

KAR Board Meeting
April 6, 2009

Members Present: Bonnie Sexton, Julie Wojtaszek, Brian Abbott, Giti Henrie.
Absent: Phil Goodwin, Cristi Dedoes, Scott Taylor.

I. Success Stories

Kal Haven Relay

The Kal Haven Relay had a 44% increase in participants this year, which translates to 66 additional sign ups. This was a result of sponsorships from area businesses and individuals, such as Gazelle Sports and Bob Smola. KAR will contribute almost \$3000 to Girls on Track this year. Last year's figure was \$1100. Discussion occurred regarding how to prepare for the potential of a greater increase in participants next year. This year the mild weather had an impact on the number of sign ups during the last week before the event. The race is heavily weather dependent, and additional advertising was accomplished by Terry Hutchins. If the race grows too large, KAR would need to consider looking into chip timing. Many of the Tri Kats attended, and there were teams from outside of Kalamazoo as well. Ultra Site and Michigan Runner were two of the advertising mediums used. It was suggested that KAR advertise to MI running clubs in the future. This would require additional planning and chip timing. A total of 189 runners signed up this year. Next year's race will be limited to 250 participants to allow us to identify any additional challenges related to parking, awards, chip timing, etc. before growing it significantly.

Easter Hash Run

KAR set a new participation record for the kid's event due to the Mom's Club of Portage learning of the run and bringing their children. Fifty five children plus their parents and family members attended. The adult run participation remained stagnant at 25 participants. Race numbers were used this year for the first time – and this improved tracking results. Bonnie and Peggy may look at moving the venue for next year due to snow melt and poor course conditions. Eighty people participated.

Kalamazoo Klassic awarded 2010 RRCA National Championship.

This award may bring the event national attention. A press release will be sent out prior to the event. The Klassic may now be able to draw top notch runners from state. Additional exposure through Front Line may also be possible.

II. Event & Program Listing and Assignments Review

A review of all assignments was completed.

Follow up:

Giti Henrie will begin researching the Borgess Lawrence Center's availability for the Club Championship. It was suggested that KAR hold the championship meeting in November.

Brian Abbot will fulfill all the associated tasks that were previously assigned to Vicky Mergen.

Outstanding: Safari Coordination.

Outstanding: Race for the Cure Coordination

Discontinued: 5K training sessions (due to lack of participation).

There are currently no course marshals for the Boston Tea Party and it was suggested that adding marshals may be a good idea in the future. It was also suggested that a sponsor for the Runner Recognition Program be found.

III. KAR / Gazelle Initiatives

The board members were asked to review the agreement between KAR and Gazelle Sports and make suggestions. A question regarding whether or not KAR and Gazelle are 50/50 partners for these events was raised, and it was suggested that at our meeting next week with Gazelle Sports that we obtain a clarification regarding whether or not KAR is seen as an equal partner for the events.

IV. Board Meeting Alternative Venues

Alternative meeting locations were suggested.

Follow up: Giti will check with Food Dance, Full City and Dino's.

V. Annual Priorities Discussion

Last year's priorities included organizing the treasury, implementing the budget process, and obtaining 501 c 3 status. Discussion for this year's priorities included the following suggestions: improving existing programs, organizational changes, defining our niche in the running community, fundraising, improving technology.

VI. Set date for Strategic Planning

The board set the date of May 17, 2009 for the strategic planning meeting, from 1:00 p.m. to 4:00 p.m. It was agreed that all board members attend and that members of the public be invited.

VII. Process for Handling Charitable Donations

KAR has moved forward with the charitable solicitation license by completing the second step of the process for soliciting donations. Form 990 was submitted to the state last week. The board reviewed the donor receipting spreadsheet (handout).

The board agreed on the following procedure: the benefiting organization will be the entity to send the thank you letter. Donations directly benefiting KAR should include IRS and 501 c 3 language and a paper receipt for donations of \$100 or greater would be included. VP Development to execute. KAR registration form will have a spot for donations to other organization(s). For Signmeup.com, KAR may incur a fee for a customized message and IRS language may be able to be added. Julie W. will follow up and report the costs to the board.

VIII. Technology Subcommittee Website Update

Word Press was utilized to set up a demo site and the pros and cons of this program were discussed. Pros: surveys and polling available via sister site, easily up loadable,

access rights can be given to different people, word and PDF files can be uploaded. Drawbacks: 5 gig of memory, Excel files cannot be uploaded. The board members agreed to each test the site and report their feedback.

IX. Speaker for 2010 Annual Banquet

Suggestions for next year's annual banquet speaker were given and included David Willey, editor in chief of Runner's World Magazine, and a representative from the Brooks – Hanson ODP team. The board agreed that we would keep the Annual meeting in the month of March. Follow up: Giti Henrie will contact David Willey to invite him to be guest speaker for the annual meeting.

X. March Financials with Budget Variance

The board reviewed the financials report for March and it was noted that we are well under budget for the year.

XI. KAR Time clock

The KAR time clock is now defunct. The board discussed the options of finding a corporate sponsor for the new time clock or asking members to donate towards a clock. Follow up: Giti H. will research time clock costs.

XII. Purchasing Promo items

The board discussed purchasing promo items and keeping costs low. Follow up: Bonnie S. will compare other options to Hot Threads for our banner purchase and for apparel pricing. Brian A. will research options for other low cost give-away items.

XIII. Miscellaneous

There were no miscellaneous items brought by the board members.

Meeting adjourned 8:35 p.m.