

LVRR Board Meeting
March 26, 2014

In Attendance: President Neal Novak, Treasurer Brian Shaffer, Board Members: Lloyd Trego, Mike Richardson, Laurie Reinhart, Bob Shively, Jill Forsythe, Brian Patterson, Loretta Dodson, Chris Garges

Treasurer's Report was presented and accepted.

OLD BUSINESS

1. Kona Ice will set up at the St. Luke's race expo and St. Luke's Youth Run on April 26 in Allentown. The club will receive 25% of the sales. Kona Ice will not be at the summer Kids' Runs this summer.
2. The board agreed to purchase a club banner, table cover and one magazine rack with the club logo printed on it for use at any expos we attend, and various club functions and presentations. The cost is approximately \$975. Items should be ready for use at the upcoming Emmaus 4 Mile race on April 6.
3. Course notification for the Emmaus 4 Mile Classic will take place Sunday, March 30. Volunteers will meet at Emmaus High School at noon, next to the tennis courts. Help is needed for post-race cleanup.
4. Bob Shively presented Article XV – LVRR Website and Social Media Policy to the board. The Board of Directors voted to create guidelines for website, social media and mailing list use during the February 2014 board meeting. Article XV was reviewed and passed. It will be added to the LVRR By-laws as well as posted to the club's website.

NEW BUSINESS

1. The St. Luke's Half Marathon did not sell out this year. Registration was shut down on March 17 in order to finalize race details, order bibs, etc. One hundred fundraising entries were opened on March 23 and will be available until April 11. All monies raised through the purchase of these fundraising entries will benefit the St. Luke's Mobile Health Vans.
2. The club's digital race clock has been sent back to the company for a tune-up. Cost will be approximately \$150.
3. The board agreed that advertising rates for the club's newsletter should be displayed on both the website, as well as in the newsletter.
4. The Ice Scraper 5K winter series is officially over. Each of the four races averaged around 200 finishers. Fourteen new members joined the club. The new race series had several new volunteers and race-directing skills were passed on. The series will again take place in 2015.
5. The clubhouse will be closed on March 29 and 30 due to opening weekend of fishing season.

6. The board agreed to advertise in a new area youth health and fitness newspaper called *Kidsville*. The newspaper will be circulated to area schools. The cost of advertising on the calendar in the May issue is \$75. The board voted to advertise in only one issue and then follow up with the circulation of the newspaper and consider future advertising opportunities if it makes sense to do so.
7. A grant request of \$2,000 was approved to help fund the purchase of cross country uniforms for the Catholic Youth Organization of Allentown. The singlets will have the LVRR logo on the back.
8. Additional club singlets, arm sleeves and t-shirts have been ordered. All should arrive in time for the St. Luke's race expo.
9. Jill Forsythe will look into putting together a custom order of club-related running gear: jackets, vests and compression socks.

A motion was made and seconded to adjourn the meeting.

Next meeting: April 19, 2014