

LVRR Board Meeting

July 16, 2014

In Attendance: President Neal Novak, Vice President Mike Richardson, Secretary Nina Skinner

Present: Bob Shivley, Loretta Dobson, Brian Patterson, Jill Forsythe, Chris Garges, Laurie Reinhart

Treasurer's Report was presented and accepted.

Old Business:

1. 20th Anniversary Celebration – 66 people (44 adults, 12 kids) registered to date. Loretta to present catering menu @ July meeting.
 - a. **Update:** 68 adults, 38 kids as of 7/16. Deadline is August 15th. Loretta will contact everyone that Monday to determine how much needs to be ordered (food, etc.). Celebration is Aug 30th.
2. South Mtn 10 Miler – Committee members still needed. Leslie told Brian that Lisa would send the volunteer list to him for potential members.
 - a. **Update:** Several people have contacted Brian about the committee. Hope to meet next week. Do not see a need to ask for more people to join committee. Have about 6 people at the moment.
1. Loretta to send Jill a listing of former scholarship winners to be uploaded to the website.
 - a. **Update:** Loretta put in past scholarship winners. Bob added scholarship winners for 2014. Jill will double check to see if they are up on the website.
2. Trails – The Parks department has been putting down rock screenings on the trail. Mike has talked with Rick from the department about gift (second year). Requested to assist in purchase of screenings. Board approved the amount that has been given in past. Mike to confirm that amount.
 - a. **Update:** Mike updated us on the numbers for stone. In Dec 2011, we spent \$2,438 for 200 tons through Eastern Industries. This year, Martin Stone Quarries quoted \$2,067 for 300 tons. This would give enough stone to complete the 5k loop. City of Allentown will go and pick up stone sometime this week.
3. Terry Delph – Informed the board of Lehigh University hosting the USATF Club Cross Country Nationals on December 13, 2014. He encouraged LVRR to form teams to compete in the Master or Open fields. Women's 6K, Men's 10K. All participants must be USATF members. He also stated that a grant request would be following. – Chris Garges to prepare rough outline of what the club could do to subsidize some teams for the races.

- a. **Update:** Chris presented how much it would be to subsidize teams for races. \$29 USATF membership fee/\$40 entry fee/\$10 club singlet (if they do not already have one). Would have max of 8 members per team – Teams are Women’s Open, Women’s Masters, Men’s Open, Men’s Masters (max of two teams per event = 64 runners total). If club covers the \$29 USATF membership fee for each person, max spent would be \$1,856. Discussed how to form teams. Will send out emails to announce race and say we’re looking to field teams. Have interested parties contact Chris. Discussed having a competitive team and a non-competitive team in each category. Team members must already be LVRR members. Non-club members may not be on the teams. Chris is already a USATF member and said he could fill out the forms to have the club certified. Motion to subsidize USATF membership fee up to 64 LVRR members for the upcoming USATF Cross Country Championship – Motion passed

New Business:

1. Jill and Chris - Registration sites: Eventbrite and RunSignUp (Jill), RunReg (Chris). Jill presented spreadsheet comparing all sites. (See attachment)
 - a. **RunSignUp** - Can maintain membership database. Will validate against current database to see if people are members (helpful for Ice Scraper Series). Will also put button on the event pages as an option to "join" LVRR. Ability to look at multiple databases to check against memberships. Also has ability to do widget to place on page. Would also send reminder emails when membership is 30 days set to expire, 15 days, etc. and then email reminders when it's past expiration dates. Owner of RunSignUp is in NJ and would be willing to come and talk to us about setup of the site with them. South Mtn, Ice Scraper, St. Luke's Half - Next races that need to be setup. Jill can provide them with the membership database.
 - b. **RunReg** - User friendly. Databases and interaction with site and club - no fees to register events. Chris did not know how specific they are with clubs, only has experience with events with them. Chris will compile more information and send out so we can compare against the two that Jill researched. Will ask about database relationships and what their payout schedule would be (direct deposit preferred) Chris will send email out with the information he finds. Will do email vote to get things in motion for upcoming races.

2. Race/Event Emails - need to brand with the LVRR logo. RaceIt will not do logo attachments; Constant Contact will. Until we find another race/event site, can send information to Jill and she will send them out through Constant Contact.
3. Sign-up to open/close clubhouse - please make a note so that you do not forget.
4. Neal mentioned letter received from Senator Pat Brown's office stating that LVRR is the owner of unclaimed property currently being held by PA Dept. of Treasury. Neal met with Pat Brown's office and the money is from Highmark in 2006 - \$3500. Address was 447 Walnut St which is currently a vacant lot. That may or may not determine if club gets that amount or not. Neal will check again tomorrow at Pat Brown's office.
5. Possibility of setting more rules/guidelines for scholarship winners was discussed. Determined that scholarship committee will make the decision as to who to award the scholarships to. Consensus was that current guidelines are to stand as is. Leave it up to the student if they want to accept or not. Determined that it's not club responsibility to research amounts given to student to possible other scholarships. Chris will meet with Lucas (last winner of scholarship who has not received check yet due to schedule differences) and will get a photo.
6. Mike – Contacted East Penn Press and gave them info about the 3 Emmaus recipients of the scholarship winners. Sent pictures as well but the pictures were not included in today's (7/16) article.
7. Mike – Oil is below a quarter of a tank. Motion to purchase oil in the next two weeks - Motion granted.
8. Emmaus 4-miler - In need of organizer/Sponsor Chair. Mike is moving and will no longer be able to organize. Jack was asked but declined. Lloyd will stay on for shirts. Mike has all the information to pass along and said we need a chair sponsor or race may be dropped. Tentative date for next race - April 12th (after Easter weekend). Email will be sent to members to see if anyone is interested in stepping in.

Meeting adjourned

Next meeting - August 20th @ 7pm

Eventbrite	RunSignUp	RunReg
<ul style="list-style-type: none"> • Offers free registration for free events, always • Does not charge to send emails • No contract required • Email automation • Ability to build logic into registration questions (useful for half marathon) • Unable to validate against a membership database (useful for Ice Scraper Series) • RE: Ice Scraper Series – unique discount codes must be hand-generated and mailed individually to members • Reduced service fee for non-profits (from 2.5% down to 2% plus .99 cents per ticket) 	<ul style="list-style-type: none"> • Offers free registration for free events, always • No charge to send emails • Maintain membership database, signups and renewals, including automated emails when people sign up and reminding them renewals • Able to validate against membership database (useful for Ice Scraper Series) • Ability for registrants to join LVRR while signing up for an event • No contract required • Easy-to-use backend • Direct deposits to bank either daily, weekly or monthly • Ability to build logic into registration questions (useful for half marathon) • Processing fees based on transaction, not per runner >\$10=\$2 fee <\$10=\$2.50 fee <\$30=\$3 fee <\$50=6% fee This leaves us with the ability to encourage multiple signups at once which is cheaper for the runners in the long run • Add widget to the website so that users don't need to leave website to register 	<ul style="list-style-type: none"> • Offers free registration for free events, always