



Kalamazoo Area Runners Board Meeting

June 2009

Attendees: Bonnie Sexton, Cristi DeDoes, Brian Abbott, Darrell Harden, Scott Taylor, Julie Wojtaszek, Phil Goodwin

Absent: Giti Henrie

Meeting Time: 6:34 pm

Time	Agenda Item	Discussion	Follow-up Items
15 min 6:38	Discussion on Interpretation of Board Roles in By-Laws	<ul style="list-style-type: none"> • Brian suggests that we all look at the by-laws and come back with questions. • The president position was the only one discussed. • The president may initiate policy but cannot approve policies without board approval. 	<ul style="list-style-type: none"> • Come back with questions over any positions. Should there be any.
5 min 6:56	Policy on Closed Session	<ul style="list-style-type: none"> • Board member may request a closed session or it could be on the agenda. • There would need to be an explanation as to why it is necessary. • Partnership relations may be an example of an item to discuss in closed session. 	<ul style="list-style-type: none"> • Bonnie will check on if any laws address closed sessions with regard to non-profits.
5 min 7:02	Schedule Strategic Planning Venue and Date	<ul style="list-style-type: none"> • It is getting difficult to find a site at no charge. 	<ul style="list-style-type: none"> • Bonnie will check if the Y-Maple is available. • Scott's classroom is also available. • June 14 from 1 – 4 pm. • We can determine top two electronically.



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5 min 7:07 *	Board Meeting Venue	<ul style="list-style-type: none"> No objections to using Maple-Y. Galesburg-Augusta HS may be a back up. 	<ul style="list-style-type: none">
5 min 7:20	Club Series Awards	<ul style="list-style-type: none"> Apparel accessories go over well. Caps, gloves, headband, and socks are items members are interested in. Do we want to over-order to take advantage of bulk buying? We would have to communicate with Cristi as to the movement of items that were given away vs. sold. Hot Threads give us a deal on 	<ul style="list-style-type: none"> Bonnie will get a cost estimate from Hot Threads. Cristi will consider how to track item movement.
10 min 7:27	Annual Report	<ul style="list-style-type: none"> Non-profit Annual Plans ranged in size from 4 pages to 32 pages. The large one was 1/2 donor recognition (18 of the 32 pages). Brian suggests slimming the document down to about 12-15 pages. What do we want to include? Volunteers, financial, community involvement. The feedback from last years report came from members and a sponsor or so. Brian suggests to write to a design. That is why Brian would like to get a template in place. 	<ul style="list-style-type: none"> Bonnie will send some of the articles she has written for the report to Brian. We should determine what topics need to be updated. Outstanding personal achievements.
5 min 7:42	Promo Items for Marketing	<ul style="list-style-type: none"> Misc. line item in the budget may be used for some marketing. 	<ul style="list-style-type: none"> Brian will check on prices for a new banner.



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		<ul style="list-style-type: none"> • A pen with the logo was available at .70/pen. • Soft plastic bracelet would be 1.59 to 2.00/bracelet. • Pint glasses with logo 1.29/glass. • Some of the items would have to be bought at bulk. • We may need to place a line-item in the budget for promo items. This would be placed in the budget in the fall. • \$500 is being proposed to give Brian as a promo and marketing budget. It was approved. 	<ul style="list-style-type: none"> • Bonnie will follow up with Hot Threads to find out if they offer promo items.
10 min 7:55	Website Development	<ul style="list-style-type: none"> • Server prices have increased. About \$30 increase. • \$5.95/month is the fee. • \$200 has been budgeted for technology. • The new web-site will look different. More images, more input opportunities. • Phil suggests buying the web-site, convert to a .org, and running both sites for a transition time. 	<ul style="list-style-type: none"> • Phil will follow up with Joe. • The site can be purchased anytime. It will be done by the end of August. • Purchase through I-Power. • Phil will be asking for help in transferring information.
10 min 8:10	Revisit Facebook Group	<ul style="list-style-type: none"> • Brian Molony set an account in motion. • Phil suggests that he will create a group and ask Brian to administer the group. • The board is in favor with Phil's suggestion. 	<ul style="list-style-type: none"> • Phil will create a group.
5 min 8:18 **	Club Membership Study	<ul style="list-style-type: none"> • How many members are in various running clubs in Michigan? • The Motor-City Striders may be a larger group than ours. Riverbend Striders have 250. Ann Arbor has 	<ul style="list-style-type: none"> • Bonnie will check with RRCA to find out more on Motor City Striders.



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		200. <ul style="list-style-type: none"> If we are the largest than it can be used as a marketing tool. 	
10 min 8:34	Timeclock Update (Brand Selection and potential funding)	<ul style="list-style-type: none"> Tabled until next month. 	<ul style="list-style-type: none">
*5 min 7:10	Beyond Program Enhancements	<ul style="list-style-type: none"> Planning Committee consisting of Marty Buffenbarger, Bob Smola, Natalie Dale and Rollin Richman has been established. A new logo for the beyond is being developed. A Beyond website has been created and will be incorporated in the KAR web-site once it is up. Sign-me-up will not charge for Beyond sign up since it is a free program. Long Sleeve Technical Shirts to be offered We will still have to check on membership status of those who sign up. Pace leaders commitments will need to be more clear. 	<ul style="list-style-type: none"> Check and see if Sign-me-up would charge if a tech shirt was offered. Instead we could take orders after the Beyond Kick-Off meeting. Brian will help market it.
**5 min 8:27	May Financial Report	<ul style="list-style-type: none"> Cristi provided the spreadsheet. 	<ul style="list-style-type: none">
		<ul style="list-style-type: none"> 	<ul style="list-style-type: none">
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Meeting adjourns at 8:34.