

ZOOMERS SOUTHWEST FLORIDA RUNNING & TRIATHLON CLUB

Minutes from the Meeting held on March 2, 2016

Meeting called to order at 6:30 PM.

Present: Ed Gillen, Dug Stetter, Marti Stetter, Don Fialka, Dave Pierce, Stephanie Jimenez, Sherry LaBree, Tina Elkins, Pat Vasquez.

Guests: Joan Morgan and Ed Morgan.

Quorum was present.

President's Report - Ed Gillen:

- Nothing new to report.

Secretary's Report - Stephanie Powers:

- February minutes were emailed. Treasury report needs to be amended. February minutes were approved by unanimous consent, with the stipulation that the Treasury Report be corrected.

Treasurer's Report - Sherry LaBree:

- Opening balance \$29,034.46. Receipts \$3,073.54. Expenses \$3,284.18. Closing Balance \$28,823.82.
- Moe's Terrier Trot Report - Income \$9,368.42. Race Expenses \$4,337.22. Charitable Donation to PCMS \$3,031.20. Total Expenses \$7,368.42 (including race event expenses and charitable donations). Zoomers Net \$2,000.00.
- Treasury report will be filed. Moe's Terrier Trot Report will be filed.

Membership & Marketing Director's Report - Marti Stetter:

- Total w/families: 259
- New members: 1 single, 2 family, 3 with family members, 0 student
- Renewals: 2 single, 0 family, 0 student
- Total Single: 64

- Total Family: 58, with family members 100
- Total Businesses: 10, with families 19
- Total Students: 8
- March Totals: 140 single, 259 with family members, down 5 single and down 10 with family members
- Membership Report will be placed in the minutes.

Vice President's Report - Pat Vasquez:

- Scholarship update - Pat has made attempts to contact the three athletic directors at Lemon Bay, Port Charlotte and Charlotte High by email and/or phone.

Race Coordinator's Report - Ed Gillen:

- Valentine's Day Report: Dug reported that it was a great day. \$1,641.00 will be donated to the Young Marines. We were hoping for 20, then almost 50 people registered day of. We held it at Boardwalk Tony's at North Port. Several free runs were raffled off. Thanks to Dug and Marti for putting it on.
- Zoomers 20th Anniversary Run: We discussed this last month. Ed contacted Babcock people and they said yes, we can hold the event there. There is a group discount for parking. There is plenty of room for parking. Planning on Sunday, April 24th.
 - o Tina addressed Food Truck issue - Gator John wants a guarantee of 200 people or \$1500. Kerry Nelson says she charges them to be at her events. Ed said he was thinking of just having a cake and then depending on how many people come just doing a potluck. Group consensus was to focus on beer and cake and then consider a potluck for the rest.
 - o Run Sign Up - Dug suggested a \$5.00 sign up, plus the \$2.50 fee. Sherry mentioned that the idea last time was to say that we had a nominal fee so that we could have an idea for numbers and shirt sizes. Dug suggested that we charge \$10.00, absorb the \$2.50 sign up fee, and that would cover the cost of shirt.
 - o Shirts - Sherry spoke with Harbor Graphics - a Zoomer Sponsor - they can do purple tech shirt with white screen printing, a logo on the front and the sponsors

on the back \$7.50 a piece. Shirts are gender specific. Sherry is looking for suggestions for the graphic. Please email her with any ideas. Will need to let Harbor Graphics know 2 weeks in advance.

- Group consensus - Walk, Bike, or Run for \$10.00 - you get a 20th anniversary shirt, beer and cake. BYOF (Bring Your Own Food).
 - Parking - the cost will be absorbed by Zoomers.
 - Next steps - Dug and Ed will work together to create a flyer.
- Ed reports that he has put in to reserve the park for Trick or Trot for Oct 22nd.

Webpage Director's Report - Don Fialka:

- Update on new website development - Don reports that it is still being worked on. We are no further than we were last month because he was out of town. We were hoping to see a prototype at the end of February but that didn't work out. There is nothing we can do at this time because this is a donation of his time. New time frame is as soon as possible.

COMMITTEE REPORTS

Race Series Adult Committee Report - Tina Elkins:

- Tina reported there are no issues. Pat fixed the spreadsheet so it has automatic math. There have been a few new entries into the series. She is sending it out at the end of the month. Tina reports that she has access to run sign-up so she is checking to make sure no one in the series membership lapses. Now when the membership is about to expire it pops up and she send a reminder.
- Tina also reported that she is considering a mid-season get together of some kind to try to do something just for them to try to entice others to become a member and enter into the Race Series. Ed indicated he thinks that is a great idea, should bring it to the committee and then if they want to go forward bring it back to the board. Sherry said that she would opt back into the race series if there was some sort of incentive, and others may too.

Race Series Kids Committee Report - Todd & Tally Carpenter:

- Ed reported that they were told to submit a report if they could not be present and they did not do that. Last time he spoke with them they indicated everything was up to date.

Pat indicated that if they can't do it anymore the Race Committee could take it back and with a full committee would be able to handle it and the committee members agreed.

ACTION ITEM -- Ed will talk to them and see how they want to proceed.

Special Event Committee Report - Tina Elkins:

- Nothing to report at this time. Looking at what to do for the end of year award party - considering a cocktail party/dinner with dancing. If anyone wants to organize some kind of event between now and then please feel free to present it to the board.
- Tina will put a poll out on Facebook to see if people want a cocktail party or a brunch.

New Business:

- Logos - Don recommended that the club look at the various logos that we do have and that we should key in on one type of logo and use it all the time. Pat indicated that we are not a national club and we are just looking to be recognized. Dave indicated that he agrees that we need a logo and we should pick one of the ones that we have. Sherry said that it isn't that expensive to have a graphic designer re-do the graphic. Pat suggested we add a swimmer under the M in Zoomers. People were hesitant to let go of the bubbles from the original logo. Joan suggested that we use the bubbles with the swimmer that we are going to add in. Group liked this idea. ACTION ITEM -- Dug will work on it and send it out. Sherry suggested that we address this before the next meeting so that we can use the new logo for the anniversary items. Group agreed.
- New Race Series Multi Sports Report - Pat reported that he has worked on putting together a series for multi series. Provided a list of the triathlons he is considering. Would require a minimum of 2 and maximum of 6. Group discussed that this would be part of the annual awards ceremony. Ed pointed out that this will be an expense to the club. Pat made motion that we have Multi Sport Race Series. Stephanie seconded. Passed by unanimous consent. List of races:

o Escape from Fort Desoto	4/16/16	Ft Desoto
o FGCU Eagle Sprint Tri	4/17/16	Ft. Myers
o St. Anthony's Tri	4/24/16	St. Petersburg
o Ft. Desoto Tri Sprint & International	5/7/16	Ft. Desoto
o Cape Coral Yacht Club Sprint Tri	5/14/16	Cape Coral
o Storm Challenge	5/22/16	Sarasota

○ Naples Fitness Challenge	6/5/16	Naples
○ Heartland Tri Sprint & International	6/19/16	Sebring
○ Navy Seal Tri/Du Sprint & International	6/25/16	Sarasota
○ Ft. Desoto Tri/Sprint/International	7/9/16	Ft. Desoto
○ American Sprint Tri and Du	7/10/16	Naples
○ Englewood Triathlon	7/16/16	Englewood
○ Siesta Beach Tri Sprint/International	8/6/16	Sarasota
○ Ft Desoto II Tri Sprint/International	8/20/16	Ft. Desoto
○ Venice Tri	9/3/16	Venice
○ Siesta Beach Tri Sprint	9/24/16	Sarasota
○ Ft Desoto III Sprint & International	9/24/16	Ft. Desoto
○ Christmas Tri Sprint and DU	12/18/16	Naples

- Don reported that he talked with some people about insurance for triathlons. Pat indicated that he has tried to call both USAT and Storm about this and will keep trying. Don will give Pat Steve Butler's direct number.

Old/Unfinished Business:

- Marketing Discussion: Draft Marketing Plan is attached to the minutes.
 - General Discussion re Marketing Plan: Don said that we have been working through the plan addressing various portions of it already. Tina reported that she spoke with a non-runner about why would a non-runner join? Her friend indicated that she would join if there were things in place that would help her run. Things like podiatrist to talk about how to care for your feet, a chiropractor, or a Galloway Running Coach. Ed Morgan mentioned that the race discounts are a huge incentive to join. Ed stated that one way to get more discounts is to have more of our own events. Sherry indicated that she does not think that we should compare ourselves to other running clubs because they are larger geographical areas. Pat stated that numbers will help in getting discounts.
 - Geographical Area: Ed presented the question - what is our geographical area? Group consensus was - Punta Gorda, Port Charlotte, North Port, Englewood, Venice.
 - Discussion of reasons to join Zoomers: Tina indicated that at some point we have to make things members only, to entice people to become members. Gave the

example of having early sign up to get half off for Trick or Trot for members only.

- Discussion of Press/Spreading the word about Scholarship: Don indicated that we don't have a designated person to send out press releases. Dug stated that he thinks we need a person to contact the guidance counselors at the local high schools. Tina asked if the scholarship can be advertised at YMCA. Ed asked the group - How big can we become? Ed said that we were at 300 before and group indicated that we think we can get back there.
- Discussion of the tent: Don has been advocating for a tent for years. Pat stated that when he first started he did not know people and it was hard to meet others and a Zoomer tent would be a good way to bring people together. Discussion about where we would store it and who would set it up. Pat made a motion to buy a 12 by 12 tent, with a purple top with the new logo on all 4 sides. Stephanie seconded. Motion passed unanimously. ACTION ITEM -- Once we get a logo, Ed will look into ordering it. Discussion about putting it out to the group that if they are going to an event and they want to take it they can.
- Discussion about marketing plan will continue on a month to month basis.

Meeting Adjourned at 8:33PM. Next Meeting April 6, 2016 @ 6:30 PM, dinner at TBD.

DRAFT ZOOMERS MARKETING PLAN

by Ed Gillen, President *(last revised 1/25/16)*

What does Zoomers Southwest Florida Running & Triathlon Club mean to you? How do we stand out so that people decide to spend their time and money joining our club? If they join, how do we create a strong club, one that members want to continue to associate with (renew) and, more importantly, be active in? A marketing plan will assist our club think through these questions and will guide our future actions.

WHAT IS OUR MARKET?

Before we approve marketing strategies, it may be a good idea to determine:

- Who our market is? (demographics)
- What geographical area we serve?
- Are we looking to expand or contract this geographical area?
- How big can we become?
- How big do we want to become?

MARKETING STRATEGIES

ONLINE SURVEYS

To understand who makes up our membership, why they joined, how satisfied they are with the club and its activities and what other activities and programs members would like to see, Zoomers will:

- Draft a membership survey
- Use an online surveying tool (e.g. Survey Monkey) to find the answers.
- Draft an online exit interview with members who don't renew to find out why they left.
- Use same online tool to conduct the exit "interview."
- Data provided guides future action.

BUSINESS CARDS

To allow club/leadership to distribute “how to contact” Zoomers, Zoomers will:

- Design a club business card.
- Purchase 2,000 cards for at least one year’s worth of packet stuffing, tabling, officer use, Chamber of Commerce meetings, etc.

WHY JOIN (RENEW) ZOOMERS STATEMENT

To serve as a reminder to current members to renew and to assist members/leadership in recruiting new members, Zoomers will:

- Draft a ‘Why Join Zoomers’ Statement. Statement will be posted on social media sites (web, facebook, etc), publications, etc.

ZOOMERS TENT

To increase visibility at our own events and/or events that we are invited to attend (waterstop, vendor area, etc.), Zoomers will:

- purchase a tent that will include logo, name, etc. Tent can serve as a gathering point for members to meet at events to drop equipment, inclement weather, etc. and for leadership/membership to promote club at other community events.

NEW ZOOMERS WEBSITE

*Knowing that a website is the first place that prospective members, event registrants and current members will go to first to learn about our club and upcoming events, and: knowing that having **and maintaining** a dynamic and interesting web site is critical for distinguishing our club; Zoomers will:*

- Work with a web designer to implement a new website by June 2016.
- Board members and members will provide input to current club website director.

FACEBOOK

Knowing that social media may allow quick distribution of information and sharing by members and non-members, Zoomers will:

- Utilize Facebook to promote club events, membership benefits, etc. 'Zoomers' would be prominent in the Facebook promotion.
- Zoomers will purchase targeted ads on Facebook. Ads will point FB users to Zoomers website (membership) and Zoomers events.

SCHOLARSHIPS

*To promote that Zoomers provides an annual scholarship to a local recipient **who is a member**, Zoomers will:*

- Create a high school athletic department database of names, telephone, fax and email addresses.
- Draft and issue a press release to this database, local media outlets and on Zoomers social media sites announcing application process, as well as eventual recipient.

NEWSLETTER (The Finish Line)

To provide an opportunity to highlight our club and its members, as well as provide a regular vehicle to communicate with members, Zoomers will:

- Publish a monthly all digital newsletter highlighting programs and events, our purpose and how to contact leadership.
- Use newsletter to seek input from members.

COMMUNICATION FROM PRESIDENT TO MEMBERS

To provide a regular reminder to members of the value provided by the club, Zoomers will:

- Have the President send an email blast to all members at least once a month, and if necessary, more often.
- Have President write a monthly column for the Finish Line newsletter.

GROUP EVENTS

To provide an opportunity for members to meet each other, network, socialize, and share experiences, Zoomers will:

- Establish a calendar of 'Zoomers' group runs, swims, cycling events at various locations within our geographic area.
- Publicize these events on Zoomers social media sites.

EDUCATIONAL PROGRAMS

Knowing that classes and workshops can improve our visibility in our community and attract members; and providing an opportunity to have members and non-members gather to learn more about the sports they are involved with (a chance to "talk" about doing rather than actually "doing"), Zoomers will:

- Establish a series of educational programs or less formal workshops that brings in subject matter experts, many from our own membership, on a variety of topics related to running, swimming and cycling.
- Contact local media regarding topic and speaker
- Use social media to promote programs.

RACE EVENTS PUT ON BY ZOOMERS

To highlight our mission to our market and to aid in the financial stability of the club, Zoomers will:

- Present three events for 2016 and four events for 2017.
- Contact local media (newspaper, radio and TV stations) to publicize race events.
- Use Zoomers social media, newsletter, email blasts, etc. to publicize race events
- Seek sponsorship of race events from community.
- Provide opportunity to financially assist local groups that support our mission.

RACE EVENTS PUT ON BY OTHER CLUBS OR COMMUNITY GROUPS

To highlight our mission to our market and to assist local groups that support our mission and to be an active member of the community we serve, Zoomers will:

- Review requests of support by other clubs and community and vote as board prior to responding as a club (request for water stops, vendor at post race event, financial support, etc.)
- Actively reach out to community to offer our support to the efforts being undertaken by these local groups.

RACE SERIES

To promote the achievements of members, Zoomers will:

- Create an adult race series ...