

New Orleans Track Club, Inc.



General Membership Minutes
Knights of Columbus Hall
6254 Vicksburg St.
February 10th, 2014 – 6:30 p.m.

Board Members Present: Geoff Rose, Liz Lotz, Pat Driscoll, John Wilson, Lauren Jewett, Tim Priest, Nicole Muriithi, Charlene Brinkman, Ross Shales, Don Quintana, J.J. Waguespack, Aaron Croy, Matt Greco, Ken Vicknair, Brendan Minihan, Jr.

Staff & Board Members Absent: Jennifer Neil (Radecker), Andrew Bouck

General membership meeting was called to order at 6:38 P.M.

John Wilson, Vice President, led Pledge of Allegiance

Opening Remarks- Don Quintana, President

- Goal: Ensure the long-term financial strength and sustainability of the NOTC. With that, our organization can continue to be a leading promoter of running and walking as a path to healthy and fit lifestyle
- How do we do that?
 - Grow and reengage our membership: improving through our communications
 - Partnerships with the community: highlight what we do for high schools and youth programs
 - Respect for the past with a passion to try new things: building a nice after-party and create a fun atmosphere for family and all participants, bringing in sponsors

Financial Review: Tim Priest, Treasurer

- 9 races and 7 months into the financial year
- 1,219 memberships, 2,300 members total
- 511 new members from July through January
- \$632,422.60= total assets

Social Media/Communications Review- Lauren Jewett, Secretary

- Many changes have taken place over the last year
 - Annual survey in April 2013 to get membership engaged in voicing their ideas and opinions
 - We have another annual survey that is currently open and closes on February 14th. Please encourage friends to take the survey so we can

hear input. We have about 500 people who have completed the survey so far.

- We are sending Constant Contact emails every 7 to 10 days.
- We are trying to engage membership and potential new members through Facebook, Twitter, and Instagram.

Grand Prix Review- Matt Greco, Member-at-Large, Grand Prix Chairman

- Varsity Sports is the Grand Prix sponsor for 2014
- Scoring for Grand Prix is completely automated now
- New and improved features:
 - Easier entry point
 - 6 races- mainly shorter events (we found that in past Grand Prix years, there was too much overlap with Long Distance Championship Series)
 - Unique give-aways at each race (in lieu of shirts)
 - Al Briede race: hats
 - Greek Fest: socks
 - Father's Day: shorts
 - Anniversary: gear bag
 - Tipitina's: shirt
 - Oktoberfest: singlet
 - Every race is in a different location in New Orleans
 - Mix of evening and morning races
 - Drop your lowest score

Membership/Volunteer Review- Charlene Brinkman, Volunteer/Membership Chairwoman

- Charlene thanked volunteers and sponsors for coming out to our party on Sunday, February 9th, 2014.
- Charlene explained that we are trying to organize more frequent volunteer/sponsor appreciation parties to continue to show NOTC's support for them. There will be a party coming up in June or July. Volunteer of the year awards will be given at this June or July party. The award will be named in memory of Louis Schultz, former NOTC board member.
- Mail-in entries for membership renewals are handled by Charlene. Charlene told members to talk to friends and acquaintances and encourage them to become members again.

Questions:

- *Footprints* magazine and hard copy mailings:
 - Don Brinkman inquired about the status of the *Footprints* magazine and concerns about preserving a tangible part of NOTC history. Don Quintana explained that we would like to get it off the ground again, but in terms of priorities, printing *Footprints* was not considered by the board (or from feedback in the 2013 survey) as the most urgent or pressing need for the club. Don Quintana remarked that we would also like to see *Footprints*

become more of a quarterly issue. Richard Briede encouraged defraying costs of printing the magazine by reaching out to medical professionals, doctors, etc. who help write the articles.

- Ken Vicknair explained that there is still a need for hard copies of registration forms and mailings to get out to our members, especially those who are not consistently using e-mails and social media.
 - Julie Schmidt noted a decline in mail-in registrations.
 - Don Brinkman suggested submission of our activities and events to *The Advocate's* running section. He praised our advertising in *Louisiana's Health and Fitness Magazine*.
- Member brought up concern about NOPD communication, in relation to road closing and parking for Greek Fest in 2013. Don Quintana explained that NOPD costs and communications have been a challenge for the club.

With no further business, the General Membership Meeting adjourned at 7:29 P.M.

Respectfully submitted by:

**Lauren Jewett
NOTC Secretary
March 10th, 2014**