Thursday, August 6:00 PM
Run Muskegon Board of Directors
at Muskegon Lake Nature Preserve
Meeting Agenda

I. **Routine Business:**

- **Calling to order:** 6:03 pm

- **Present:** Nicole Bush, David Engblom, Sidney Long, Rich Cater, Rachel Kent, Shirita Williams, Ali Brogen

- **Approve June Meeting Minutes**
  - **Motion:** Sidney Long **Second:** Rich Cater **Carries**: 7/0

II. **Committee reports:**

- ***Treasurer report***
  - Checking 16,511.97
  - Savings 23,786.30
  - Total 40,298.26
    - All is paid up at this point

- ***Race Committee***
  - Labor Day Community Walk (22 registered, $90 donated)
  - Can we match donations up to a certain dollar amount?
    - Like the idea of matching up to $250 to Life Align Recovery Ranch for Labor Day Walk donations.
  - Turkey Trot beginning stages set to go live September 8th, Race committee will meet after Labor Day Walk to finalize this information
  - We got to go visit Life Align Recovery Ranch. It was an amazing experience. They are thrilled we picked them to receive all donations.

- ***Communications Committee***
  - **Unconventional Spotlights" (Quarterly Concept):**
    - Focus on members overcoming health challenges/inflictions ("No Excuses").
    - Awareness Month Campaigns
  - **Ad Budget Request:** Proposing an increase to **$50 for Facebook Ads** for the upcoming *Labor Day Community Walk*.
    - *Context:* we currently budget $100 each for the Turkey Trot and

Shamrock Shuffle ads.
    - **Budget & Expenditures Summary**
        - **Total Annual Budget:** $450
        - **Current Expenditures (as of Aug 6):** $281.96
        - **The committee proposes** covering the $48 initial 1 year **WordPress/Domain fee** directly out of the remaining Communications budget. This will increase to $96 per year renewal

- ***Membership***
    - Looking to clear out remaining inventory for hats. Email membership to let them know what we have left.
    - Deck field trip last week, not many stuck around for The Deck, maybe do something different next year
    - No additional field trips planned at this time
    - Shoe donations starting up again this will be the 1st Wednesday of the month. Bring gently used running/tennis shoes
    - Looking to have someone lead stretching/warmups prior to the Wednesday runs
    - Flannel Run planned for the fall, ideas where this may take place
    - Add questions for newbies to RunSignup? “We can have a question(s). The answer can be an essay or multiple choice. Let me know what you guys want the verbiage to be and I’ll get it in there.”

- ***Scholarship Breakout***
    - Will meet in September once schools are back in session

- ***Coaching Breakout***
    - Sent emails to a list of people who showed interest from the survey of becoming a Run Muskegon coach. Sent 6 emails; 3 people replied.
    - One-on-one meeting with each of them this week:
        - **Michael Westerlund-** hand-on experience grandson’s team and helping out with the traveling team but never had a coach title. He is working with Teri to train for her first half marathon.
        - **Kelyn Celeskey**- some previous experience coaching and mentoring, lots of experience in running/competing.
        - **Marcos Valim**- Wants to help where he can. The older members to prevent injuries. Share his lessons learned along the way.
        - **Next step**: short meeting with the coaches and the 3 people whom I met with on Monday. Goal to have this completed by the end of August.

- ***Community Outreach***
    - Lots of summer events with new volunteers has been exciting!
    - Upcoming Events/Service Dates:
        - Dune harbor park fence post removal Aug 27th 8-10 people needed 5-7pm.

- Egleston story trail Sept 12th. 6 people needed
- Adopt a highway Sept 19th 10-20 people needed easier for all if we have over 16.
- Nature preserve invasive species cleanup date tbd
- Fall race expo date tbd (Possible Sept 16?)
- Cross Country Night at McGraft Park Sept 23rd

- ***Seaway Run Partnership***
  - Hosted a training camp follow up meeting
    - Good first year, had a few consistent participants
    - Will try again in 2027
    - Mike is currently not available to lead it next year - Huge shoutout to him and Marci for putting together a great program this year. Laying the groundwork for this program in the future.
    - Will look at some of our internal coaches to lead this in 2027

- ***Gift Giving***
  - Water Bottle Filler + Drinking Fountain Muskegon State Park at the entrance of Muskegon Luge. Proposal sent to board member via email
  - Shoes Program - Trufit (Still work to be done with this), not wanting to give up on this.
  - YMCA - Donation to Pendalouan $500
    - With 100 years of camping experience, Pendalouan provides quality programming dedicated to safety, fun, healthy living, and character development
  - Donation to Muskegon Bike Coalition-Repair bike for free, came from suggestion cards.
  - Uniforms for Mona Shores Middle School Cross Country -2026 season requesting $1,000

III. <u>Unfinished/Old Business</u>

- Funds for Muskegon High School Training Camp - @ Michigan Adventures. This was tabled for more discussion
  - Picnic lunch and snacks
    - Cost Overview
      - Adventure Park admission - $35/Person
      - Long sleeve performance shirt - $25/Person
      - Food and Drinks - $5/person
        - Subtotal = $65/person
        - 15 Runners x $65 per person = $975
- Google Platform Update (need a new domain)
  - Can't move forward with out a new domain approved for email
  - Need to gather stuff from Google for the domain to go active
  - Will move forward with this
- Thinking ahead to 2027–Sid will step down as President, let's start thinking ahead on this. How do we get interest in members to apply for the board? There

will be 4 positions up for re-election/election.
    - Start getting information out to members who want to run for a seat in Oct.
- **Tent**
    - https://app.tentcraft.com/quote/andy/a75UW000000J66XYAS-63837e618626868cd9f93f5629197d64c526927e2b9aef2915a8aa98182d5ea1
    - We can pick it up to save on shipping- located in Traverse City
    - 10x10 with 5 year warranty
    - 10x10 with lifetime warranty - Like this option, but need to make sure that board moving forward knows this is covered and how to take care of it. Where will we store this documentation?

IV. New Business

- Survey Results Review
- **Potential for a Group Run Leader Committee** - RRCA Offer this course, RunLead Badge Program, $25 it's a course to learn how "plan routes, manage group dynamics, promote safety, and foster inclusivity"
    - There is interest in runs outside of Wednesday night and it would be great to have people who feel confident and we feel confident in to lead them
    - As board members it's hard to be a group run leader, and governance leaders, and also members who just want to relax and have fun–sharing the load might be nice on Wednesday nights.
        - Sid will be putting feeling out to members
- **County Parks request** for Millage support-Can we do it? Do we want to?
    - A group involved in proposing a millage for our county parks, trails, and greenways has asked if Run Muskegon would consider writing a letter in support.
    - Commissioner Email Sample Text.docx, 20260320_MAPGC_takeawaymaterials.pdf, Muskegon County Funding Support Letter DRAFT 02202026.docx
    - Bylaws excerpt, "No part of the net earnings of the Club inures to the benefit of, or is distributable to, its members, trustees, officers, or other private persons; except that the Club may pay reasonable compensation for services rendered and may make payments and distributions in furtherance of the purposes set forth in Article II. No substantial part of the Club's activities can be the carrying on of propaganda or otherwise attempting to influence legislation. The Club may not participate in nor intervene in, including the publishing or distribution of statements, any political campaign on behalf of any candidate for public office."
        - **This can be done as individuals <u>not as a Club</u>**
- Bylaws "membership" rephrasing to include youth if we are talking about specific programs like "Kids Run the Nation"
    - Let's discuss the potential of updating this section.
        - We can add something into the bylaws - non voting member, waiver for under 18, member of Kids Run the Nation for 3 months.

V. Public Comment

The purpose of this meeting is to conduct Run Muskegon Business. There will typically be no attempt to comment or give answers at this meeting. Public who wish to make comments are invited to make their comment at this time in the meeting. Each speaker has a maximum of

three (3) minutes to address the board. Inquiries requiring a response will be referred to the Board President in the cases where contact information is provided.

- Tom Willi from the Muskegon Lake Nature Preserve - asking for Run Muskegon to help mitigate invasive species. This will require pulling Purple Loosestrife
- Also asking for help putting up fencing around Microforest, all materials are present just need the help with putting it up. This can be done in the fall. The Maintenance team at MLNP are 4 men over 70.
- Going to build Yurt on property, again needing help putting the Yurt together. All materials have been purchased from a Michigan (Lansing) company. Comes in sections for installation.

- **Action Items:**
    - The race committee has used up their $10,000 budget on Shamrock and Labor Day Walk (2026 Shamrock was the biggest profit to date totaling $13,531). It may seem like we use a lot of money but in reality we don't use any, we only make it. We are making a motion asking for up to $2000 for Turkey Trot expenses and yearly city permits.
        - **Motion:** Rich Cater **Second:** Sidney Long **Carries**: 7/0

    - Motion for sponsoring Muskegon Cross Country students to attend camp. $1,000 to support 15 runners in attending camp.
        - **Motion:** Shirita Williams **Second:** Rachel Kent **Carries**: 7/0

    - Motion for a one time donation to YMCA - Camp Pendaluan for $500 (online donation)
        - **Motion:** Shirita Williams **Second:** Sidney Long **Carries**: 7/0

    - Motion for a one time donation to Muskegon Bike Coalition for $250 (online donation)
        - **Motion:** Shirita Williams **Second:** David Engblom **Carries**: 7/0

    - Motion for$1000 to Mona Shores Middle School Cross Country team for uniform expenses in 2026 season.
        - **Motion:** Shirita Williams **Second:** Rich Cater **Carries**: 7/0

    - Motion for the purchase of a water fountain at Muskegon State Park found at the entrance of Muskegon Luge & Adventure Park for $4,239.89
        - **Motion:** Shirita Williams **Second:** Nicole Bush **Carries**: 7/0

- Motion to increase budget for club tent purchase to $3200, this will help with covering lifetime warranty.
    - **Motion:** Nicole Bush **Second:** Shirita Williams **Carries**: 7/0

- Motion to match donations up to $250 for Labor Day Walk that will be given to Life Align Recovery Ranch
    - **Motion:** Rich Cater **Second:** Sidney Long **Carries:** 7/0

VII. **RunSignUp news** NA

VIII. **RRCA news:** NA

IX. **Announcements:** NA

X. **Adjournment:** 7:28 pm

Upcoming Meetings

August 17 Outreach Committee @ 6:00 PM Norm's Icecream Causeway

September 7 Race Committee after Labor Day Walk @ Pigeon Hill

September 8 Board Meeting @ 6:00 pm @ Pigeon Hill

September 10 Membership Committee @ 5:30 PM @ Pigeon Hill

October 14 Communication Committee @ 7:30 PM (Post-Run) @ Pigeon Hill

October 22 Board Meeting @ 6:00 pm @ Pigeon Hill