



GENERAL MEMBERSHIP MEETING MINUTES

6254 Vicksburg St
New Orleans, LA 70124

Wednesday, June 15th, 2016– 6:30 PM

- Call to Order:** Lauren Jewett called to order at 6:45 PM.
- Pledge of Allegiance:** Pat Driscoll
- Treasurer's Report:** Overall, the Club's activities are comparable to last year and meet our budgeted expectations. We had 18 races this year compared to 17 races last year. We dropped one race and picked up two others. One of the races added was the special Katrina remembrance run where we gave all our net proceeds, \$12,127, to community organizations. In addition to this amount, another \$69,824 of our race proceeds were returned to the community. This totals \$81,951 of community support. In addition to the community support mentioned above, the club directly supported area youth running with \$8,791 of services, scholarships and events. The Club continues to provide our members with benefits including free for members runs and discounted race entry fees. We have added an additional member run this summer. Come out and run for free. Also, our race registrations start as low as \$10. Register early (and often) and get your discount! Finally, please make it a goal to volunteer. The Club needs your help. If you cannot volunteer the Club is a 501(c)(3) organization and donations are tax deductible.
- President:** Lauren recognized past presidents, Hall of Fame members, sponsors, volunteers, and current NOTC board members and staff/interns. She also acknowledged Reginelli's for donating the food for our meeting tonight. She discussed glows (positives) and grows (areas and opportunities for continued growth) over the past year for the club. Specific glows mentioned were: 1) race growth and increased participation from year to year at events such as Greek Fest, Ole Man River, and Turkey Day; 2) communication and marketing efforts such as social media, press releases, and videography to build awareness about the club; 3) member engagement and involvement through volunteering at races and committees; 4) 88% satisfaction with our events as evidenced by annual survey results; and 5) Jennifer's growth as a Race Director. Specific grows discussed were 1) developing a strategic plan to plan for NOTC's future; 2) expanding community outreach and building a repertoire of talented individuals who can help lead the club in the future; 3) preserving and respecting traditions of the club while still being innovative; and 4) financial planning. Lauren explained that the club is constantly mindful of how costs of race production have changed over the past ten years and that we sometimes cannot do things in the same way as we have previously done. She mentioned that NOTC is exploring dynamic and unique strategies such as increasing sponsorships, partnerships, club memberships, and race participation to grow income and sustain ourselves for the long haul.
- Lauren mentioned that our by-laws committee, chaired by Charlene Brinkman, worked very thoroughly over the past year on revisions to our by-laws, which were last revised in April 2011. Charlene gave some brief background on the by-laws revisions process and recognized all the members of the by-laws revision committee. The by-law committee chairperson briefly summarized some of the revised sections and articles to the bylaws. Charlene moved to accept all the proposed revisions to the NOTC by-laws. The motion was seconded. No further questions or comments were made. Lauren led the voting procedure. Motion carried.



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Race Director Report: Jennifer thanked the members for their attendance at the meeting and dedication to NOTC. She recapped the races over the past 6 months. There has been continued growth in race participation over the past several months.

Race	2015	2016
Bursting With Speed	416	592
Big Easy, Big Heart	574	725
Greek Fest	1,100	1,300

The Al Briede Gold Cup will celebrate its 50th anniversary in 2017. The 53rd Anniversary Race training program for beginner and intermediate runners is currently underway. Jennifer highlighted upcoming races including Spillway, Anniversary, Turkey Day, and Ole Man River. She expects to have bigger turnouts than in 2015. She also noted race courses which had to change in anticipation or as a result of construction projects.

Nominations/Elections Committee: Candidates for Vice-President and Member-At-Large gave their 2-minute speeches to the general membership. Jim Marsalis explained voting procedures and general members cast their votes for Vice-President and 7 Member-At-Large positions.

Communications: The NEW runNOTC.org is now up and running. Features of this new website include a mobile friendly layout that makes it easier to navigate from wireless devices. Also, registration for events from mobile devices is also easier. The homepage contains direct links for content that people access the most, including upcoming races, photos, and results.

Facebook is THE place to get the most current information and announcements about NOTC races and events. RSVP to Facebook events for races to get notifications on mobile devices, and invite friends on those events to drive participation.

The main driver of traffic to NOTC social media pages continues to be post-race photo galleries of participants on-course, crossing the finish, and at the post-race party. Nicole Muriithi has been the sole person responsible for taking hundreds of photos at events, editing the photos immediately following events, and sharing on Facebook through event galleries. The time spent on photos amounts to hundreds of hours that translate to hundreds of like for our social media pages.

Race Walking: Pat continues to build awareness through coaching and clinics. She has hosted several local and regional clinics. Encourage interested people to contact Pat.

Membership: Charlene mentioned an express line will be used at upcoming Summer Series for those who present their membership cards. Volunteers are encouraged to sign up online.

Partnerships/Sponsorships: Casey thanked the committee for all their help. He also thanked race sponsors and recognized the local specialty running store.

Hall of Fame: Finalists will be recognized at the 2016 Anniversary Race.

Scholarship: Nicole thanked the scholarship committee for working to select the 2016 recipients. There were eight (8) applicants and four (4) were chosen. Checks will be awarded at the Father's Day Race.



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2016-2017 Board of Directors

Election Results:

Executive

At-Large

President: Lauren Jewett
Vice President: Fred Ruckert
Secretary: Alison Briede
Treasurer: Kim Blaise

Charlene Brinkman George Melichar
Pat Driscoll Chad Rice
Jason Joubert Casey Urschel
Sylvia Kamp

Adjournment:

Meeting adjourned at 8:31 PM