

ITC Board Meeting

Present: Dave Carothers, Heidi Dubberke, Cindy Korbol, Traci Messner, Mike Olson, Matt Evans, Paul Wagner (Presiding), Mike Olson (Recording)

Wednesday, January 7th, 2015; 6:30 PM at **Pizza Plus, 208 S. Barstow St., Eau Claire**

1. Approval of Past Minutes (Paul W., 5 minutes)
2. Treasurer's Report (Cindy K., 5 minutes)
 - Current balance \$13,421.34. Cindy K. provided a year end summary which resulted in an operating loss of \$5,302.82. It was a year of a number of expenses, investments and upgrades to equipment which made up the loss. Waiting for money from Mylaps, won't have final numbers for the Frigid until the race is closed in the system per Dave C.
3. Frigid 8 /Thermal 3 recap (Brian M., 5 minutes)
 - Brian not present. Paul W. reported 160 were pre-registered with a total of 215. Nice weather attributed to good turnout. All expenses have been paid per Cindy K.
4. Membership/growth initiatives update (all, 10 minutes)
 - Free singlet with membership offer going until 1/15/2015
 - Further publicity for this?
 - 50 renewals and 5 new members came in from the membership campaign.
 - A discussion was held about the cost of membership, if there could be a "free membership option". Matt Evans suggested the possibility of membership levels, one being free and then an option for paid membership. Should we have a \$5 discount for new/free members. We could potentially grow our membership by having free members, full membership would then include a newsletter and other bonuses. The hope would be more free members might mean more members at our races.
5. Banquet on Sat. January 31st (Traci M., 5-10 minutes)
 - Speaker set. Looking for door prizes. Give away free race certificate for the race series. Need MC.
6. Awards – need to move quickly if getting awards by banquet; can take nominations for few days to week, put up vote page for a few days to week; still have time to order awards before banquet (5-10 minutes)
7. "Partnering" with UW-Eau Claire distance running class and Eau Claire Marathon/Half for spring build-up run series (5 minutes, Matt E.)
 - Training plans done for both distances. Mix of both students taking the class, ITC members invited to run with them as well. Marathon will also promote. Encourage any ITC runners to come over to Haas at 8:15 starting on January 27th.
8. Possible involvement in City Running Tours? <http://cityrunningtours.com/crtlocations> (Dave C., 5-10 minutes)

- Definite interest. Not sure how frequent requests might come in. Potential small revenue source, fun for members. Use the Saturday group. Dave will get more information.
9. Increased need for VP, future President (Paul will be out of country for August – November meetings) (Paul W., 5 minutes)
- Need someone to run meetings while Paul is away. We need to find a VP within our membership. Mike Olson could take on the agenda, we will figure out facilitation.
10. Trailer Management (10 minutes, Tom L.)
- Might have a buyer, waiting on Tom Langley
11. Old and new business (5-10 minutes, if needed and if time)
- Newsletter: Need submissions. Deadline next week by 1/15/2015.
 - Spring Fever Mike O. : Plan to keep same course, distances and model from the year before.