

Board Meeting 04/14

14 April 2025 / 6:15 PM / In-Person

ATTENDEES

Jill Young, Alicen McCarrick, Jennifer Perkovich, Jackie Monteleone, Sarah Romano, Kelly Cowdell, Phil Anderson, Karen O'Brien

AGENDA

Run First Coffee Later

1. HCRC recently brought RFCL run under the club umbrella
2. Now called HCRC Saturday Coffee Runs
3. These runs are now covered by our RRCA insurance
4. Concerns about runs becoming too large
 - a. Will have two staggered starts if runs become too large to safely start begin at the same time on the sidewalk
5. Weekly run will be shared on the Members Facebook page and will still keep the original RFCL Facebook page which members can also join

Dog Days of Summer

1. Joy Mowbray has offered to lead a walking option for DDoS
 - a. Will post in run description that there will be a walking option as well as running
2. Virtual Option
 - a. Members have suggested a virtual option since many travel during the summer months
 - b. Virtual participation will be accepted if you are more than 50 miles away from the Sunday run, share a selfie with HCRC merch of some sort, and email to DDoS tracker
 - c. Voted and approved unanimously
3. Point Totals

- a. Adjust completion requirements to require 2 volunteer points instead of 1
 - i. Return to pre-Covid volunteer requirements
 - b. Adjust point requirement language to “Club members must earn a total of 9 points. Eight points must come from any combination of participation points and volunteer points with a minimum of 2 volunteer points. And one plogging point.”
4. DDoS Volunteer Opportunities
- a. May 3 OTF Catch Me if You Can 5k
 - b. May 10 Havre de Grace Music Boosters 5k
 - c. June 1 Bel Air Town Run
 - d. June 8 Plogging Collaboration
 - e. June 19 Torch Run
 - f. Adopt a Highway
 - g. Kid Series

Website

1. Draft of part of website available
2. Will be more user friendly with Join Now button directly on opening page
3. Tentative deadline for final website redesign of May 5 with goal to be active before Bel Air Town Run
4. Designer will teach us how to maintain the website so that will not need to pay for continual support

Membership

1. Membership up from LY at the same time
2. Charm City Run and Members Collab event cancelled as store is currently under construction but hope to continue working on a future event and continued collaboration with CCR

Financials

1. FY25 HCRC Operations revenue and expenses are favorable to last year through Q2 and tracking to budget
2. Suggested financing Scholarship from BATR account
3. Proposed increase of scholarship from \$1000 to \$3000 to become more competitive with other scholarships and match increase in college costs, with 2 winners instead of 1

4. Proposed splitting storage costs with the BATR account as much of the equipment in storage is solely utilized by BATR
5. FY26 Budget Asks
 - a. Suggested all new members get HCRC branded item like a sticker or magnet when they join
 - b. A club printer

Host Appreciation Event

1. Would like to host event for run hosts from DDoS LY to May TY to show appreciation
2. Happy Hour event LY created nice precedent for celebrating run hosts
3. Flexible \$300 budget
4. Will look into free event area to host event

Kids Series

1. Suggested hosting a Kids Series this summer with 3 runs total, 1 run per month
2. Suggested possible days of the week including Saturday mornings and Monday evenings
3. Suggested possible host locations in Abingdon, Joppa, and Havre de Grace
4. Will ask MS Podiatry about sponsoring the Series with a possible HCRC/MS Podiatry branded premium

Marketing

1. Want to revamp Medal Monday form to make it more user friendly
2. Reels create the most engagement on social media but posts have been seeing increased engagement

Logo

1. See need for new club logo that focuses on the running club aspect rather than the website
 - a. Still want to honor RASAC where possible
2. Will not be updating in the next few months, however,
3. Possible rebranding in late fall with a merch store in time for Christmas

Snowflake Premiums

1. Order placed and will be available within 2-3 weeks

Next Meeting

1. July 11