



ITC Board Meeting Minutes - Draft

Wednesday, July 1st, 2015; 6:30 PM at **Pizza Plus, 208 S. Barstow St., Eau Claire**

Attending: Board members Dave Carothers, Heidi Dubberke, Cindy Korbol, Traci Messner, Paul Wagner (presiding and recording, with help from Dave C. and Heidi D.), and Mike Salm. Also attended by ITC members John and Debbie Konkel, Kate Lee, Jake Nash, Sydney Chinchanchokchai, and Justin Patchin.

1. Announcements (Paul W., 5 min.)
 - a. Reminder to publicize Track Meet (Tu 7/21)
 - b. Kate Lee helping with email/FB publicity; send copies of anything to publicize to her at mainah_13@yahoo.com as well as to Paul
 - c. Dave C. and Cindy K. reported that MyLaps mistakenly sent us extra money which we thought were race receipts, and we have to repay MyLaps approximately \$2000. This will not be a problem as the received funds have not been spent.
2. Tortoise and Hare races (Th 7/30) (Heidi D., 5 minutes)
 - a. Heidi reported that registration count is still low, but multiple people feel that registration will pick up significantly as the date gets closer and the weather becomes apparent. Board members and others will help publicize this race as they can.
3. Summer Pancake Breakfast (Sa 8/15) (Traci M., 5 minutes)
 - a. Davis Dogs will be preparing pancakes. Traci reminded board members to publicize this and encourage attendance, as ITC is paying for 100 people minimum at \$3/person.
4. Request from Emily Blaskey, working on inaugural CV Theater Guild Rock N'Run benefit race on September 12th, 2015, to include ITC logo on race materials (and thus consider ITC as a sponsor) given that several ITC members are helping plan this race and ITC volunteers will be requested. (Paul W., 15 min.)
 - a. Dave Carothers made a motion to grant ITC sponsorship of the Rock N'Run race in exchange for the soliciting of volunteers and publicity, which could include getting ITC membership information to their runners and publicity of training/group runs. Paul Wagner seconded this motion, discussion ensued re: allowing ITC and Emily to work out the publicity issues at a later date, and the motion passed 5-0.

- b. Tom Langley made a motion to make an exception to the regular ITC trailer use policy for the Rock N'Run race. Dave Carothers seconded this motion. After discussion, the motion was approved 5-0.
- 5. Issues/proposal re: trailer/timing policy (Tom L., Paul W – new issue, table to next meeting?)
 - a. Tabled to August meeting.
- 6. Brainstorming and general input re: future activities and directions for ITC (open discussion, 1 hour)
 - a. Many ideas were suggested by those present:
 - i. Weekly runs open to all ITC members and prospective members
 - 1. Sat mornings, similar to spring marathon build-up runs
 - 2. Weekday evening once a week with beer/social time afterward
 - 3. Do a timed training run, make water and gel available
 - ii. Theme runs once per month
 - iii. Incentivize volunteering
 - 1. Give points, perhaps as part of Race Series or for separate prizes
 - 2. Volunteering for 4 events gets you a special t-shirt
 - 3. Free race entry for volunteering (at least for runners; maybe something else for non-runners)
 - 4. \$10 gift certificate to volunteers
 - 5. Could build cost of gifts to volunteers into race structure, or pay for it out of general ITC fees as marketing
 - 6. Make a better experience for volunteers; e.g. give them a race volunteer t-shirt as many other races do, give them free food, hold a party for them
 - 7. Enter into drawing for larger item at end of year like bicycle or trip to destination marathon; entry given for each time you volunteer
 - iv. Do additional advertising
 - 1. Volume One, Leader-Telegram
 - 2. Boost Facebook posts
 - 3. Partner with local breweries (e.g. Lazy Monk, Brewing Projekt)
 - 4. Sydney C. is a marketing professor at UWEC, may be able to have a class work with ITC to develop marketing strategy
 - v. Set up a Couch-to-5K training session
 - 1. For T&H is ideal, but may be too late this year
 - 2. Possibly for Carson 10M/5K?
 - 3. Need for clinics on running basics
 - 4. Several people favor doing a combination of information plus a run after (talk and do), perhaps to implement ideas from talk where applicable
 - vi. More advanced clinics
 - 1. Speed work
 - 2. Cross training
 - vii. Have events in other ITC areas, not just Eau Claire