



ITC Board Meeting Hooligans, 415 S. Barstow Street, Eau Claire, WI  
Wednesday, May 4, 2016 6:30 PM

Traci Messner, Presiding

Attending: Paul Wagner, Kate Lee, Sydney Chin, Greg Ellingboe, Matt Evans, Heidi Dubberke, Dave Carothers, Debbie Konkol, John Konkol, Cindy Korbol,

- Minutes from last meeting: Dave C motioned to accept minutes, Greg second.
- Treasurer Report  
Quiet month, paid bills for Spring Fever. Checking Account: \$18,308.86. Savings account: \$14,814.85, Spring Fever \$5400 revenue, \$2000 expense approximately
- Spring Fever Wrap Up: John and Debbie Konkol  
260 registrations, 60 day  
Discussion regarding whether a porta potty is needed at the half way point of the 10k.
- Marketing Research Class: Sydney Chin
  - Opportunity for to partner with the students at UWEC in their marketing class for the research project.
  - Sydney will get in touch with the instructor and pass it on to the club as she will be moving to Ohio.
  - Class works exclusively with non profits.
  - Matt Evans and Kate Lee who are at the University volunteered to be a connected. Semester long project. Will send out an email once she has more information.
- Race Promotion
  - Conversation about our races not connected to a charity. How to promote the fact that we are involved with local the local community.
  - Should we have a something on our webpage that makes clear our role in the community?
  - Could we create a press release related to the trail marker to make people more aware of the clubs contributions.

- Marathon Expo:
  - Good experience think we should do it again? Had drawings for free races.
  - Another successful year for the marathon water stop very busy.