

Run Wichita Minutes

August 10, 2011

Board Members Present: Mike Aaron, Mark Chamberlin, Charlie Claycomb, Clark Ensz, John Holmes, Fernando Martinez, Tom McGaffin, Tom Schwartz, Elizabeth Skibba.

Guests in attendance: None

Location: The Marriott Courtyard – Old Town.

Recorded by: Fernando Martinez.

Previous Minutes: The minutes from June were approved.

Treasurer's Report: Financials remained steady since June meeting. Rent has gone up on storage unit to \$143. Tom M. renewed our PO Box address and our not-for-profit status. Damage on storage unit was billed for \$800. Motion was passed to pay for damage.

Race Director Report: Clark announced many races. Salt Rock ½ marathon in Hutch, Pace Race, Inspire Hope, Girls on the Run, Say Grace, Indoor ½ marathon at WSU, and St. Pat's at the Waterfront. Many neat opportunities for area runners are coming.

Organizational Report: The club currently has 947 likes on Facebook. Our website has 508 monthly active users. 2100 people get the weekly newsletter. New sources of revenue were discussed due to membership being low. Motion was passed to donate the pink Run Wichita hats to Girls On The Run. There was discussion about a give-away for the booth at the Prairie Fire expo. Discussion ensued on how to gain members. It was agreed that people need to be told to "be a part of the club that supports running in Wichita." We need to remind people that Wichita is a better running community because of this club.

Visiting Presenters: None

Marketing/Strategic Planning: An email from an individual wanting to donate money to Run Wichita sparked much conversation about marketing. Mark volunteered to look into a banner on the website so we can charge for advertising and so we can structure some pricing models. It was suggested that commercial ventures should be charged (e.g. GoRun and PT). There was also talk of creating an exploratory committee to look into advertising once some of the ground work has been completed. It was mentioned that Richard Schodorff wants to come visit with the board about marketing.

Next Meeting: October 12, 2011 at the Marriott Courtyard – Old Town at 6:30PM.

Adjourn Motion: Passed.