

## North Jersey Masters Board Meeting 1/14/20

**Attendees:** Debi Brathwaite, Drew Coyle, Michelle Christensen, Jack Frame, Lori Kilmurray, John McCormack, Michelle Bellomo, Linda Ferraro, Norm Chester, and Ed Kavanaugh

*Board meeting called to order by President Debi B at 7:05pm*

*Debi makes motion to accept January minutes;*

*Jack second it, all agreed.*

### **Communication, Facebook & Website Update –**

- Meeting to be held on 1/23
- March 1<sup>st</sup> will be the next edition of the newsletter
- Look to promote USATF races like we did the 1<sup>st</sup> day 5k- email, fb posts

### **2. Merchandising -**

- Under Amour Running Store – we will open it up again
  - Consider a warmup outfit lightweight through UA – elastic waist; possible breakaway option
  - Calf sleeves as possible merchandise

### **3. Coffee Update –**

- Johnny will coordinate this effort

### **4. RR Coordinator update**

- The committee will be having a meeting on 2/10
- For all committee heads

### **5. Membership Committee –**

- Meeting was held Jan 6<sup>th</sup> with all members present
  - Ed will store the new tent
    1. We will select one race a month to put up our tent and market the club –
    2. First race River Edge
    3. Post Beginner Program – Michelle B will be the liaison and work with Linda
      - a. Discussed restarting the mentor program
    4. Ridgewood Run – send letters to finishers who have competitive times to see if interest in our club
    5. Incentives to keep competitive runners
      - a. National teams' fees will be paid by NJM – Norm to provided agreement

## 6. New Sponsorship Committee

- They are working on obtaining new sponsors
  - Possible have mile markers at the Ridgewood run
  - Sponsor Water stations
- Tom McCarthy advised the history of the committee information can come from Jim or Cheryl

## 7. Beginner Program –

- Advertising teaser was sent in the beginning of January
- (5) signups to date
- Linda created a new flyer, it was suggested to add non-profit to the bottom
- Linda looking to put together a former beginner committee to assist with marketing, distribution of refreshments and help with workouts.
  - Prior student is putting together a short video of the program
- Linda suggest adding a write up in the newsletter about NJM committees to encourage greater membership participation  
Some members that have a talent or express an interest in joining any committee.  
And adding to the newsletter the workouts are Tuesdays and Thursdays
- Jerry Yo of Next Level PT in Woodcliff Lake has offered to host an event on injury prevention.
  - Board agreed and Linda will promote the event

### **New business?**

– Girls on the Run

- They are looking for volunteers to assist this program and would include a practice 5k

**Next Board Meeting: 2/11/20**