Thursday, March 26th 6:00 PM
Run Muskegon Board of Directors
at Odd Side Social Brews
Meeting Agenda

I. Routine Business:

- Calling to order at 6:04pm
- **Present:** Sidney Long, Nicole Bush, Shirita Williams, Rich Cater, Rachel Kent, David Engblom, Ali Brogen
- Approval of February meeting minutes:
  - Motion: Sidney Long Second: David Engblom Carries 7/0

II. Non-Routine Interlude

- Potential Fall Event/Community Collab - Mike Resterhouse (5-10 minutes)
  - Wednesday September 23 run the course after conference meet Muskegon Public host @ McGraft Park
    - Muskegon, Mona Shores, Reeths-Puffer (local schools)
    - Run Muskegon host refreshment table?
    - $200 for refreshments
    - Opportunity for people to donate for the Cross Country Team
    - Run Muskegon provide some bodies for this year (6-10 volunteers for HS meet)
    - Have an event for the Run Club to participate in after HS race (6:30 pm)
    - June 1st have a decision on our participation
    - Outreach committee will start to organize around

III. Committee reports:

- ***Treasurer report***
  - All shamrock purchases are processed and reimbursed
  - Checkings: 21,474.51

- Savings: 23,736.32
- Total: 45,210.83

- ***Race Committee***

  Shamrock Shuffle was a success!

  The Race Committee will take April & May off before starting the cycle over

  Shamrock shuffle financial breakdown

  TOTAL INCOME $23,759

  TOTAL EXPENSES $10,228

  TOTAL PROFITS $13,531

- ***Communications Committee***
  - Committee met on February 18th
  - Had a new individual attend committee (Nick Sima)
  - Decided on member roles
    - Tom Runner Spotlight
    - Lindsay Socials
    - David Website
  - Ask about Purchase of a tripod for taking photos on phone ~ $20 on Amazon
  - Promoting Get to Know Your Members beyond running idea
  - Next meeting April 18 @ Coffee Factory 10:00 am

- ***Membership***
  - Music Bingo (March 18th) — I think this went over well! I think we'll do another one in the future, with a few tweaks.
  - Foot & Ankle event was March 23rd, was a success Dr. Kotzeva wants to partner more with our club for future events and sponsorship
  - Spring Race Expo (April 22nd) — Membership Committee will again run the member raffle at the expo. Roles are assigned (David/Renee on tickets, Bill as MC, Pam on gear, Sid on giveaways). Raffles happen after race speeches.
  - Spring Cleaning Gear Swap (April 15th) — Announcements starting next week. Need 1-2 volunteers to stay with items during the run.
  - Destination Race Planning — Committee is exploring a group trip (Ragnar/Bourbon Chase in October is the frontrunner). Renee is gathering info; next step is gauging member interest and potentially sponsoring team shirts with the Run Muskegon logo.
  - Mental Performance Workshop — A Zoom call with Kevin Guzzo is being scheduled to explore a potential workshop for members. Could be a strong member value-add.
  - CPR Class for Members — Sid is looking into this and reaching out to Neal Fitness. Worth the Board being aware of the liability/safety implications.
  - New Member Benefits Under Consideration — Ideas on the table include complimentary race entries, a t-shirt/pin on signup, automated race discounts via RunSignup, and drink tokens for volunteers/challenges. Board input on budget or feasibility may be needed.

- 2026 Programming Pipeline — Committee is planning pop-up runs, field trips, and 1-2 seminars (nutrition, injury prevention, yoga, strength training). David is coordinating with Joe on nutrition and injury content.
- Gear Inventory — Ali and Renee are taking ownership of tracking club gear (hats, visors, buffs, etc.). Good to have visibility on assets.
- Runstrong Returning (March 24th) — Open sessions, no sign-up required. Structured park workouts may also return with better weather coming.
- Next meeting is April 9th, 6 pm, at Odd Side Social Brews (Fruitport)

- ***Scholarship Breakout***
  - Committee met on March 22 to decide on scholarship recipients
  - Utilizing the Rubric we have decided on all 4 will receive a portion of the $3000 allotted to Scholarship committee
  - 2 will receive $1000 and 2 will receive $500
  - Committee will continue to indefinitely suspend the Run Muskegon Scholarship due to no GPA attached to Promise Money
  - Committee will ask that we continue to offer $3000 for continuing the Jen VanderStelt Memorial Scholarship each year
  - Looking at May 27th to be the date to honor recipients at Run Muskegon

- ***Coaching Breakout***
  - One-On-One Members has been very successful
  - Coach Corner would be hearing from the coaches
  - Tips- Wednesday Run Group/Facebook from coaches
    - Stretches, something led by the coaches
    - April 8th 1-2 coaches to give some tips before we go out on a run

- ***Community Outreach***
  - Use this form to sign up Adopt a highway April 11
  - Race Expo April 22nd
  - Coffee of the month for April @ Coffee Factory

- ***Seaway Run Partnership***
  - Seaway Training Camp
    - Two training tracks: Beginner and PR Seeking
    - Mike R. writing the plans and the camp
    - May 5th - June 23rd
    - Seaway providing marketing content, registration platform, waterbottles
    - Run Muskegon provides funding for coaching (if approved) and volunteers to help lead the training runs.
    - No Sign-ups yet!

- ***Gift Giving***

    - Sponsorship-Paczki 5K Dash/Walk -April 25th for $250
        - Consideration of sponsoring 4 races @ $250
    - Wednesday 7:30 pm - meet/greet Gift Giving (Event to learn about committee)
        - Pizza
        - Beer
        - Come here what we do
    - Tru-Fit- Schools shoe donations (Mike is working with Scott from Tru-Fit to try to get connected to do something different for next school year)
        - Voucher program with Tru-Fit to go to the schools
    - Meeting on March 30th, at 6 pm, Pigeon Hill
    - Bucket every Wednesday night for a suggestion = beer ticket
        - Allows to give ideas on gift giving opportunities

- ***Kids Run the Nation (Paused until 2027)***
    - Looking into independent insurance agencies that specifically provide insurance for youth sports camps.
    - Will look into adjusting our bylaws wording in 2027 so we can be insured under RRCA for such events

IV. Unfinished/Old Business

V. New Business

- Survey - many committees have mentioned creating and sending out a survey to members. Align on a single survey with multiple sections to avoid survey fatigue and better participation. Decide on the following:
    - Committees that will provide questions
        - Gift giving, membership
    - Date to send survey to membership
        - Mid May
    - Date that questions are “due” to compile the survey
        - Questions due May 1

- Google Workspace-Discussion
    - Ali shared this proposal to migrate to Google Workspace
    - Discussion of Google Workspace:
        - Advantages
        - Questions
            - Will all our current data transfer/merge?
        - Concerns
        - Work required
            - Need to start by requesting a non-profit account
                - Rachel and Ali completed this

        - Need tax ID
        - Start with the runmuskegon.gmail
            - Done, submitted the request using the email account
        - Run Muskegon Domain included
    - Project Manager
        - Ali B. will take charge of this

- Independent Decision Making - Discussion of the decisions that are appropriate for us to make as committee chairs or officers without board approval.
    - Make routine operational decisions within a defined scope
    - Approve small expenditures within a preset limit
    - Manage program execution (events, communications, membership tasks)
    - Oversee volunteers or sub-projects
    - Draft policies for board approval
    - Maintain documentation and report progress

- There has been an ask about Run Muskegon Race tanks by purchasing Zoot Merchandise to have by Seaway Run time, the ask also includes if we would allow non-members to purchase these?
    - Willing to open store up soon for all to get Run Muskegon Gear not just Members
    - Zoot Store will open by Wednesday, April 1

VI. 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.

- **Action Items:**
    - Adopt Google Workspace
        - Motion: David Engblom Second: Ali Brogen Carries 7/0

VII. RunSignUp news

VIII. RRCA news:

IX. Announcements:

X. Adjournment: 8:00pm

Upcoming Dates to Remember:

Gift Giving Monday, March 30 6:00pm Pigeon Hill
Membership: April 9th, 6:00 PM @ Odd Side Social Brews (Fruitport)
Adopt a highway: April 11th
Spring cleaning Gear Swap: April 15th
Communications Committee Meeting: April 18th 10:00am Coffee Factory
Spring race expo: April 22nd PH post run
April 23rd Board Meeting 6:00 pm Pigeon Hill
Outreach meeting: April 26th 2pm Aldea
Race Committee no meeting until June 7 3:00 pm @ Home Town Creamery