	1,215.33	1,723.00
SS Bibs		285.89
SS Timing		1,318.00
SS Truck Expenses	497.82	279.50
SS Race Permit incl liquor	570.38	576.87
SS Ferry for crew		229.32
SS Refreshments for crew	19.15	21.17
SS Sound		36.30
SS Medical		328.00
SS Rental of premises		259.17
SS Miscellaneous incl website	74.92	15.25
Sunset Shuffle	2,808.90	5,072.47
Meetings		537.00
AO Affiliation - memberships	554.60	395.50
Race subsidies	301.63	680.00
Social Events	89.39	6,360.48
Transportation X IR & SS	30.07	