

Indianhead Track Club Board Meeting
October 1, 2014
Children's Museum of Eau Claire
220 S. Barstow, Eau Claire, WI

Members Present: Paul Wagner (presiding), Wade Zwiener, Traci Messner, Dave Carothers, Cindy Korbol, Matt Evans, John Qualheim and Mike Olson (recording)

Minutes for July and August approved

Treasurer's Report

- Annual report submitted
- Checking \$8262
- Savings \$3474
- Total: \$11,736
- Picnic 25 people in attendance
- Tortoise and Hare: Made about \$300.

Miscellaneous

- Board Member vacancy still exists (VP/next president)
- Question about the location of the meeting - should we move it to a more public space? Need to find possible places. Pizza Plus suggested. Traci will contact about availability.
- Notice should go out to entire membership on meetings.

Carson 10:

- Dedicate event to Brian Amundson, Cheri Uelmen.
- Registration concern over mylaps, should we go to a different registration software? Should we use the Active.com account for races?
- PA system: No plans to purchase for now, will try to rent or borrow.
- Same course as last year
- Agreed to provide Boy Scouts with a portion of registration fees
- Table for Carson 100th

Membership Growth:

- Overall issues (core agreement)
 - Need new active members to perpetuate ITC
 - Need to both get new members and retain them
 - Need to increase value/perceived value for ITC members to stay

- ITC Membership and Publicity Issues
 - Free or reduced-price one-year ITC membership to those running other races (e.g. Biggest Loser)
 - Consider higher-priced membership, giving something in return (e.g. singlet, t-shirt, cap, running log)
 - Possibly allow choice of item, if can get counts in advance and make them cost-effective
 - Make a bigger differential between ITC member rate for ITC races and the non-member rates
 - Have an option to sign up for an ITC membership through each online ITC race registration page
 - Invite all ITC members to ITC board meetings
 - Go back to meeting in a public-friendly place (various restaurant-bars)
 - Push harder on publicity and membership (e.g. handing out membership brochures each week at clinics/build-up runs), generate more publicity for all of the things we contribute to the running community
 - Advertise: “help us support local running”
 - Evaluate current events (e.g. picnic, banquet) for interest to members, change if needed
 - Idea: combine Beer and M&Ms run and club picnic?
 - Increased support for new runners (clinic on hill/interval training suggested in past)
 - Further discussion of possibility to change club name (concerns raised about both “Indianhead” and “Track”, and/or in the meantime find a way of advertising ourselves in a way that includes more general terms (running/jogging) rather than the more limiting “track” per modified ITC logo.
 - Start a true “couch to 5k” clinic that concludes in the Tortoise and Hare Run, with a fee would cover an ITC membership and training or ITC racing T, and with one or more weekly runs and coaching.
 - Have kids runs with each race, and perhaps on a more frequent basis (e.g. every Tuesday night before Owen Park band event)