

Central Vermont Runners – Annual Club Meeting March 27th, 2022 Meeting Minutes

In attendance: 25+ in attendance
Meeting began 4:06 pm

Treasurers Report

Fiscal year profit of \$6000, in treasury 17000.00 and CD of 6000 +/- . He doesn't have any concerns about funding the grants Ann will discuss later. Discussed posting some information about the treasury on the website. Manny will follow up with John on posting something. Think there is something we should post as a non-profit. What information is given as a non-profit. Andy will check in to see what has been posted to public and what hasn't been.

Membership

Graham reported we have about 360 active members right now. He published a chart in recent newsletter. This may be highest membership ever, but not sure. We have about 100+ due to renew membership. If you are planning to, please do so asap. Very healthy membership. People seem to be signing up for multiple year membership. Free memberships given out for Leaf Peepers training program are turning into memberships. Many of those members Manny mentioned that although we may be at a record high for members, with the renewal period we will drop in numbers.

Race Updates

NYE 5K – Manny considers the race a success. It was the last surge of the pandemic , so considers a success. 93 people actually participated. Didn't use the auditorium to avoid crowd, but it worked o.k. Did registration and bib pick up at ORS, which they were appreciative. \$1610 Gross \$1291 net, only about \$80 less than last year. Manny thinks the online registration was helpful and brought in a lot of runners. Next year will be a new race director, Jennifer Dickinson.

Millstone Madness – Jackie reported was a great race for first year of snowshoe race, had about 30 runners, good snow and not too cold. Tiered pricing system, online sign up was less. People made donations and \$102 was donated to millstone trail systems. She purchased gift certs from race proceeds, but still ended up with \$220 to CVR, that is in addition to the CVR \$2 per head.

Northfield 5K – Jim Flint has volunteered to be the race director. Northfield savings bank is no longer running the event, so CVR will take over the event and Jim will be the race director, wants to discuss Vermont Sr. Games involvement. Adding a power walk to the event. It is qualifier for the Sr. Games.

Election of Officers - The Nominating Committee announced nominations as follows:

President: Chris Andresson

Vice President: Kim Caldwell
Secretary: Cheryl Lasell
Treasurer: John Valentine
At-Large Executive Committee: Bob Murphy, Darragh Ellerson

Voted and was passed.

Survey Committee Presentation – A committee with Michelle Risley, Natalie Gentry, Darragh Ellerson, Merrill Creagh, Jackie Jancaitis and Manny Sainz was formed to analyze the results from the member feedback survey. Manny extracted the data and presented at the last meeting. Presented the proposal or recommendations to the attendees, goal number one is to make the club more approachable, more fun and less serious. Another suggestion is to do away with the timing of the fun runs, by timing it, it makes people think it is a race. Suggest changing the name and drop the timing. Call it CVR community group runs and no more timing. A discussion around that ended with a decision to keep the Fun Run and rebrand it to make it more appealing and sound more fun than before.

Another idea incorporating music in the races, which makes it more fun. Jackie mentioned insurance requires coverage and certificate. Another idea is theme ideas, have a vision of everyone dressing in a certain theme, that would bring attention to the club. Social Media presence is another idea, posting photos on social media and encourage others to post and tag CVR, sends alert to social media person who can then do something with it. Different from CVR page and CVR community, the community is private, the page is public. The page is public and has people who aren't members, by having a tag to the CVR page is more valuable, can use the photo without additional permissions. Race directors can encourage people to use social media and tag CVR. Can also create challenges like photo contests. Another idea is to audit the website for content. It is dated and could use a fresh look. It would behoove the group to form a committee to rebrand the CVR website. Publicize donations more, so the community is aware of all the donations the club makes overtime. Gives visibility to other organizations as well. Growing membership is another goal. Consistent survey respondents said we need to get runners who attend our races to join CVR. Maybe have the race director announce and promote CVR. Maybe have someone at bib pick up who will promote the club. Suggest more training programs. Discussed ways of adding joining the club at the same time as registering for a race. Discussed ways to retain membership. New members don't really understand what to do next. Suggest modifying the welcome letter. Create a culture of inclusion is a goal. A lot of people want an 80+ age group, more than 5 people mentioned this. Also, youth age groups added. Raffle prizes, incorporate photos of the runners who didn't win an award. Focus more on those who don't win an award. Renewal membership drives, continuing to provide notice of renewals and trying to understand why people don't renew. Discussed needing a media coordinator. Chris as the new president will seek out a volunteer for this. Suggestion was made to work closer with Montpelier Alive organization. CVR could leverage their

connections. Discussed more ideas for media presence etc. Manny has copy of everything and can share with other members of CVR.

Race Directors Meeting – Shannon reported primary discussion Gavin Boyles came to Shannon concerned that his child Thea identifies as non-binary and CVR doesn't recognize this our races don't include non-binary as a category. They would like CVR to add additional categories to the race registration forms, don't list just male and female, suggest we add two more non-binary and prefer not to say. Shannon suggested to the race directors to make sure to include the other categories in all races, which would be more inclusionary on the application.

For awards, because our races are not qualifying for Olympics or other events, we are not required to adhere to those requirements. CVR can choose to present awards based on a category we choose. Shannon suggests ideas for how we can handle this. For example, ask the participant who you would like to compete against? If you select non-binary which category do you want to compete in? Shannon suggests keeping it up to each race director to decide how they want to handle it. Maybe this could be a test year. Gavin felt Thea was deterred by having to check a box on the application, so just putting another category on the applications would be helpful and inclusive of other groups. Chris suggests the club should make a decision on this sooner than later and don't wait. ORS has third category in their races, non-binary, and give awards for this category. GMAA is using run sign up and they have non-binary option for registration but unsure what they are doing for awards? Donna reminds the membership that if we do our awards with top three overall and then raffle for the rest, would solve for this issue. Non-binary would be included in same raffle and have same chance for winning an award. Discussed how this might affect registration when our CVR race results are part of other events like the VT. Sr. Games. Suggestion was made to get professional assistance on how to handle this. There is support by CVR to let everyone compete how they want but also not offend and make everyone feel welcome. The VPA, the Vermont Principles Association is very involved in this. NCAA has a manual on how to handle these types of issues.

Announcement by Manny – Evan Thorton sherman who won \$1000 Gatorade Player of the Year award in cross country and has chosen to donate his money to CVR. Money not in yet. He is a Sr. at St. J academy and attending U of Maine next year.

Spring Grants – Ann Bushey reached out to all schools encouraging them to apply for grant. She got 6 back. Spring grant is \$250 each. There was a deadline if another comes in, she will let the club know, she doesn't expect any others.

\$1500 total for spring grants. Consider the fall amount would be \$1200.

Approved.

Other Business– Manny wanted to mention CVR needs another newsletter editor. Mark also discussed the trail series; do we need club approval to continue with this. Manny said no approval needed already have it. Mark with run with starting the series in early to mid-May

Heather mentioned only two more weekends for Winter group runs. Any ideas for what to do with the course for next two runs? Also, if want to continue organized runs is great but just need more input and help.

Natalie, a plug for Sole confessions pod casts. Go to Facebook to hear the pod casts. It is called Sole Confessions and can be found on anchor and Spotify or at Facebook CVR group.

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Meeting adjourned at 5:45