

**Minutes of Falmouth Track Club BOD Meeting
August 15, 2017**

Courtney Bird
Helen Kennedy
Steve Morris
Lindsay Benson
Jim Preisig
Jessica Whritenour
Brian Bourque
Paul DiAngelis

New member, Zachary Karmen, present. New to town. Moved here from Syracuse, NY.

6:36 Meeting called to order

Minutes from meeting of June 13, 2017 – moved to approve, second – Approved
Minutes of meeting of July 11, 2017, moved to approve, second – Approved

Treasurer’s report: P&L – a number of inaccuracies or inconsistencies in the report.
Jessica will have conversation with Judy Damario regarding the report.

Balance Sheet – close (within \$5K of 2016 balance – fine)

Overhead Formula – Judy has sent some documents to Jessica with different models for how to determine and allocate overhead. Jessica and Courtney will evaluate and then discuss with Judy. Will come back to the BOD with a recommendation.

Accounts and Operating Practices: Draft document circulated. Areas covered include
Operating Reserve
Operating Practices
Additional ideas for long-term financial management and sustainability

Next meeting come in with a modified Accounts and Operating Practices document for the BOD to consider.

Membership: Total membership 189 is down 74 from last year. Around 300 if we count all members of a family in the membership total. Not sure how the down 74 number from last year is calculated.

General feeling is that the membership is low for the number of people in our community who run. Some people have the perception of the club as an “elite” organization. How do we address this and get the word out that we primarily have social and recreational running aspects. We need to look at how we “market” the club and reach out to the community. How do we keep members of the club connected? Ideas like a closed club

Facebook page to create a sense of community within the club. Clubs like Thirsty Irish Runners and Just Show Up have clear identities and draw people in. Facebook page needs to be made relevant and kept up-to-date.

Club Communications/Facebook Page and Membership Recruiting/Marketing will be agenda items at the September meeting.

Trail Race: Things are proceeding on schedule. Permission for use of Crane has been granted. Timer has been confirmed. Working well with Janet Walker-Aronson. Some volunteers are continuing, others are not.

Wednesday Night Workout: About 8 people per workout. Julie Fox, Baystate PT, has attended. Well received. Coming once a month and will be there first Wednesday in September to do an injury screening. Some people are doing the workout on their own (virtual attendance) if they cannot attend and are sending Lindsey their pictures of doing the workout.

Main Street Mile: Things are on schedule. Still working on donations. Remaining major items are meeting with the police (this week) and porta-potties.

Cape Cod Marathon: 1619 Entries (475 CCM, up 94, 930 in half, up 44, 152 relay, 62 Chowder Challenge). All very good. Spending a bit more on marketing and it appears to be helping. Just deposited \$4500 in sponsorship. Tesla and Cape Cod Rehab are sponsors. A lot of marketing this weekend at FRR Expo. Approved for liquor license for beer tent by Falmouth BOS last night. Secured music at the half marathon (band is named "Helen")

Youth Track/XC: Doing well. 10 kids at Chilmark RR last week. FRR grant to FTC. Some of that money will be used to buy new shirts for the kids. Fine with FRR logo on the shirts but the FTC logo must be prominently displayed on the front of the shirts.

Summer Youth Running: Need to re-evaluate whether 4 days per week was a good format. Kids could have been too tired. Staff will discuss and decide on how to do it next year.

Timing: Gave ALS-5K a break on timing. We cut our fee from \$500 to \$250. This \$250 will be picked up by Judy Damario with services to the club. Another timing job coming up at St. John, the Evangelist. Then Main Street Mile following that. We have been approached to measure an XC course for Massachusetts Maritime Academy and time a meet there. Also, measuring a 5K course for Habitat for Humanity. All together, about 6 to 8 outside races this year.

Members at Large: Relay teams. Still need to reach out to John Banner to find out about Invitational Cup team relay. Whose responsibility is it to organize the FTC teams? Ken Gartner is not organizing it this year and will not be running on the team. At-Large

BOD members should find someone to be the organizer for each team. They also need to get information out to other clubs this week.

Special Events: This weekend. FTC Post-FRR party. Golf tournament to be rescheduled for September.

Old Business:

Mary has the FTC booth at the FRR under control

New Business:

Morse Pond now has a track.

How do we handle donations that come up in the year? Do we need a supplemental budget line item? We will get a recommendation and make a decision at the next meeting. Will then decide on what to do with donating to ALS.

Adjourned at 8:08 PM