

## **Santa Fe Striders (SFS) Board of Directors (BOD) Meeting**

Tuesday, February 12, 2024

Attendees: Don Brown, Loretta Dodson, Vinnie Kelley, Therese Trujillo, Helen Wang, Ben Shulman, Sheila Van Cuyk, Svati Narula, Jenny Day

Start: 7:00pm

End: 7:52pm

Track Workouts: Need to pay a bill, outstanding from 2022. Perhaps have a lower rate and give discounts to students? Loretta will meet up with Peter to discuss. Loretta will be in Santa Fe starting February 27.

Meeting Minutes: Therese motions, Jes seconds to accept meeting minutes.

Treasurer's Report: Nothing surprising, SFS balance is down on year but we're mid-way through executing the Corrida. The Snowshoe grossed over \$2k before the donation to Search & Rescue, we need to decide how much we want to donate. Last year we donated \$2.5k, but we had less participation this year. Don thinks we need to hold back. Santa Fe Public Schools is asking for \$487 for track rental. Rental is \$200 for new timing system, which we're trying out. It's supposed to arrive the Thursday before Corrida, and Don plans to test it at Thursday run. Jes motions to accept, Sheila seconds to accept Treasurer's Report.

Promotional Postcards: Ben sent some suggestions (thanks, Ben!). We plan to use at expos or with sponsors. Key things: website, mission statement, nonprofit blurb. 4"x6" postcards, pricing options at 500 count or 1000 count.

Unfinished Business:

- St. Johns College participation in Corrida – they couldn't secure funding for student runners, so they won't participate. Maybe next year.
- Memberships – Memberships are at 206 for 2024 so far. 2024 membership list. We kept people who haven't signed up yet for the 2023 list. Should we add an auto-renew feature?

Snowshoe Classic: Is now a good opportunity to set a standard amount we hold back for SFS from each event, or do we want to have a flexible amount? Sounds like we'll stick with a flexible amount. Don recommends we hold back \$750 for SFS, so the Search & Rescue would receive \$1250. Don motions for \$1250, Jes seconds \$1250, no one objects. Whitney may race direct next year with Ben Shulman's help. Loretta will give her some time to think about it and then reach out again. Whitney starts planning in September, so we need to know before then. Don suggests perhaps we could turn it over to Search & Rescue to run with SFS support?

Corrida de Los Locos: Not sure how many registrants we have (51?).

Santa Fe Run Around: The Cupid Run was this past weekend on the same course that is being proposed for the Santa Fe Run Around – not clear if that was successful or not. Also looking for race support options different than last year due to issues. Sheila will circle back with state employees, too. They were talking about supporting the race in terms of awards or other things. Received waiver from District 2 Rep, which is \$700 for permit for Run Around!

Timing Systems: Leaning towards the Atlas system because it's half the cost and adequate capabilities.

Running Festival: Working on that, possibly promoting it more and get more runners for that event.

Race Director Handbook: Communication with Race Directors so that the RDs and BOD are on the same page, Loretta will send out for Board Members for review. Focus on open lines of communication.

Commercial Partnerships: We officially have a partnership with Santa Fe Athletic Company, Loretta will send out an email announcing this to our members. This will be another benefit of being a member. We're also possibly working with StretchLab, which would be a 10% discount and a group stretch before a Thursday evening run. Loretta will promote the Santa Fe Athletic Co first, and then promote StretchLab at a later date to space those out.

Safe Sport Certification: Just about everyone has done this training that needs to (group run leaders).

Strider of the Year Criteria: There's nothing that's written down about the metrics we're looking for in order to be Strider of the Year. Svati will write it up if there's a separate meeting where she could receive inputs from others. Therese and Sheila will help. Loretta feels like she's received mixed messages about who is eligible and who is not eligible (example: are BOD members eligible?).

Santa Fe Runner-Friendly-Community: Loretta has been pursuing this with other BOD members, she got information about the Outdoor Recreation event that Mary and Ben attended; it wasn't the perfect fit for SFS, but still worthwhile to know that it exists. March 4 at 3:30pm is next meeting. Ben says that the Outdoor Recreation event was mostly a networking event for people that work in the OR industry.

Garbage Cleanup Event: Stephen tried to organize a post-run garbage pick-up event, but it was too snowy. Loretta thinks we should pursue this.

Passwords Update: Loretta thinks we need to update and change our passwords for security. Don brings up that ~20 people access our email account, and we need to be thoughtful about logistics and communication if we change the password. Complications with two factor authentication is another consideration.

Rugby Collaboration: Possible use of concession at field, and possible interest in collaborating on youth engagement activities. Loretta may meet with Santa Fe Rugby Club president Eric Schmierer to discuss.

Caja del Rio Trail Runs on Memorial Day: Ben spoke with race director.

Personal Beacon: All set up! Still need to coordinate with email to set up payment, allow for users. Don will pay for it directly.

Olympic Trials: Loretta was there and said it was incredible! It was clear how the heat took its toll on the runners based on how many runners dropped.