

Charlottesville Track Club Board of Directors Meeting
January 17, 2022
Virtual meeting - by Zoom

Board members present: Tim Wendel, Suzanna Turanyi, Keith McLaughlin, Rick Willis, Nick Lancaster, Jacqui Hebert, Katie Walker, and Diane Rosin

Absent: Blair Driskell, Scott Wiseman

Guests: Nicole Brimer (10 Miler race director) – didn't attend the meeting

7:06 PM: Meeting called to order and quorum established

Minutes of last meeting: Keith moved and Tim seconded that the minutes of the last meeting be accepted; all approved.

Newsletter feedback and ideas: Jackie provided stats – 1016 emails sent, 56% open rate, 81% opened file on desktop (as opposed to mobile device – surprising), 27% click rate (engagement with content), 439 did not open (Jackie will resend these emails next time). Next newsletter late Feb/early March in part to feature C10M (scheduled for 3/26/22). Other stories: lead up to Boston (interview a new BQ runner), Keith suggested an article on nutrition for a race (maybe ask Mark L, maybe geared towards beginners, several people mentioned nutritionist/dietician contacts who might be able to provide info), highlight a participant in group 1 or 2 of 10MTP (get a group photo; ask people why they're doing the training), link to NYD5K photos (see below).

NYD5K – it would be good to get photos posted. Diane will put photos on Dropbox (add Keith's photos?) and send link to Jackie (add to website, social media, newsletter?). Do we have permission on RaceSignup form to use photos taken at the race? Keith asked Suzanna about transferring income for scholarship fund to CTC main account. Board members were grateful for Keith's final spreadsheet documenting income, expenses, and net amount for scholarship fund from race. Keith reiterated the need for another person to have good working knowledge of RunSignup, and that he would take this on. Huge thanks to Nicole for helping Keith with RunSignup for the NYD5K race.

Access to social media accounts. Jackie still doesn't have admin access to FB, IG, Twitter. Jackie suggested that we eventually set up new accounts with new links added to our website. The problem is trying to close the old accounts (since we don't have admin access) and it's difficult to get a response from FB, for example, when trying to execute these changes. After setting up new accounts, Rick suggested that he would contact FB to propose that we would like to begin advertising on our FB page but since we don't have access, we'll need to close the old "false account" and begin using the new ("true") account. Our **website** needs a thorough cleaning. Jackie and Diane will pair up in separate sessions and use google docs to generate a work list.

Outreach Committee

Not discussed at meeting. Status of free CTC membership for kids?

Finance Committee

Nick reported on the status of restoring our **501(c)(3) status with IRS**. We are applying again but need our articles of incorporation to determine how the organization was established. The original

from 1995 may not have the correct wording (even though IRS originally approved our 501(c)(3) status). Has there been an update? Nick to contact Jay. If not, we will need to propose an amendment, which would have to be approved by a vote of the membership.

The next meeting will be by zoom: 2/21/22 at 7 PM.

The meeting was adjourned at 7:55 PM.

Respectfully submitted,
Diane Rosin, Secretary

Meeting chat:

19:25:55 From Katie Walker to Everyone:

<https://education.virginia.edu/sibylle-kranz>

19:26:00 From Katie Walker to Everyone:

we could ask her

19:28:41 From Katie Walker to Everyone:

<https://curry.virginia.edu/news/video-five-simple-tips-better-health>

19:32:13 From Rick Willis | Miller Center to Everyone:

These links are great katie! We should link to these in the article.