

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

Monday, November 4, 2024

Attendees: Jenny Day, Loretta Dodson, Ben Shulman, Helen Wang, Don Brown, Sheila Van Cuyk, Jes Wood, Therese Trujillo

Start: 7:02pm

End: 7:52pm

Meeting Minutes: Review of meeting minutes from September that Jes sent out. Did we time the Angel's Kitchen Run? No, we did not. Motion to accept minutes by Don, and a second Ben.

Treasurer's Report: From Don, balance is up ~\$5k for the year, most of that is due to the race Loretta directed in the summer. The Big T is finalized, except for amount we owe to the Forest Service. Before donation, Big T grossed \$13,700. Roughly \$11,200 was donations, most of that corporate donations. Donations were up a lot! At some point we need to decide what to donate to Wings of America. At a minimum, we should donate all of the donations. Perhaps round up to \$12,000, and we'll net a small profit for the Club. Unanimous vote to approve the \$12k donation – Jes moved to approve and Sheila seconded. Don will drive down to Albuquerque to present the check to Dustin. Motion to accept minutes by Ben, second by Jenny. For the SFS email vote to donate \$2,500 to GOTR following the Run Around, yes votes were received from Therese, Svati, Jenny, Helen, Don, Ben, and Sheila.

Race Results System: We opted for their new system, and the new system is not available yet. They think it might be after Snowshoe. We can do Snowshoe manually, but it's a little tougher and less fair for runners because they start in a long, slow, single-file line. The problem with renting a system is that it costs \$100 to ship it back to Boulder, CO. The holdup is getting the new system chip approved by the US race sanctioning organization. Worst case, we can do Corrida manually. We definitely need the new system for Run Around. If it still isn't approved in the new year, we should pivot to the old system.

Membership Report: From Ben, not a ton to report, not many new members. We're at 339 members compared to 313 members last year. And we've moved the system to where if people sign up now, they'll get membership through 2025. And some automated aspects, like welcome email from Run Sign Up. This is stuff that used to be manually done by Loretta and Ben. On December 1, members will send a renewal reminder.

Google Workspace: Ben signed us up for the nonprofit Google Work, which means we won't have to pay the \$15/month fee. There's an option of having individual "Santa Fe Striders" accounts, which might be useful for group run leaders. Ben has set up his own email account, which has been advantageous for him to customize the tool for his needs. The main drawback of giving people accounts is that it's just one more thing to manage. Sheila previously created a "Santa Fe Run Around" email account, and this may be a good one to transfer over to the formal club account. Perhaps we have each race have their own account? Action item for those interested in an account: Email Ben, and he will help you. [benshulman@santafestriders.org](mailto:benshulman@santafestriders.org)

Google Ads: We have \$10,000 of Google Ad to spend for free! Ben set up a basic account/ad for the Santa Fe Striders that triggers on group running if you're searching for New Mexico

running, etc. We could also advertise for specific races if we'd like to. One more way to connect with people, and it's at no additional cost to the club because it's included with our nonprofit Google Work account. The ads are very customizable, which is a little overwhelming. It would be terrific to connect the ads to our SFS website. One more avenue to get word out about SFS and our races.

Template for Race Directors for Post-Race Feedback: Done sent this out for Big T. The feedback was interesting, all over the place with opinions (cotton vs. tech shirt!) and very helpful. People love the race. It's located in the Google Docs SFS page. Ben also created a feedback form for SFS club, to solicit information from current club members. Ben wants to create a forum to help members connect with each other, and he is hoping to use the feedback in order to create this discussion forum. Ben will send this out after the holiday party.

Holiday Party: How about the alcohol? Don votes that we go with Kelley Liquor, and we'll add a dollar for each drink to help defray the cost (will probably need additional subsidy from Club to cover full cost). Loretta is leading holiday party, and Jenny is doing decorations. Loretta is looking into linen rentals. Jenny and Loretta will meet with Vanessa and get that all straight. Last year we gave out gift certificates for group leaders. Do we still want to do that? Last year we did, \$25/card. Have a small decoration at each table, and one person at random will get to take the item home. Is there something running related that would be exciting to take home? The only thing Jenny could think of is some sort of cellophane thing that has running stuff in it, like gels or Stroop waffles. If anyone thinks of anything, reach out to Jenny. In the past, Melissa sent out our Evite. Can Ben do this?

Runner Friendly City: Loretta has the plaque, finally heard back from City, December 4 from 11-1 is when this is going to be celebrated. The plaque will hang at the Running Hub. Loretta will arrange a presentation prior to the Thursday night Group Run.

Scholarships: Therese is thinking about giving money towards a different scholarship? The scholarship is an athletic scholarship, it is not academic and it is not financial aid. We'll wait and see what proposal she has. Therese wants to supply 11 pairs of running shoes twice per year to high school runners. Collaboration with The Running Hub. Possibly consider financial need, a team vote, etc. Therese will donate to support. Therese will write up a proposal for that.

Strider of the Year: Nominations should go to Svati. That committee will meet, and then their selection will be submitted to the BOD.

#### Races:

- **Big T**: Don says the Big T went pretty well. One of the elements he really liked are the photographs, Kevin and Ben took photographs, and that was terrific. We'd like to continue growing that race. Maybe adding a longer distance? Don had a run-in with the Forest Service cop, didn't have the permit on him, a pedestrian said that we didn't have a permit, but we actually did have the permit. Don sent him the permit two hours later, and it was fine. Porta potties were good, but parking was a mess. A bus would be really problematic.
- **Snowshoe**: 17 in-person registered races and a few virtual.

- **Corrida:** Registration is open, Loretta applied for permit, Stephen Sweezey is race director, and it's March 1.
- **Run Around:** Jenny has agreed to be race director, May 3 is the confirmed date. There are two permits, one for the rail yard and one for the trails. Carol Davenport has resigned as an instructor for running class because she's been leading for 20+ years. We'll be looking for a new instructor for 2026 and beyond. The route is defined by the City. Sheila and Jenny will meet later.
- **Running Festival:** Loretta applied for the permit, and RRCA cross-county championship for 2025. The land acknowledgement and commitment to DEI was very helpful.

Desert Sage Track: Initially they were going to tear everything down, but now they are going to retain some element of current infrastructure. Loretta is going to send a letter to the Santa Fe New Mexican and others to help advocate for family-friendly city, maintaining the track.

Elections: Don and Sheila have resigned from the board. Does Don know if Carey Harper is interested in being Treasurer? What Carey said, "I would like to be a very 'light-touch' Treasurer and not be involved in other elements of the BOD." He's a strong "maybe" at this point. Possibly need a new Secretary, too. Does anyone have any people that would be interested? No one spoke up, so maybe we aren't aware of interested folks. Email votes on this?

New Business: Loretta is meeting with Joanna on November 26 about promoting Santa Fe as a running-friendly destination. Jenny will be there as well. We need to double up on issues like helping with races. That's important so that if something happens, or someone steps down, at least someone knows what is going on with the event/initiative. Club will end up with a positive balance for the year, open for a vote for membership to decide what to do with the money we have.