

North Jersey Masters Board Meeting April 14, 2020

Attendance: Debi, Drew, Linda, Chris, Lori, Ed, Steve, Jack, Norm and Michelle C

Meeting called to order by Madam President 7:04pm

Debi: Motion to accept June minutes. Seconded by Jack.

All in favor.

March minutes are still unavailable: MB said, due to the Covid-19 virus

They will be available in January when she is allowed to go to her office

ED mentioned that currently we have 318 members and COVID-19 presently has a big impact on membership and also not able to offer the Beginners program. The Beginners' program usually brings in 85 – 100 members.

In May and June, 1,800 renewal emails were sent with a delivery rate of 92% with 11.5% success rate of renewal.

Madam President asked for list of members contacted that did not renew.

Ed will provide that information to Debi B.

A new brochure is ready to go; however, it still has the old waiver in it. Ed is waiting on the new waiver and once received he will work with Lori and send the brochure for revision.

Ed will be setting up a meeting with the membership committee soon

Sponsorship – Chris to speak with Katie to discuss how to approach people/businesses for money moving forward.

Moving forward we need to form a new sponsorship committee.

Lori said that she approve members for the Facebook page once she confirmed that they are current members

It was discussed that the Facebook rules should be highlighted first before inappropriate comments are posted.

Debi suggested forming a website subcommittee to update the website to replace old pictures with new ones and archive old announcements ETC:

Debi B, Lori, Linda, Ed and Steve R volunteer to form the website subcommittee

Debi will organize a meeting and get the ball rolling.

Merchandise - Lori still has the box of beginner shirts that she will drop off to Linda.

Singlets – Lori and Debi will speak about them

Treasurer – Norm reported the numbers are status quo and the coaches will be paid for their virtual workouts.

Linda commented on some people from the Beginners Program asked for a refund, while the others have not made a definite decision on what they will do

Linda suggested that we review all committees' job descriptions and recruit members from a diverse back group with different skill set and talent.

Debi B reported on Tuesday members will have a virtual workout from Coach Joel and on Thursday will be Coach PK's virtual workout.

Lori will schedule and send the virtual workout to our members from Run signup.

Madam President is requesting a website manual for NJM website

She would like to know how to make changes and learn a little more about the website.

Drew offer to send the information that he has.

Linda commented that we need a special marketing person and that we should be adding content to our social media on what we do for the community.

Drew and Jack term on the board will expire the last day of October.

All of the board members unanimously agreed that the Gala in January at The Biagio's Catering Hall should be cancelled due to the pandemic.

All of the board members are invited to the USATF annual membership on Sunday 09/27/2020: 2:30pm in Bloomfield

Meeting adjourned at 8:00pm

Drew Second it.

Next Board Meeting: October 13