

Minutes from Tamalpa Board Meeting
January 5, 2015

Members present: Ed Corral, Lillie O'Reilly, Ana Braga-Levaggi, John Catts, Mark Churchill, Mark Stevens, Liz Shortino, Kathleen Helmer, Bill Neer, Rob Spinosa, Ken Grebenstein Guest; Phil Oreste

Meeting was called to order at 7:03. Meeting agenda was reviewed and approved with no amendments.

Special TCRS planning and Q&A –Phil Oreste.

Phil gave board his background and also related his experience as a race director. We had 60plus respondents to the TCRS online survey and will incorporate many of the suggestions into the series. A preliminary schedule of 10 races has been put together, some old, some we haven't done in years and some completely new. We are still waiting on permits for some of the venues once we receive schedule will be published. As previously discussed all races will have the proper permits.

Treasurers report; Rob

Monthly P&L statements were provided to the board. It was noted that we had some increased expenses due to the expanded Gazette. Suggestions were made as to how we can bring this in line with the budget. Reducing the number of pages also going from 12 issues to 10 or 8 during the year. Also, noted was the increased cost of mailing and how we may give members the option to receive a digital copy only.

Discussed also was the need for more detailed accounting of income and expenses on various club functions such as races, Bob Cats and social events. This is important in maintaining our non-profit status.

All in all Rob reported that the club finances for the year were in good shape.

Membership Report: Lillie

642- total membership
469-households
38-renewals
4-new members
26 lapsed

Discussed was the topic of free memberships these fall into three categories. club lifetime memberships, hardship cases and business/community relationships. We need put in place a policy as to how we review and treat these.

Communications: Kathy was out of town so Ed handled.

New Gazette expenses discussed again everyone agreed that the new gazette is a huge success. Also discussed was how we could better incorporate social media into the clubs efforts Facebook etcetera.

Holiday Party scheduled for January 31st is moving ahead. Tiered pricing was discussed and everyone was instructed to get the word out. We need for the party to sell out again this year in order to break even.

Priorities: Ed threw out for discussion to the board members what should be the clubs priorities going forward. These included

- More social type runs not just competitive races
- More effort in recruiting young people and women into the club
- better alliances with the local running stores and their efforts to promote running in Marin
- concentrate on recruiting young families possibly offer club membership to all families participating in the Bob Cats
- provide bagels and coffee at the end of TCRS races