

Falmouth Track Club  
August Board Meeting  
FTC Office, Falmouth, MA

Present: Matt Auger, Glenn Pokraka, Lindsay Benson, Jack Carroll, Jack Afarian, Creig Muscato, Wendy Lathrop, Austen Thygesen, Leslie DiAngelis, Kenny Gartner.

7:06 PM

BOD meeting started

Officer reports:

President - nothing to report

Vice-President - timing negotiation put on hold

Treasurer - Finances

Revenue is going up thanks to the CCM.

CCM Director - Update

Number of registrants for the Marathon are higher than expected. CCM's marketing strategy better than last year and there's an expectation for returning participants to sign-up closer to the event.

Office (location) Committee - Communication update

No improvements made as communications have fallen silent with Longfellow.

Race Wire (timing company used for CCM) - Finances

\$32,000 as of 8/5/2019 - Race Wire is not accurate in their check depositing (this includes the timing and amount) to the CCM; however, Leslie has been on top of the expected income and the CCM knows how much they are supposed to be getting from Race Wire.

New Business

Main Street Mile - Update

Creig Muscato - Director

Race is all set regarding permits (ahead of 2018).

Timing with Courtney could be interrupted due to prior arrangements.

Race is due Sunday, September 9th at 1:00 PM

2,000 flyers have been printed with 200 going to the recreational department, the rest will be distributed at other races.

Areas of concern:

Attempt to replicate previous years' operation strategies: \$1,700 worth of shirts

400 numbers without any date

146 participants in 2018

Entry for Falmouth children is free

No sponsorship income

## T-shirt discussion

Kenny - no need for new shirts for 2019.

→ Old t-shirts can be given away at registration

The Main Street Mile could be beneficial to **one (1) sponsor** and have it on a shirt for advertisement purposes.

Little kids would prefer medals over a t-shirt giving them a sense of reward after running, something to hold to show their accomplishment.

→ Recycle old medals from previous FTC races like CCTR17

## Race Logistics

All set. Just one gun, one start for everyone.

In the past, the Main Street Mile took place 1-2 weeks after it does now and there is a desire to do so for 2020. This would take advantage of the mileage clubs provided at schools (giving an opportunity for competition between schools and therefore, more participants).

Despite not accumulating more revenue when allowing children to run for free, the FTC is standing by its Mission Statement by supporting the youth in their involvement in running and healthy living.

In the future, keep an eye on the Patriot schedule when deciding a date.

The race is due for a reboot and the BOD would like to see it stand for itself without the need to make much of or any revenue. In fact, most of the revenue should go towards the acquiring of medals (and the optional use of surprise boxes) for the kids (targeted audience).

Water plan unknown - New Balance Falmouth Road Race can give water.

## Music

Not covered yet.

→ Keep in mind for the music licenses

→ Playlist to be customized to the audience (young people) - young children love Old

Town Road.

## Communications

Draft an email to send to the membership, check links and look into using MailChimp like services for the Main Street Mile.

Write up a free article in The Enterprise preferred over paying for an ad.

FTC Expo Booth at the New Balance Falmouth Road Race

Mary Tolland is down for setup of the booth and breakdown

Low on numbers for the Saturday

## FTC Youth Program

Two (2) FTC Youth were selected to participate in the 2019 Tommy Cochary High School Mile:

Caleb Gartner & Bobby Carew

BOD Meeting was Adjourned at **7:58 PM**