



## ITC Board Meeting

Present: Dave Carothers, Cindy Korbol, Traci Messner, Mike Salm, Emily Blaskey, Paul Wagner (Presiding), Mike Olson (Recording)

Wednesday, February 4<sup>th</sup>, 2015; 6:30 PM at **Pizza Plus, 208 S. Barstow St., Eau Claire**

- Approval of Past Minutes (Mike O., Paul W., 5 minutes)
- Treasurer's Report (Cindy K., 5 minutes)
  - Current balances: Checking, \$12,930.91 Savings, \$3,476.71
  - Revenue came in from my laps on Frigid
  - Website change will reflect Cindy managing equipment rental
- Announcements: (Paul W., 5 minutes)
  - Membership/growth initiatives update
    - 161 singlets will go out to members, 16 new members thus far
    - More online renewals this year than paper
    - Approximately 141 paid to date, tracking ahead of previous years
    - Singlets will be distributed on Saturdays at Owen park, can also be picked up at Spring Fever, contact Paul Wagner to make arrangements
  - ITC Water Stop at Eau Claire Marathon (mile ~25.5) on Sun. May 3<sup>rd</sup>
    - With the rerouting of the race we will have a new location this year. John Q. will coordinate
  - Possible small trailer sale
    - Currently Tom Langley is negotiating sale. More to come in the next meeting.
- Banquet recap (Traci M., 5-10 minutes)
  - 15 registered on site people onsite
  - 73 paid actual 67
  - Generally perceived as a success, positive feedback on location, food, bar arrangement
  - Traci will look into booking dates for next year at the same facility

- Possible involvement in City Running Tours? <http://cityrunningtours.com/crtlocations> (Dave C., 10 minutes)
  - Dave, explored further based on last meeting recommendation he found Eau Claire is not big enough to be on the main list.
  - We may be able to be placed on a separated list separate list
  - Dave will get more information on the details and make recommendations
- ITC Awards analysis, possible changes – very few nominations this year, some categories not awarded (Paul W., 10 minutes)
  - Challenges to the current system were discussed including no repeat winners for five years, lack of nominations, work associated with voting and lack of voting.
  - The board along with a couple of members at large possibly Chris Huse will begin to analyze results and pay attention to local races. Starting in July the board and these members will begin conversations regarding what they are observing in the membership. It was agreed that performance at races was a factor but not the only factor for determining awards.
  - Mike Olson moved that “The ITC board will become the nominating committee and will determine the winners in award categories with the exception of the Hall of Fame. The board will actively seek feedback from the membership at large and consider that feedback as part of the decision making process. Mike Salm seconded and motion passed on a unanimous vote.
- 2015 Race Series (Mike Salem, 5 minutes)
  - Several new races on the series with a goal of assuring membership outside of Eau Claire will have access to races. Some of the new races include:
    - Karner Blues Black River Falls
    - No more Eleva
    - Fall back trail run
    - Oz Run
- Spring Fever (Mike Olson, 10 minutes)
  - The Altoona PTO approached Emily Blasky about the possibility of a 5k race in April to support the building of playground equipment.
  - The board is exploring utilizing the Spring Fever for possible collaboration on this effort.
  - Emily and possibly Mike Olson will meet with the PTO on February 10<sup>th</sup> to discuss further.
  - Mike Olson will report back details to the board.
- Possible 2 tiered membership (free and unpaid) to engage more people in club (Mike Olson)
  - Brain Stormed possible ideas that would include a free membership level and a paid one.
  - Ideas included the paid level would be provided with a newsletter.
  - Paul was going to ask Wade Z. about the possibility of a wheels discount as a bonus for membership.
  - Dave C suggested a third level that would include all races and possibly a singlet.

- Mike Olson will draft an outline of what the tiers could look like
- Newsletter Ads (Traci M.)
  - Traci will investigate and look further.
- Old Business
  - Emily B was approached by the Chippewa Valley Theater Guild to help with a benefit race. It was agreed by members present that it was not a race in which ITC could collaborate.