

Longboat Roadrunners Executive Meeting Minutes – Approved
Wednesday Oct 19, 2022 – 8:00 p.m.

Present

Jojo Herrera, George Hubbard, Susan Stone, Steve Metzger, Kathleen Thompson, Bill Prest, Bert de Vries, Stephen Word

Regrets

Paul Kilbank

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 (Jojo)

- Bert moved to accept the October minutes as amended with George's requested changes (Seconded by Steve / motion passed).

3. Club Activities Updates

Membership & Recruitment Update (Jojo)

- Currently at 70 members for 2022 and 11 members for 2023.
- Announced the discounted early bird renewal price to members via email and social media (valid until the December 7 AGM event).
- Promoted membership by distributing several hundred Longboat cards at the TCS Marathon.

Communications & Social Media (Kat/Jojo)

- Kat has put in significant effort posting to Instagram to raise our club profile.
- Photos from the Island Run will be used as appropriate since we have approval to use.
- Successfully completed the first paid campaign ... just \$50 (from the \$500 approved budget) to test a grid and a story. We reached about 3300 people in the 30-day period with about 2500 or 76% being non-followers. Of those 3300 people, 44 people clicked through to our

website, 3 people contacted Kat directly and 1 person joined after the campaign ended (will start asking how new members discovered Longboat).

- Stephen has suggested continuing with small campaigns to drive interest and website traffic
- Jojo has suggested that we add the capability to better track visitor behavior so we know what pages are driving interest and can adapt the website accordingly.
- Everybody acknowledged that Longboat must stay mindful of our social media communications given our diverse website visitors and social media followers – we now have a broad group of Indigenous followers who are sensitive to our use of the Longboat name and related club activities. Recently one follower had to be reassured by Kat about the club goals and our ongoing efforts to foster good relationships with the Longboat family.

TCS Marathon & Cheer Station (All)

- Good feedback for our first time participating at a TCS cheer station.
- Great enthusiasm, noise and visuals offered a distinct contrast to the university cheerleader group – the only downside discussed was that the stage area was difficult to see for runners focusing on the race course.
- Longboat participated as part of the Runners Shop cheer station so many factors and decisions were outside our control. There was general agreement to get involved earlier in the event planning with Runners Shop next year so we can influence the approach and promote the Longboat brand even more.

Club Runs (Mon, Wed, Fri, Sun) (Steve/George)

- Currently limited participation with Wednesday club runs and Monday club runs.
- Decision was made to shift the Monday club runs to Saturday mornings starting Nov 5 mainly due to weekday traffic. The plan is to meet at the High Park entrance for the run and later at Hanna's Café which is close to both Bloor Street parking and High Park subway
- Friday speed workouts remain on temporary hold.

Fall/Winter Programming (e.g. 15K TT, 5K TT, etc.) (George)

- George has set up a 5km measured course at the Leslie Street Spit on October 22 for at least one member wanting a time trial before the New York City Marathon.
- The plan is to open the trial to all members, despite the short notice and limited on course support, so that 5K, 10K or 15K results are valid for club records.

Club Awards – WMA/Flying Feathers (All)

- Bert moved to drop the Flying Feather awards while continuing with the WMA awards in 2023 (Seconded by Steve – motion approved).

From our member website Flying Feather Awards (7 male and 7 female) – These awards recognize members with the fastest road race times. A member's top four road races are converted to a half marathon equivalent using the MacMillan running calculator. The average time is taken and ranked against other members. Races between 5K and 42.2K qualify. Duplication of distances is not permitted.

- Discussion of January Gala was deferred to our November meeting.
- Bert has proposed club participation at a Park Run in January – potentially January 15 which is the weekend before Robbie Burns 8km run.
- Plan to continue with the popular December challenge again this year.

AGM December 7 (Jojo / Stephen)

- Saturday November 26 was agreed for the AGM to avoid disrupting the December challenge (Stephen to confirm this new date with the restaurant).
- Brazen Head redirected us to an affiliated restaurant called Dominion Pub which is more reasonably priced with only a 1200 minimum spend.
- Traditionally 40 people have attended the AGM which means \$30 plus HST per person unless a decision is made later for the club to subsidize.
- Robert Davies room has a large projector plus Internet available and Stephen / Jojo will plan a camera setup for members joining via zoom.
- George to consider the timing and format of a scavenger hunt.
- Plan is to send a “save-the-date” message on October 20 to meet the 30-day advance notice period required by our club constitution.

4. 2022 – 2023 Strategic Planning – Ongoing (Susan)

- Plan to shift the focus from recruitment strategy to member retention at the next meeting scheduled for November 9.

5. Financials Update (Bill)

- Island Race was a financial success due to efforts of George and many volunteers.
- Master winners at the Island Race did not pick up their cash prizes and it's proving difficult for Bill to identify them from the race results. Participants were reminded in a post-race email to contact Longboat if they did not pick up their prize. So, the executive has agreed to suspend the active search for these winners but will keep the prize money allocated in the 2022 budget until for this fiscal / calendar year in case winners come forward.

- Income statement will be corrected to show Sunset Shuffle expenses as \$5,286.43 rather than the current \$7,736.47.
- Approximately 60 people deferred their entries so the revenue will also be deferred to 2023 (logistics will be sorted out with Race Roster).

6. Other Business (All)

- None.

7. Adjournment (Jojo)

Jojo adjourned the meeting at approximately 9:00pm.

Longboat Roadrunners

Balance Sheet

September 30, 2022 with comparative figures from 2019

	2022	2019
Assets		
Current Assets		
TD Bank & Petty Cash	74,372.93	86,498.65
Race Roster		
Stripe	905.28	
Inventory - ferry tickets	234.24	464.24
Inventory - clothing	2,808.00	3,150.50
HST Receivable		
Equipment	500.00	10,932.74
Total Assets	<u>78,820.45</u>	<u>101,046.13</u>
Liabilities		
Accounts Payable (exc Treas & HST)	12,407.12	11,115.31
Unearned Revenue	725.00	
Funds held in trust		1,295.00
Loan from Treasurer	2,237.06	8,363.89
HST Payable	1,094.27	5,060.66
Total Liabilities	16,463.45	25,834.86
Members Equity (Retained Earnings)	37,187.30	60,163.29
Net Income (negative is a loss)	25,169.70	15,047.98
Total Members Equity	62,357.00	75,211.27
Total Liabilities & Members Equity September 30	<u>78,820.45</u>	<u>101,046.13</u>

Longboat Roadrunners
Statement of Income and Expenses

Month ended September 30, 2022

	2022	2019
Revenue		
Island Race	80,329.26	78,947.25
Sunset Shuffle	7,706.08	9,453.33
Other race revenue		
Membership	3,090.00	5,336.50
Social Events		4,635.00
Coaching	1,200.00	2,700.00
Clothing		75.00
Other revenue	4,000.00	
Revenue	96,325.34	101,147.08
Expenses		
Island Race	52,981.71	54,698.40
Sunset Shuffle	7,786.47	5,465.00
Meetings		537.00
Affiliation - memberships	580.25	395.50
Transportation X IR & SS	30.07	
Race subsidies	340.68	680.00
Bank Charges	127.84	686.51
Social Events	282.99	7,271.20
Members awards	2,625.68	2,616.25
Special Clothing purchase	1,448.00	110.00
Directors Insurance		945.00
Website	417.77	3,800.36
Education & Seminars	200.00	170.00
Administration	52.71	36.20
Repairs and Maintenance	31.47	166.44
Coaching		521.24
Locker rental		
Donations - Race		4,000.00
Donations - Non-Race	4,250.00	4,000.00
Total Expenses	71,155.64	86,099.10
Surplus (Deficit)	25,169.70	15,047.98