

**INDIANHEAD TRACK CLUB MEETING**  
**WEDNESDAY, APRIL 4<sup>TH</sup>, 2012**  
**V.F.W. HALL, 1300 STARR AVE., EAU CLAIRE**

**Members Present:** Wade Zwiener, Fred Hable, Karen Schoenrock, Cindy Korbol, Wayne Linderman, Mike Olson, Mark Wise, Jessie Podolak, Mike Weiser, Tom Stephens, Dave Carothers, Barb McKinley, Adam Smit and Heidi Zielke

**The meeting was called to order at 1830.**

**Spring Fever:** Anyone that is willing to learn the timing system should arrive at 0730 and bring a laptop.

We will have a membership table at the Spring 6 and 2. Wade will man this. It was felt that this was a good way to increase membership and interest in the club.

Work on the new membership forms is currently in progress by John.

We will send out e-mail entry forms to people who have previously participated in our races and provided their e-mail addresses on the entry form. We will provide people who do not want to receive these e-mails with a way to unsubscribe at the bottom of the form. It was felt that this was a good way to get out information on our races to a group who has shown interest in our club and races in the past.

Wade will pick up the ITC banner for our finish line.

Members again discussed having entries into a drawing as a way to encourage members to participate. Gift cards? Free race entry? No real consensus reached.

**Timing:** Jessie discussed results from the group that discussed timing.

It was suggested that there be 2 separate teams for timing. Each will have a leader to direct the timing and will oversee all positions within the team. They will also update the software systems, and coach an “apprentice leader”.

The apprentice leaders for each team will shadow and assist the leader and be willing to assume leadership responsibilities in the future.

There will be a finish line point person.

There will be data entry people (3 per race). These people should have good computer data entry and typing skills.

Mike Salm and Dave Carothers will be our team leaders.

Jessie stated that it took approximately 30 to 45 seconds to input one entry.

The group discussed direct entry into the computer for same day entries vs. filling out an entry form.

The group also felt overall that we needed more experience timing before we provide this service to others.

Wade suggested a good opportunity for learning about timing on April 28<sup>th</sup>—Get in Gear in the Twin Cities. He said it was fun to run and would be a good way to shadow the timing system.

It was also suggested that we do a Saturday “mock race”, where members could practice set-up and timing and have a few thrown in added “glitches” to work on problem solving.

It was also felt that the club needs to establish requirements for using the timing system, looking at the “overall picture”.

**Other race considerations:** Is it still worth putting out flyers at other races and at local businesses since it is such a challenge to find people to get them out? It was felt this is still a good way to get the word out.

Should we raise the price for our race series entries? It was noted that we have a significantly lower cost than most races. It was also discussed that low prices encourage higher numbers and that the economy is still stagnant. No real action at this time. More input needed.

Other advertising suggestions including: sending notices home in children's folders from local schools, provide "out of the box" advertising such as at Festival Foods, Subway, McDonalds, Gordy's, ITC singlets, hats and other merchandise for members to wear at other races.

**Roadside Clean-up:** ITC will be performing community service road-side clean-up on Thursday, April 12<sup>th</sup> at 5:30 p.m. Trash bags and safety vests will be provided. Bring your own gloves if you wish to use them. Paul will send out a reminder by e-mail.

**Water Street Mile:** Discussed doing the timing for this race, but came to the conclusion that ITC is in no position to time this related to the extremely close, photo finish times.

**Tortoise and the Hare:** Tina, Fred and Karen met at another time to discuss possibilities for this summer's Tortoise and the Hare. Discussed a couple of options: Use Hobbs—bike trail, bathrooms. Good to keep parking/registration in one place. Stay at Demler Park: need porta-potties as they have only one bathroom. Do registration at the YMCA, encourage people to park there and walk to Demler.

Motion made by Mike and seconded by Tom to do registration at the YMCA, start at Demler Park and end at Carson Park. Carried.

The kids run was discussed at it was felt that it was important to make this a family friendly event, but that you can't build a race around a kids run. Families will have to make arrangements like they did last year in regards to running, handing off their children, coordinating grandparents etc.

Much discussion regarding day of the week that the race should be held. Consensus was that it should continue to be held on a week night opposed to the weekend. The club will reconsider if attendance begins to fall.

**2012 Mini Track Meets:** Adam and Wayne

Will be held Tuesday, June 12<sup>th</sup> and Tuesday, July 31 at the Chi-High High School Track. Registration starts at 5 p.m. and the meet begins at 6 p.m. Races include: predicted mile, 400 meter, 3200 meter, 800 meter, and Medley Relay.

**Race Series:** Mike Salm

Discussion items included the following: Listing standings in the newspaper, Press releases for races, discounts for ITC members to all series races since we are really helping them/promoting their races. It was agreed that all should be pursued.

**Newsletter:** Discussion was held regarding the newsletter and the new e-mail format. Everyone agreed that it looked great and saved significant \$\$\$. Wade expressed concerns that most of the newsletter was written by 2 people and suggested that we eliminate the "deadline" for the

newsletter. Discussion was held and it was felt that if there is no deadline, the newsletter would not get done. Also discussed issuing a password for members to see the most current newsletter on the web site as the newsletter is a “sell” for membership. A couple of members volunteered to help submit material for the newsletter.

**ITC Picnic:** The picnic has experienced poor turnout for the past few years. Discussion was held in regards to when and where to hold this event. The most popular suggestion was to do it after a race. Tortoise and Hare was suggested, as was Beer and M&M’s run. No consensus on date, but it was felt a fun run followed by the picnic would be a good approach. Will table to next meeting.

**Eau Claire Marathon:** Sunday, May 6<sup>th</sup>. We will be in the same spot as last year. We will put our banner up at the water station to help promote the club. Marathon organizers indicated that we are road marshalling as well??? Tom will clarify.  
Let Tom know if you will help at the marathon.

**Girls on the Run:** Remember that ITC is a GOLD Sponsor for GOTR-Eau Claire County. The Eau Claire County Run will be held on Saturday, May 12<sup>th</sup> at Owen Park at 10:00 a.m.

**Meeting Site:** Some members expressed concerns regarding the current meeting location including noise levels, menu offerings/lack thereof, smoke etc... It was agreed that we would return to our previous meeting location on Water Street.

**The meeting was adjourned at 2005.**

**Next meeting: Wednesday, May 2<sup>nd</sup>, 2012m at Dooley’s on Water Street.**