



HTC Board Meeting Minutes
April 26, 2016

The Huntsville Track Club (HTC) held an executive board meeting on April 26, 2016 at the home of Dink and Suzanne Taylor. The meeting was called to order by President Eric Fritz at 6:18 pm.

Board Members Present: Eric Fritz (President), Kim Holmes (VP - Communications), Chelsea Schiavone (VP – Programs), Kathy Youngren (Treasurer), Debra Erickson (Secretary), Harold Tinsley (Appointed Member – Past Board Member), Suzanne Taylor (Appointed Member – Rocket City Marathon Director), and Dink Taylor (Appointed Member – Cotton Row Director).

Board Member Absent: Alex Clark – VP – Races and Equipment

Guest: Paul Erickson

Meeting Topics:

- 1) Harold and Louise Tinsley Scholarship Applicant – Ryan Ford
There is currently no one that is utilizing the scholarship fund. Eric Fritz motioned that HTC approve Ryan Ford as the scholarship recipient for the next four years. This was seconded by Suzanne Taylor, and all were in favor of this motion.
- 2) Ainsley's Angels
Eric Fritz met previously with Mitch Tiffany, the local Ainsley's Angels (AA) ambassador/organizer, to discuss possible HTC involvement with AA. AA is an organization that utilizes racing chairs for permanently disabled children and adults in order for them to be able to participate at local racing events. AA does not currently have any of the larger Hoyt Racing Chairs that cost \$5,000 each. Eric proposed that AA be one of the charities that benefits from the upcoming Cotton Row races and to purchase one of the Hoyt Racing Chairs and present it to AA at the press Cotton Row press conference. Particulars were discussed about insurance – Ainsley's Angels is already insured. Additionally, the Riders/Runners would not be eligible for awards. This motion was seconded by Debbie Erickson, the motion passed.
- 3) Cotton Row Run (CRR) and Rocket City Marathon (RCM) Update.
 - a. CRR - Suzanne Taylor discussed that there has been an effort to try and get more corporate team's involved in the CRR, all participants must be employees of the company in order to participate on the corporate team.

HTC member Andy Brown sent out this information initially, and Kim Holmes will be taking the lead to send out this information to all HTC members. Additionally, Suzanne mentioned that she is working with Healthy Huntsville, a promotion by the city of Huntsville to get Huntsville residents more active, and will be sending out an email blast about this project. The next Cotton Row meeting is scheduled for Wednesday, May 4, 2016 at the Jaycee's building. HTC will be utilizing Gregg Gelmis' We Run Race Photos LLC for on course and finish line photography. Mr. Gelmis is currently recruiting local photographers for work on this contract with the HTC. This contract includes limited use of HTC member information in order to send out race photos etc. Additional sponsorship vendors were discussed.

- b. RCM - There is currently no title sponsor for this event. Suzanne has contacted approximately a dozen of her sponsor vendors about sponsoring the Rocket City Marathon (RCM). There were discussions about possible title sponsors. Currently there is not a speaker for the Carbo Dinner the evening before the marathon. Suzanne sent out requests for speakers for the Carbo Dinner. Embassy Suites will not allow RCM participants to have a late checkout at their establishment. Suzanne proposed making Spring Hill Suites the RCM hotel. This year's volunteer breakfast will be at the VBC boardroom in lieu of the Embassy Suites breakfast buffet. Lisa Quinlan is moving away from Huntsville, and will not be able to be the RCM Kid's Marathon Race Director, replacement options were discussed. RCM Expo – Sarah Willoughby and Suzanne Taylor went to the VBC to discuss which halls would be available for rental for the RCM Expo. Unlike the previous two years, there is not a Havoc hockey game the evening before the marathon. There is however University of Alabama in Huntsville graduation event the evening prior. Sarah has already sold nine booths and funds have already been received. Grocery Sponsorship for the RCM is still pending. Aid Stations – the Panera Pounders, a We Run Huntsville running group, wants to work the aid station at miles 3/11. There may be another group already committed to work that station, Suzanne will reach out to both groups to make accommodations. RCM Assistant – Suzanne is looking for an assistant that wants to be involved in learning what it takes to put on a marathon, and could use some help to ensure details are not overlooked.

4) New HTC Website - Update

Kim Holmes has been given “the keys” to the new website with a new overall web design. She is currently in the process of updating the new webpage with current information that is on the active HTC webpage. She anticipates being completed in a week or two. She is calling this a “beta” period, and wants board members to go through the webpage once she has completed the links and updates to ensure all links work and for overall functionality. Online HTC member registration is going to be available on the new webpage. Per Kim, it looks rather basic, but she is trying a few things to make it look a bit slicker from a user perspective. A few things will remain the same such as the calendar and the results, however, at this time new webpage launch is a priority. Side bar-Harold Tinsley brought up that the POC for the Grand Prix needs to be updated to reflect the current POC Mr. DeWayne Satterfield.

5) David McKannan Memorial 5K Race Update

Billy Burleigh will not be able to fulfill his commitment as the Race Director (RD) for this race, as a result there currently is no RD for this year's event. The McKannan family is doing a lot to help out where possible. Additionally, there is a boy scout troop volunteering at the aid stations for this race. Unfortunately, this race only has 35 participants registered at this time. This time last year there were approximately 70 participants registered, with an ultimate registration of approximately 200 participants at race day as there were a lot of race day registrations. It was discussed that the registration cost of \$25 may be considered high and that is the reason for the low registration as well as the number of 5Ks that are in and around the Huntsville area has grown considerably in the past few years. Possible replacements were discussed for next year's race. It was also discussed to reach out the ALS Association to promote this event. Side bar about the Double Helix Dash expenses, Kathy Youngren will be reaching out to Alex Clark to get a financial report to reconcile all the finances.

6) Mass Email and Email Policy (3.6.9)

It is HTC policy to not give out HTC member information to outside sources. Mass emails by using Mail Chimp because of the unsubscribe feature that is now mandatory on all bulk emails even from non-profits. Communication regulation enforces this upon all companies (even non-profits) to ensure people can unsubscribe from mass emails. We can contact our members directly one on one even if they decide to unsubscribe from mass emails. Besides using Mail Chimp, Run Signup may be another alternative for sending out mass HTC member emails.

7) HTC Rental Equipment Policy (3.6.4 & 3.6.7)

This topic will be shelved until Alex can discuss.

8) Program Update

Chelsea Schiavone would like to see if HTC members would be interested in a late summer early fall meeting. This meeting could take place at Monte Sano State Park picnic areas with a possible run or hike afterwards. Dink Taylor offered to choose a different route than the North Plateau Loop that was chosen last year for a possible hike afterwards. There was discussion of bring guest speakers. Chelsea also expressed a desire to have a Christmas Party, and have a more social event at the annual awards banquet. Additionally, she mentioned a desire to have a member volunteer party to thank volunteers without whom a race could not happen.

Meeting Adjourned at 8:40 pm

Submitted by Debbie Erickson on May 2, 2016