

Board Meeting 01/13

13 January 2025 / 7:00 PM / In-person

ATTENDEES

Jill Young, Phil Anderson, Jennifer Perkovich, Jackie Monteleone, Sarah Romano, Kelly Cowdell, Alicen McCarrick

AGENDA

Board Positions and Duties

1. Sarah - , creates google forms for runs and results, recently took over newsletter
2. Kelly - marketing, social media posts, member spotlights, Medal Monday (wants to make more inclusive)
3. Jen - member at large, recently took on Holiday party planning, brings members' concerns and feedback to board
4. Alicen - treasurer, manages our three bank and Fidelity accounts
5. Phil - vice president, prior president experience with RASAC and Ma & Pa Heritage Trail
6. Jackie - membership, member engagement, utilizes Runsignup/Constant Contact
7. Jill - president, first term as president, able to help any as needed

Snowflake

1. Member concerns and feedback

- a. Questioned why only able to run virtually from 8 am to 11 am
 - b. Questioned volunteer vs participation points
 - i. Criticized lack of volunteer opportunities
 - c. Asking who's new has been nice
 - d. Enjoyed introducing board and announcing birthdays
2. Phil's 80th Birthday Run
 - a. Voted on making run a Snowflake Series Run
 - i. All in favor
 - ii. Will add to Snowflake Calendar
3. Discussed possible premiums

Treasurer

1. Current Account Balance
 - a. Operating - \$18,000
 - b. HAT - \$30,000
 - c. BATR - \$70,000
2. Fidelity Account
 - a. About \$80,000
 - b. Covers scholarship
 - c. No details on designation of funds or how to spend
 - i. Need to revisit this at future board meetings
3. Should seek out foundation donations
 - a. Recently received \$1000 donation from CCR's foundation Live.Give.Run
 - b. Possibility of setting up Venmo for donations for ease of transactions

Membership

1. Issues with RunSignUp
 - a. Membership numbers are off (renewals vs new members)
 - b. New platform within RunSignUp may resolve issue
2. Membership is up vs. LY
3. Website Design

- a. In communication with someone to update the website to make it more user friendly, mobile optimized, and visually appealing
 - i. Possible member only portal for member specific items like discount codes
- b. Voted on Website Maintenance
 - i. All in favor

Volunteer Opportunity

- 1. Harford Multisport Club reached out to Jill about volunteers for the indoor triathlon at the Y
 - a. Supports community engagement, promote in kind volunteer opportunity, good for marketing
 - b. Volunteers receive discount for the indoor tri as well
 - c. Voted to make HMS Tri a Snowflake volunteer opportunity
 - i. All in favor

Polar Plunge

- 1. Trail run and plunge on a Saturday afternoon
 - a. Need date
 - b. Invite HMS

2024 Taxes

- 1. Joy Mowbray, former treasurer, volunteered to file taxes in exchange for club membership
 - a. Save the club accountant fees to file taxes
 - b. Voted, all in favor

Miscellaneous

- 1. 1 Mile option for DDOS runs
 - a. Based on member feedback and in interest of growing the club
 - b. Voted, all in favor
- 2. Joy Mowbray interested in leading a walking group at runs
- 3. Board Meeting Cadence
 - a. Second Monday of the Quarter

i. Next meeting April 14th