

LRC 2014 Board Meeting Minutes Annual Report

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2014 January Board Meeting Minutes

Lakeland Runners Club

January 6, 2014 6:15 p.m. YMCA

Board Members Present: Bryan Graydon, Marc Zimmerman, Kimberly Roberts, Cole Bataille, Amanda Bot, Kathy Brammer, Kurtis Braun, Kevin Fitzsimmons, Rhonda Fosser, Louis Irwin, Jason McCollum, Chuck McDanal, Vicki Powell, Michael Walker, Jeanette Wallace

Quorum Present, yes.

Other attending, none.

Meeting called to order at 6:15 p.m. by 2013 President, Bryan Graydon.

Welcome to New Board Members – Cole Bataille, Kurtis Braun, Jason McCollum, Chuck McDanal, Vicki Powell

Election of 2014 Officers – Nominated were:

President: Bryan Graydon

Vice President: Marc Zimmerman

Treasurer: Gail Hardy

Secretary: Kimberly Roberts

All approved.

Board Members Listed on Website – Jeanette had requested that all current board members names be listed on the website. All agreed, Bryan will add these on under Officers names.

Treasurer's Report – Report provided by Gail Hardy. Bryan reported an ending balance as of 12/31/2013 of \$53,447.24. Marc made a motion to accept financial statement, second by Louis, all approved.

Club shirts for 2014 – Bryan is working with Eliska to get pricing on shirts and will probably be around \$10 each. After general discussion all are in agreement that we will provide shirts upon renewal of club membership. Bryan will get shirt information from Eliska and email out to board members for approval. We will need to decide who will be in charge of, and how to distribute the shirts as members renew their membership.

Membership Dues - Louis made a motion to increase membership dues to \$25 for individual membership to include 1 free race, and 1 free shirt, \$35 for family membership to include 2 free races, and 2 free shirts. Student membership, 18 years old and under, to remain the same at \$5, with 1 free race and 1 free shirt. Chuck second, all approved.

St Paul's Track – Bryan received an email from Jenny Black with St Paul's school detailing that they are building a track at the school and are seeking sponsors in the amount of \$2500, \$1000 and \$500. With a sponsorship from us we could possible work out use of the track by LRC.

We pay the school board \$500 per year to use the track at LHS, for our kids running program.

After discussion, it was decided that Bryan will get more information on what each level of sponsorship will offer and get back with the board.

Revamping of LRC website – Andrea Cornelius, with Xtreme Media, looked over the LRC website and has made the following recommendation for updates: (see attached)

Rhonda made a motion to go ahead with the updates to be done by Xtreme Media in the amount of \$800, second by Vicki, all approved.

RRCA Convention – Spokane, WA and we will be sending, Bryan Graydon, Louis Irwin, and Kevin Fitzsimmons

Sponsors for 2014 – Our sponsors so far for the coming year are:

Florida Engineering and Design, a year sponsor

Faith Runners, sponsoring Mayfaire and Watermelon

Mosaic, sponsoring Mayfaire

Black & Brew sponsoring Mayfaire and Watermelon

Bryan has sent in request to Mid Florida for their annual sponsorship.

Bryan to send to all board members the sponsor letter we send out, if you know of anyone interested in sponsoring; please forward this letter to them.

Jeanette made a recommendation that we include, in this letter, information on how many members we have, how many households that represents, etc.

Mayfaire update

\$25 Advance registration and will only be available for online registration, no paper registrations this year except for race day. Race day registration will be \$35.

Date for bag stuffing will be May 6, 2014, location to be determined at later date. Black & Brew as a sponsor for this race will provide dinner for all volunteers at bag stuffing party.

Packet pickup will be May 9, 2014.

Next Board Meeting: February 10, 2013, 6:15 p.m., YMCA

Next General Meeting: February 13, 2013, 7:00 p.m. Red Elephant

Meeting adjourned at 7:15 p.m.

Bryan,

Thank you. I took a look at the website and the backend of the website.

There are many elements that can be improved.

- The main navigation of the site can be simplified. (less is more)

Instead of having "lake mirror, part 1", lake mirror, part 2 and so on, we should create an on-page "Next Button" to eliminate multiple navigation drop downs & confusion.

These will be internal pages only.

- Some extra, exciting design elements will also spice things up.
- There are a few backup and security plugins that need to be added and configured.
- When we click on "Races" "Gallery" and "Information" within Firefox internet browser, nothing comes up at all - not even drop downs (sub-pages).

In all other browsers (i.e. - Safari, Google Chrome, IE), only drop down menus appear.

There will need to be some coding adjustments.

- We should integrate the Cool Runnings info within the website itself. This way, no one has to navigate away from the site.

There are options for this.

- Image Galleries to be created. One for each event. I will show you how to edit these.
- More images should be added to interior pages.

- Better page structure - incorporating more columns, tables, etc. (i.e. - <http://lakelandrunnersclub.org/info/lrc-board-meeting-minutes>)
- Maybe add feedback from fellow runners ... (how good they feel, loving the races, etc.)
- When we click on the social media icons at the top of the website, they do not direct to your Facebook, Twitter, etc.

We will fix this

If you have any ideas, suggestions, etc, please share.

Otherwise, we will design, edit, create everything ourselves :)

Additional Suggestions:

- Adding supporting pictures for each blog post
- Are you posting these to Facebook? If not, it would be a great idea. The image from the blog would show up!

QUOTE = \$800 (reg. \$1,600)

We collect half up front, half upon completion

Please let us know what the board decides.

2014 April Board Meeting Minutes

Lakeland Runners Club

April 7, 2014, 6:15 pm YMCA

Board Members Present: Bryan Graydon, Marc Zimmerman, Gail Hardy, Kimberly Roberts, Dave Quarles, Rhonda Fosser, Kevin Fitzsimmons, Kathy Brammer, Jeanette Wallace, Amanda Bot, Kristie Lawrence, Chuck McDanal, Jason McCollum, Kurtis Braun

Quorum Present? Yes

Others Attending: none

Meeting called to order at 6:20 pm by 2014 President, Bryan Graydon

Mayfaire update (Bryan) – All is going well, police & course are all set. Terri Lob is doing the food as before. Shirts are waiting on art proof and Eliska is doing awards. We do need more volunteers for the race. Bryan going to the Polk Museum of Art logistic meeting on Friday at noon. Packet pickup will be at Fitniche May 9th from 8 am – 8:00 pm

SSWS update (Bryan) – Shirts, looking at a scarlet/red color. Bryan is working on logo and will send out for approval, and is working on awards. Timing will be chipped bibs.

LRC Website - Jason McCollum is our new website coordinator.

LRC Social Media – We are in need of a Social Media Director. Sue Ellen Williams may be interested. Michael Walker also may be interested. Jeanette would help director with this.

Gail – can you write up a job description?

Jeanette – could she be a board member? Bryan, our bylaws state that members are to be voted in by membership, so that would need to vote on in December.

Southwest Middle School uniform request – Bryan has received a request from SWMS to provide track uniforms for their track team of 30 kids, at \$14 per uniform, total of \$420. They currently share uniforms with the basketball team.

Gail – would it be possible to put our logo on the shirt?

Kurtis – could we put a banner on the fence at the school?

Marc – there are no events held at the school

Bryan – we would need to purchase the banner

Chuck – I think this is a good idea to promote the sport and our club. We should do a certain number of schools per year and set a limit with policy.

Kristi – we should cap the dollar amount we donate

Marc – track season runs from 4/24 – 5/17/2014

Chuck made a motion to spend up to \$500 outfitting Southwest Middle School Track Team, preferably to have our logo or LRC name. Gail 2nd, all approved.

Chuck made a motion to fund up to 3 Middle School Uniform requests a year, up to \$1500 total for all three. Rhonda 2nd, all approved.

Treasurer's Report (Gail) – Gail reported an ending balance of \$51,000.73 as of 3/31/2014. Gail also provided the Mayfaire Income Statement for 2013 and 2014.

Holiday Party (Julie) – No report.

Race of Champions (Marc) – This will be the Male and Female Over All winners from each of our races throughout the year:

Mayfaire 5K

Watermelon 5K Series, all four races

Aching Quad, all 4 races

Lake to Lake 10K

Winners will then race at the Christina 5K for the Over All Champion for the year.

Discussion:

If we end up with the same OA winners at each race we can fill in with the next fastest runners to get to 10 people, starting with Mayfaire and go from there.

Their Christina race would be free entry, with a total of 20 entries.

Run them separate and they would only be competing for the Race of Champions 1 male, & 1 female winner, they would not be eligible for Christina awards.

Could pull the OA Male & Female out for Race of Champions and leave the other 18 eligible for the Christina age group awards.

Separate them at the start of the race in front of everyone, with different color bibs.

Winner could be awarded Champion and Overall for Christina if in first place.

Could we do separate Race of Champion shirt for these 20 people. We should be able to absorb the extra cost of these shirts into the race proceeds budget.

We may need to increase the budget to include the shirts & awards.

Marc – could be move the \$1000 sponsorship money from the Go Green race to Christina to cover extra expenses for the Race of Champions. Gail – we have already divided that money up \$250 to each of the other four races we have.

We will continue to work on all details for Race of Champions for the Christina 5K race in 2014.

Board Jackets (Jeanette) – Wondering what had happened to the jackets we voted on for board members? Marc – we needed a minimum of 50 to order, so this is at a standstill. Marc will check at RRCA convention to see if there may be another avenue for the ordering the jackets.

Middle School Running (Marc) – we are seeing about 10-12 kids consistently and all is going well.

May Meeting dates (Bryan) –

No board meeting, Mayfaire bag stuffing at Fitniche on 5/6/14 6:00 pm, dinner by Black & Brew
General meeting, Red Elephant on 5/8/14 7:00 pm

2014 June Board Meeting Minutes

Lakeland Runners Club
June 11, 2011 6:15 YMCA

Board Members Present:

Bryan Graydon, Marc Zimmerman, Julie Ball, Gail Hardy, Dave Quarles, Kevin, Fitzsimmons, Kimberly Roberts, Kathy Brammer, Joe DeValle, Megan Patrono, Kristi Lawrence

Quorum present, yes.

Others attending, no.

Meeting called to order at 6:17 p.m., by Bryan Graydon, President.

Agenda:

Mayfaire 5K Race – Bryan reported overall the race this year was a huge success. Issue with road closure on Kentucky, and Gail suggested more granola bars for next year as those were gone very quickly. To date, the proceeds are \$12,635.99. We are still waiting on the bill from City of Lakeland for Police, and the MidFlorida sponsor check for \$7,000.

Bryan reported that two logos were wrong on the shirts. MidFlorida had the logo from last year, MidFlorida understood. Crossfit, had the wrong logo, we will be putting his logo on the remainder of our race shirts for this year. Bryan has contacted printer's to make sure they pull the correct logos from now on.

Watermelon 5k Race #1 – Great Race!! Dave asked that we have another truck for the next race as those with trucks will not be in town, Kristi may be able to help with her SUV and a trailer. Discussion on the congestion within the first mile, especially at the crossover point from Lake Hollingsworth Drive onto the sidewalk, Julie suggested moving the crossover point down to Belmar, near the curve before the first mile. Dave said this has been discussed and that we would need several more officers for road closures. Dave will check with the city to see if this is possible. Also discussed possibly moving the start of the race to where the finish of the Rotary 5K race ends at Common Ground Park.

More port-a-potties will be added to this next race for a total of 10. Eight will be at the start, 2 at the finish area. Julie will get these ordered for race day.

Bryan reported that he has sent out an email to all series racers to get corrections on all their information.

Bryan is looking into a new acrylic awards and will email details out to board for ideas.

Finance Report – provided by Gail Hardy, 2012 Treasurer. Gail reviewed highlights from the Income Statement through 5/29/12. Gail also provided Income Statements for Mayfaire and Watermelon #1 through 6/11/12. Julie Ball made a motion to accept financial statement; second by Marc Zimmerman, all approved.

Purchasing Hard Drive – Bryan would like to purchase a hard drive \$100-200, for storage of pictures from the club runs and events. Eric has suggestion in an email that we look also into Just Cloud; Bryan said this would run about \$5-10, per month. Megan also suggested Drop Box, and up to a certain amount of storage is free per month.

Dave Quarles made a motion to purchase a hard drive of at least 1 terabyte, Julie Ball second, all approve.

Bryan will get into on Just Cloud and Drop Box and email out to board for further discussion.

PA System – It was brought to Bryan’s attention that not everyone can hear the announcements on race mornings. Louis, Bryan and Eric are discussing our options. Dave stated we will need to be very aware of the noise ordinance, and either wait until the last minute to turn up the volume or point the speakers toward the back of the pack and away from the houses across the street.

LHS Track Workouts – A policy at the Polk County School Board states that we have to have paper work filled out and pay a monthly fee to use the LHS track for our Tuesday workouts. Bryan has spoken with them and since we have a kids program as well as an adult program they will work out a blended fee for us. This could be anywhere from \$40-60 per week. This fee, however, does not provide us with lights in the winter months or bathroom facilities just the use of the track. Dave stated that if the gates are locked on 6/12/12, then the contingency plan will be to head over to Lake Bonnie Park and run there, the children can use one of the ball fields.

Dave will go by and check out the LHMS track as that might be an alternative plan for the summer.

There are not lights there for the winter months at dark.

Aching Quad 9/14-9/15/12 – Gail reported that the course and registration fees will remain the same, \$40 for pre-registration, \$50 day of. Post-race party discussion – Natalie’s was just too small and we need a new place to go this year. Julie suggested Hurricane Alley, we can bring any food we want in, and they would just want us to order our drinks there. Also discussed a bar-b-que type celebration at common ground park, not sure about the alcohol being brought in there though. Dave suggested the restaurant at Cleveland Heights Golf & Country Club. Gail is working on a new logo and shirts. Gail would like something new and different with the awards, also possible finisher’s medals for those that do all 4 races.

National Run at Work Day 9/21/12 – Joe, is involved at his work, Department of Corrections, in Polk City, with a program that day that will involve about 30 people. Planning an event to get them out and moving with a luncheon afterwards. Joe has spoken with Fitniche about their possible involvement, and they are on board. Joe would like some sort of goodie from LRC with our logo to give to all the participants. Bryan will research some ideas and email out for discussion and approval.

Polk Vision Forum on Obesity – Marc has been asked to sit on a panel for this forum at Polk State College, Lakeland Campus, on June 29, 2012 8:00 a.m. – 12:00p.m. Polk is the 7th fattest county in the country. All are welcome to attend.

Next Board Meeting: Monday, July 9, 2012, 6:15p.m., YMCA. Next General Meeting July 14, 2012, 7:00 p.m. Red Elephant

Meeting adjourned at 7:56p.m.

Minutes submitted by Secretary, Kimberly Roberts

2014 July Board Meeting Minutes

Lakeland Runners Club

July 14, 2014, 6:15 pm YMCA

Marc Zimmerman, Gail Hardy, Kimberly Roberts, Dave Quarles, Rhonda Fosser, Louis Irwin, Kevin Fitzsimmons, Jeanette Wallace, Michael Walker, Kristie Lawrence, Chuck McDanal, Jason McCollum, Kurtis Brawn, Vickie Powell

Quorum Present? Yes

Others Attending: None

Meeting Called to order at 6:15 pm by 2014 Vice President, Marc Zimmerman

Treasurer's Report (Gail) – reviewed highlights from the income statement through 6/30/14 with an ending balance of \$86,595.24. Kurtis made a motion to accept financial statement, second by Chuck, all approved.

Watermelon Series Update (Dave) – Series is going very well. Dave, overwhelmed with all the volunteers that have stepped forward to help out.

We are having a growth issue with this series, possibility of running the entire course in the street. This brings up major cost concerns, and would probably be about \$3,000 per race to cone off the lane and post officers at all side streets.

Option – go all the way down to Belmar before cutting over to the sidewalk, which should help with the congestion at the cross over point.

Parking is becoming an issue we will need to address in the future.

In the 2nd race there were small children lined up on the start line, which is a safety issue. Also, dogs and strollers are a potential safety issue.

Race Director can send out info in the pre-race email concerning these issues, and also make announcements at the start of the race, for children, strollers and dogs to start further back in the race lineup and not on the start line.

Aching Quad (Gail) – Everything is moving along fine, shirts and logos are on order. Marc will get the registration up and running on Active. September 12th & 13th, 2014 are the dates for the series.

Gail is adding in extra wording on the registration forms for the kid's 1 mile race, letting the parents know there are 20 open side streets, and the street is not closed to traffic. We will have a volunteer at all side streets.

Mayfaire museum donation (Marc) - Per our February minutes, the discussion was tabled, LRC board decided to leave things as they have been in the past with donating \$1 per runner to the PMoA, for the 2014 race.

We can move the finish, but would need to recertify the course if we do so.

After a lengthy discussion, it was decided to weigh our options for the upcoming 2015 race. We have several options, and need to meet with Clare from PMoA, then revisit this topic for further discussion and solutions.

Mayfaire 2015 race director (Marc) – Need to focus on finding someone to direct this race for 2015. It can also be two people working together and dividing up the responsibilities.

Can we put together a list of all the duties the race director has with this race so we know what we would be dealing with.

Julie and Gail may be interested in taking on co-directorship for the Mayfaire Race 2015. Kristi will possibly take over Aching Quad for 2015.

RRCA Runner Friendly Community application (Chuck & Kristi) -

Bryan has letters from Rich Wills at Fitniche and Richard Perez from the city will take care of submitting the application to the RRCA.

Marc has letter from LPD

Chuck has letters from Mitchell's Coffee and the Mayor.

Kristi has letter from Black & Brew, and is still trying to contact Red Door.

Screening kids program volunteers (Marc) – This program would cost \$15-20 per person and would involve anyone working with any of our kids programs. LRC should pay this cost for the screening.

Marc will email out all information on this screening program and bring a proposal to the next board meeting for a vote.

Polk County Middle School Cross Country/Holloway Park (Marc) – Last year LRC gave \$500 for the Middle School Cross Country State Championship match, and Marc would like to ask for a donation again this year.

There is a Sponsorship level of \$750 to help offset costs for Middle School.

Gail would like to see the sponsorship package.

Chuck made a motion to sponsor the Polk County Middle School Cross Country team for \$750, Vickie second, all approve.

Baycare Young Athletes symposium (Marc) – “Keeping Young Athletes in the Game”, Grace Owen is planning on going, and would like for LRC to cover the expenses of this conference. August 9th, \$40 per person, St Petersburg, FL.

Marc may also attend is schedule allows.

Rhonda and Vickie also interested in going.

Motion made to sponsor up to 6 persons at \$40 per person with Marc having the discretion as to who attends. Jeanette second, all approve.

Other Business –

Jeanette, checking on the status of the jackets we voted on last year for the board members. Marc, the Leslie Jordan jackets we were looking at have a minimum order of 50. Jeanette will check with Eliska and see what she may have available.

Next board meeting: Monday, August 11, 2014, 6:15 pm, YMCA

Next General Meeting: Thursday, August 14, 2014, 7:00 pm, Red Elephant

Meeting adjourned at 7:41 pm

2014 August Board Meeting Minutes

Lakeland Runners Club

August 11, 2014, 6:15 PM YMCA

Bryan Graydon, Marc Zimmerman, Kimberly Roberts, Dave Quarles, Rhonda Fossier, Louis Irwin, Kathy Brammer, Jeanette Wallace, Amanda Bot, Kristie Lawrence, Chuck McDanal, Cole Bataille, Jason McCollum

Quorum Present: Yes

Others Attending: None

Meeting called to order at 6:17 pm by 2014 Bryan Graydon

Mayfaire 2015 (Bryan) – Marc and Bryan still need to meet with Clare with the Polk Museum of Art. We need to find out if they are fine with leaving the donation as it has been in the past, or are they looking for more of a sponsorship. We will then come back to the board to discuss and decide what we want to do, and where we will go from there.

Watermelon Series Update (Bryan and Dave) – We will plan for 1100 to be safe on watermelon and water after the race. Bryan ran the last race and the first 1.5 miles are very congested. We plan on sending a survey out after the race to see if we would still have enough interest if we raised the price to help offset the cost of moving the entire race into the street for the 2015 series. We will need extra volunteers for helping with giving out the race shirts.

Aching Quad Update (Gail) – Registration is now open on-line, and the link to print the registration form is now on LRC website. We need to get the word out to promote this race.

Lake to Lake 10K Update (Julie) – Registration is now open on-line from the LRC website with Florida Road Race Management. Race is November 1, 2014.

Background Checks (Marc) – Marc provided the “Youth Coaches Mandatory Background Screening” guidelines for the board to look over. Anyone working with our kids programs would need to have a background screening done. The person being screened would go on-line and enter all their own info, they will have a code to put in for LRC, and we will cover the cost of the check. We should only be notified of a yes or no on the person being screened, we need no details. We need to have the guidelines edited and then adopt as policy.

FB Requests (Marc) – we get many requests to post other races on our Facebook page, we need a better way to handle all these requests. After much discussion, it was decided to add a “Pinned Post” at the top of the Facebook page. This post will instruct those wanting us to post and promote their races to send us their information and we will put on the calendar for people to check and see what is offered in Polk County. Jason will get all these races posted on our LRC website page on the calendar.

LRC Jackets (Jeanette) – Jeanette brought in some samples of jackets, she will send out final jacket info and sizing and get these order for all board members.

Shed Inventory (Louis) – Louis has redone the shed inventory list and will get sent out to all board members.

In the past LRC has donated extra race shirts to the CPI Group School in Haiti, now with 300 students. Louis made a motion to donate 1 box of mixed shirts and the box of 2010 Watermelon Finisher Medals to the CPI School in Haiti, Rhonda second, all approved.

Wellness and Fitness (Louis) – Louis would like to see us promote wellness and fitness and promote Lakeland Runners Club.

Propose:

Silver Corporate Sponsor \$250 – 5 LRC membership

Gold Corporate Sponsor \$500 – 12 LRC memberships

Platinum Corporate Sponsor \$1000 – 25 Memberships and company logo on all LRC event race shirts for the year.

After much discussion Louis proposed:

We offer Corporations memberships and for every 10 they purchase they receive 2 free, Chuck second, all approved.

Treasurer's Report (Gail) – No report

Next Board Meeting: Monday, September 8, 2014, 6:15 pm, YMCA

Next General Meeting: Thursday, September 11, 2014 at Red Elephant 7:00 pm

Meeting adjourned at 7:32 pm

2014 September Board Meeting Minutes

Lakeland Runners Club

Board Meeting Minutes September 8, 2014, 6:15 pm YMCA

Bryan Graydon, Marc Zimmerman, Gail Hardy, Kimberly Roberts, Dave Quarles, Rhonda Fosser, Louis Irwin, Kevin Fitzsimmons, Kathy Brammer, Jeanette Wallace, Amanda Bot, Julie Ball, Kristi Lawrence, Check McDanal, Cole Bataille, Jason McCollum, Kurtis Braun, Vicki Powell

Quorum Present: Yes

Others Attending: None

Meeting called to order at 6:16 pm by 2014 President, Bryan Graydon

Lake to Lake Update (Julie) – Race is November 1, 2014, and registration is open on Active. Shirts will be from Logo Outloud. Brian is working on awards. Julie will get with Marc about some advertising ideas to boost this race, and will get an email blast sent out.

It was discussed to tie in LRC's 40th year into the Lake to Lake shirts with something maybe on the sleeve. "Celebrating 40 years of Running"

Holiday Party Update (Julie) – Party is set for Friday, December 5, 2014, at the Swan. Ben McConnell will be doing his photo booth again for us.

When to send invitation? Invitations will be sent out at the beginning of November. Will keep the cost the same as last year \$10, with more time to RSVP.

40th Anniversary Celebration? Chuck would like to tie in our 40th year celebration with the Christmas party. We talked about several ideas, including special, decorations, shirts, birthday cake, etc.

Aching Quad (Gail) – Last year we had 153 registered runners, right now we have about 100. There was a problem with the Active sign up with shirt sizes. We will need more volunteers for the kid's 1 mile race, parents need to run with their kids, and we will start them right after the adult's 1 mile race. We will have to finish lines.

Background Checks (Marc) – Tabled for our next meeting.

YMCA Livestrong 5K (Bryan) – October 25th 8:00 am. Is anyone available to help time and score this race? Kristi, Chuck and Kurtis will run the finish line. Gail and Kimberly will do results.

Treasurer's Report (Gail) – reviewed highlights from the income statement through 8/31/14 with an ending balance of \$75,966.61.

Future of Mayfaire and the Watermelon Series (Bryan and Dave) – Dave will be stepping down from his duties for this race series. Dave has taken care of:

- Pulling permits with the LPD

- Getting us on the special events calendar with the City

- Blocking intersections

- Briefing the Police on race mornings

Setting up the course and finish line
Port – o – lets
Global Produce for Watermelons

Bryan will also be stepping down as race director for Watermelon Series and Mayfaire 5K. We need to be working on filling these areas as soon as possible.

Board Size and Positions for 2015 (Bryan and Chuck) – At the Christmas Party in December the membership will vote on the board members. In January the board will vote on the Officers.

Present Board Members staying on for 2015:

Rhonda Fosser, Vicki Powell, Kimberly Roberts, Kevin Fitzsimmons, Amanda Bo, Cole Bataille, Julie Ball, Jason McCollum, Jeanette Wallace, Kristi Lawrence, Chuck McDanal, Louis Irwin, Gail Hardy

Possible new board members: Debi Brightwell, Betsy Slay, Brian Durdin

Marc – Board members need to be active members volunteering at races, Christmas party, and club workouts.

We discussed having a youth representative on the board, 18 or under. Our Bylaws state that all board members must be 18 or older; this would require amending our bylaws and filing with the RRCA.

Bryan will email out to everyone this list of committee positions discussed previously.

Kathleen Middle and Lakeland Highlands Middle Schools shirts/singlets (Marc) – would like to ask the board to provide shirts for these two middle school track and cross country teams.

Chuck made a motion to provide 20 shirts for Kathleen Middle School and 25 shirts for Lakeland Highlands Middle School teams at an approximate cost of \$607.00. Rhonda second, all approved.

Red Ribbon Half Marathon (Jeanette) – working on an incentive to run the Red Ribbon Half and offer a discount to club members. Jeanette and Marc to work on also promoting Lake to Lake as a good pre-run for the Half Marathon.

Board Members Jackets (Jeanette) – our jackets have been ordered.

Meeting dates for October

Board Meeting October 6, 2014, YMCA 6:15 PM

General Meeting October 9, 2014, YMCA 7:00 PM, Will Strouse to speak

2014 October Board Meeting Minutes

Lakeland Runners Club

October 6, 2014, 6:15 pm, YMCA

Bryan Graydon, Marc Zimmerman, Gail Hardy, Kimberly Roberts, Dave Quarles, Rhonda Fosser, Louis Irwin, Kevin Fitzsimmons, Kathy Brammer, Jeanette Wallace, Michael Walker, Amanda Bot, Julie Ball, Kristi Lawrence, Chuck McDanal, Vickie Powell

Quorum Present: Yes

Others Attending: Danny and Betsy Slay

Meeting called to order at 6:17 pm, by 2014 President Bryan Graydon

Update on Mayfaire talks with Museum (Bryan) – Per the letter Bryan received from Polk Museum of Art after his and Marc's meeting with Claire Orologas.

LRC will assess what is possible above the \$1 per runner at the first meeting after the race.

Adding a Student Board Member (Chuck) –

Julie – We are a nonprofit and we can't legally bind a child member who is not of legal age. Bylaws state board members are to be 18 years old.

Gail – Maybe advisory students, from different age groups and poll them and see what their thoughts on races would be.

Julie – Possibly an advisory committee of students and a project to work on.

Marc – Put feelers out to see who is interested in serving and see what interest we get. They could earn service hours. Send out in summer, and work during the school year.

Discussion tabled until next month, Chuck to bring back some recommendations.

Holiday Party Update (Julie) – All is reserved, will be at the Swan Hotel on December 5, 2014

Lake to Lake (Julie) – November 1, 2014. Shirts are royal blue long sleeve tech, with the 40th Anniversary on the sleeve. Julie asked that all board members please volunteer at this race. There was some confusion about us renting the Amphitheater for the finish, Julie is handling this. City has offered 2 City workers to help out with cleaning, and will reassess the finish line from year to year.

Treasurer's Report (Gail) – Finance report provided by 2014 Treasurer, Gail Hardy. Highlights from the income statement through 9/30/2014 with an ending balance of \$67,693.09. Gail also provided income comparison statements for Mayfaire 5K, Watermelon Series 5K, and Aching Quad.

Chuck made a motion to accept the financial statement, second by Vicki, all approved.

Scholarship Amount for 2015 (Bryan) – Last year we awarded 4 \$1,000 scholarships, 2 male and 2 female and had a total of about 20 applicants. Do we want to increase this amount or keep the same? Chuck made a motion to increase scholarships to 6 at \$1500 each, 3 male and 3 female. Gail second, all approved.

Bryan will get paperwork started for these scholarships

Results from SSWS survey on course (Marc and Bryan) – There were 4 questions on the survey, and most were OK if we moved the race to the street and raised the price of the series. We would need to cone off the entire lake and station volunteers at each side street; this would cost approximately \$3,000 per race. We need to get more concrete numbers on the cost before deciding anything for next year.

Volunteers for Lake to Lake and Red Ribbon Run (Louis) – Nick Sudzina is in charge of the kid's volunteers. LRC is timing and we will need additional volunteers to help with the kids races.

Background Checks (Marc) – Marc handed out the guidelines for the "Youth Coaches Mandatory Background Screening" Discussion tabled for November meeting; everyone needs to read these guidelines and be prepared to vote on this at the November meeting.

Livestrong 5K volunteers – Bobby and Sherri will take care of the finish line. Chuck, Kristi and Kurtis will handle the results and awards.

RRCA Championship Bidding Information & Instructions – flyer handed out, something for us to consider for next year.

Madden Brand Agency (Marc) – Flyer on the 4th Annual BrandAthon, to win a 24 hour design and strategic marketing session for LRC on November 6, 2014. March will send in our application.

40th Anniversary Shirts (Marc) – Possibility of doing a shirt order for the 40th Anniversary of the Club. Jeanette will get with Eliska and see what we can come up with. This would be on a take order only status.

November meetings (Bryan)

Board Meeting 11/10/14, YMCA 6:15 pm

General Meeting 11/13/14, Red Elephant 7:00 pm

Meeting adjourned 7:40 pm

2014 November Board Meeting Minutes

Lakeland Runners Club

November 10, 2014, 6:15 pm YMCA

Bryan Graydon, Marc Zimmerman, Gail Hardy, Kimberly Roberts, Dave Quarles, Rhonda Fosser, Louis Irwin, Kevin Fitzsimmons, Kathy Brammer, Jeanette Wallace, Amanda Bot, Julie Ball, Kristi Lawrence, Church McDanal, Cole Bataille, Jason McCollum, Kurtis Brawn, Vicki Powell
Quorum Present, yes.

Others attending: Debi Brightwell

Meeting called to order at 6:18 pm by 2014 Vice President, Marc Zimmerman

Lake to Lake 10K Review – Julie thanked everyone who help with this race, we had 298 finishers and everything went very well.

Christine 5K Update – Kevin – all going as planned, shirts are on order and will be a burgundy color. Gail needs someone to handle the race day registration for this race, Kristi will handle.

Holiday Party, Julie – Invitation have all been sent out. Julie needs everyone to get the door prizes to her so that she can get them all ready for the party. Party is at the Imperial Swann Hotel starting at 5:30. We will have DJ and a dance floor this year.

2015 Board Members – Chuck McDanal, Marc Zimmerman, Julie Ball, Gail Hardy, Kimberly Roberts, Rhonda Fosser, Louis Irwin, Amanda Bot, Cole Bataille, Jason McCollum, Jeanette Wallace, Kevin Fitzsimmons, Kristi Lawrence, Vicki Powell, Grace Owen, Al Turney, Betsy Slay, Debi Brightwell, Kurtis Braun

Positions on 2015 Board – Membership Coordinator, Website Content Manager, Social Media Coordinator, Officers, Race Directors, Monthly Social Coordinators, Sponsorship Coordinator, Volunteer Coordinator, Equipment Coordinator, Course Director, Scholarship Coordinator, Youth Program Director

2015 Possible Sponsors – Matt Werd, MidFlorida Credit Union, Leading Edge Physical Therapy, Hand and Stone Massage and Facial Spa

Lakeland Magazine – Tina Sargent is writing an article on LRC, Bryan will answer question for the article. Photographers will be coming to take some pictures over the next couple of weeks of training runs.

St Paul Track Dedication 12/5/14 – Anyone who would want to attend this dedication may do so.

Treasurer's Report – Gail reviewed highlights from the income statement through 10/31/2014, with an ending balance of \$63,168.55. Julie made a motion to accept financial statement, second by Rhonda, all approved.

December Board Meeting – No board meeting, Christmas Party on 12/5 for general meeting. January Board Meeting will be 1/5/2015, YMCA 6:15 pm

Any Other Business:

Jason asked how far back we need to go on the LRC Website with the Board Meeting Minutes – 1 year. Lakeland Incredible Track Club has contacted Marc to see if we would donate to them again this year. We donated money for them to go to nationals. Last year they had 27, 4-11 year old kids on the team. There are 10 meets from March to June at \$15 per team member for a total of \$150 per year per member, plus \$45 per uniform and AAU card. There are some optional meets with additional expenses.

Louis made a motion to offer \$1500 Maximum to purchase Lakeland Incredible Track Club uniforms, Gail second.

Marc made a motion to amend Louis motion, to allow them to keep any money left over for their club expenses. Gail rescinded her second.

Motion Died

Marc made a motion to donate up to \$1500 to be used to offset the \$45 uniform cost for the Lakeland Incredible Track Club, Cole second, all approve.

Madden Agency Brandathon - we did get selected; Chuck and Marc had an exploratory meeting with them and went over the history of the club, and what we do. Looking to increase membership, and promote running in our community.

RRCA Runner Friendly Community status should be here very soon.

Watermelon Series will need some course changes for the coming year and is wide open for director/directors.

Meeting adjourned at 7:15 pm

2014 December General Meeting Minutes

Lakeland Runners Club
December 5, 2014 6:30 pm
Imperial Swann Hotel & Suites

2014 President, Bryan Graydon, the proposed members for the 2015 Lakeland Runners Club Board are as follows:

Julie Ball
Cole Bataille
Amanda Bot
Kurtis Brawn
Debi Brightwell
Kevin Fitzsimmons
Rhonda Fosser
Gail Hardy
Louis Irwin
Kristi Lawrence
Jason McCollum
Chuck McDanal
Grace Owen
Vicki Powell
Kimberly Roberts
Betsy Slay
Al Turney
Jeanette Wallace
Marc Zimmerman

Motion to accept the proposed 2015 LRC Board members made by Kristi Lawrence, 2nd by Cole Bataille, all approved.