

North Jersey Masters Board Meeting 11/12/19

Attendees: Debi Brathwaite, Chris Kunkel, Drew Coyle, Michelle Christensen, Jack Frame, Lori Kilmurray, John McCormack, Michelle Bellemo, Linda Ferraro and Norm Chester.

-Board meeting called to order by President Debi B at 7:10pm and she welcomes all new board members and reviews expectations for new term.

-Debi makes motion to accept September minutes

Drew Second it, all agreed.

Events- Drew

-The Road Runner Sports shopping night is scheduled for 12/4/19 and Debi will reach out to Roberta Groner to be the speaker of the evening. Debi will also work with Laura at RRS on the details of the evening.

-The annual holiday party will be held on 12/12/19 at The Office.

Lori will send Evite to members as well as an email from Runsignup and post on Facebook.

-Annual Gala has been scheduled and booked at Biagio's Catering Hall on 1/26/20.

Communications-Lori

-The committee is working on the winter edition of the quarterly newsletter and it's scheduled for release 12/1/19.

-Andrew Mui to join the communications committee, all board agrees.

-Lori has been having issues with FB messenger and responses.

Michelle believes that she is not logged in as NJM, but rather herself. Michelle will reach out to previous communications department and see who may have the login info.

-All board agrees we need some updated photos on the website.

Norm will provide high resolution pictures to Lori to get those on the site.

-Debi wants term limits added on site with board members photos.

-Debi also asks Lori to add minutes on website.

-Chris would like NYRR club race (Ted Corbitt 15K) added to site and FB.

Beginners Group-Linda

-The Fall session ended with 52 total sign ups and 30 graduates at the Paramus 5K.

Linda had good volunteer support during the session and at the graduation race.

-Linda plans to create and send out a survey to participants for feedback and get some perspective from participants.

-Linda is planning several ways to advertise the next spring session. Some plans include, advertising with the Glen Rock & Ridgewood Community Schools, lawn signs, social media and a possible virtual 10K program. She plans to make the big push in January.

-The board discusses an informal six-week track training coached by board members to keep the graduates engaged in the club. Johnny Mac to work on the initiative.

-Laura V at Road Runner Sports has offered to allow the club to promote our beginners program in the store and there may be an opportunity at the Athleta store as well.

Sponsorship-Debi/Chris

-Debi spoke to Jerald Schragen and he has decided this will be his last year as the sponsorship Chair for the Ridgewood Run.

-Chris will schedule a meeting with Katie, Debi, Michelle C. and Jack to discuss new plans and opportunities for 2020.

Coaching-Debi

-Nick has reported that workouts are still going strong as we wrap up the season.

-Once the workouts are over, we will once again provide coffee and donuts at our weekly Saturday social runs. Debi will email board members and ask them to schedule themselves for the coffee pick-ups.

Membership-Ed/Lori

-The committee members are Gloria, Patti K., Mike Dunne, Lori and Ed.

-Lori has trained Ed, Patti and Mike on Runsignup and membership emails.

-Patti will be at the membership tent at races and help with engage beginners.

-Chris will write up a summary about the club incentives for NYRR so Lori can share that online to members.

-The committee would like to update the NJM brochure.

-Debi will meet with Ed to go over plans for committee.

-Michelle has been gathering info and requesting quotes for a new branded 10x10 tent for the club. Michelle suggests we move forward with the purchase from Dagmar Marketing as they were the most competitively priced and were highly recommended from a contact at the Redbulls. This purchase was approved by the board.

Running Buddies- Michelle

-Michelle B. to work on strategies to help new graduates feel welcomed into the club. Some being considered are:

1. Creating a Running Buddies program to pair up current members with new.
2. Post graduate social event or group run celebration with current members.
3. Host an open house highlighting a “what’s next” plan and presenting some info on upcoming races and events to get them to join in.
4. Implement a plan to help educate them on the history of the club, USATF club points and NYRR incentives.

-Debi asks Lori to send the email list of the beginners to her and Michelle so they can get this initiative going.

Awards-Debi

-Debi reports the committee has reviewed and adjusted and/or eliminated some awards to better represent the accomplishments of members.

Gala-Debi

-The gala will be held at Biagio's in Paramus on 1/26/20.

Debi would like all board members to be involved in the event.

Lori to work on getting the raffles and Michelle will work on giveaway/table décor.

-Debi will work on booking the photographer.

-Drew will work on check in table.

-The ticket price will remain the same for members (\$35) and nonmembers (\$40).

-Debi asks Lori to send out a Save the Date via email and Evite.

Community Relations Initiative-Michelle

-Michelle would like to heads up a CR initiative within the club. Although the club has a long and generous history of donating money, Michelle would like to see us do charitable work as a group within our community a few times a year.

-Some possible thoughts are volunteering as a group at a charitable race, clean up partnership with the county in the park, or holiday help initiatives.

-This initiative will be a team building exercise

-Michelle will do some research on potential areas of help and report back to the board.

Treasurer's Report-Norm

-The new year for NJM has started as of 10/01/19.

- The 2020 Championship Bid check was issued to USATF..

Misc.-Debi

-Cami Klein is continuing to pick up the mail from our PO Box.

All vote to have Debi remain as Madam President.

Debi makes motion to adjourn the meeting, all agree.

Meeting adjourned 9:34pm.

Next meeting 12/10/19 @ 7:00pm Friendship House, Ridgewood