

Zoomer's Meeting February 3, 2016

Meeting called to order at 6:30 PM.

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

Guests: None

Quorum was present.

President's Report - Ed Gillen:

- "Thank You" to Tina for the lovely awards banquet. Praise received from many members.

Secretary's Report - Stephanie Powers:

- Dec minutes have not yet been approved. Review of January's minutes and review of January's action items.
- Imagine School to be presented on March 10th at the Imagine School Awards banquet (Dug) {ACTION ITEM}
- No corrections to January minutes made. January minutes were approved by unanimous consent.
- December minutes approved by unanimous consent.
- Tina to put a link in newsletter for members to access minutes.

Treasurer's Report - Sherry LaBree:

- Opening balance \$26,683.74. Receipts \$3,778,36. Expenses \$1,427.64. Closing Balance \$29,034.46.
- Moe's Terrier Trot 5k- financials should be closed out by March 1st
- Zoomers to receive \$2000 max or 50/50 split to if net is less than that.
- Sherry to send Ed an estimate on Moe's Terrier Trot financials. [ACTION ITEM]
- Treasury report will be filed.

Membership & Marketing Director's Report - Marti Stetter:

- Total w/families: 269
- New members: 4 single, 3 family, 6 with family members, 0 student
- Renewals: 7 single, 0 family, 0 student
- Total Single: 68
- Total Family: 61, with family members 107

- Total Businesses: 8, with families 17
- Total Students: 8
- February Totals: 145 single, 269 with family members, up 4 single and up 3 with family members
- Membership Report will be placed in the minutes.
- RunSignUp: the changes seem to be catching on and there is some energy/excitement about it. However, there is still a learning curve. Board still receiving the question: What are our Zoomers discounts? We need to continue make access/knowledge to RunSignUp and the Zoomers discounts easier for members to find. Ed recommended that we continue to educate our members as best as we can. Shake it up in the newsletter so that it's eye catching.

Vice President's Report - Pat Vasquez:

- Nothing to report.
- Pat will write an article on applying for scholarship for the next newsletter.

Race Coordinator's Report - Ed Gillen:

- Trick or Trot - Tentatively set for October 22
- Nov 20th - Sunday before Thanksgiving
- Group Run Coordinator:
 - o We had a trail run in January, a Valentine group run set for February (thanks to Dug) and a Celery Field run set for March. We should continue to offer monthly Zoomers group runs.
 - o Considering anniversary run in April at Babcock so people could either bike or run. Pat thinks Babcock is a great place to run, knows someone who knows the trails so we could consider making it a trail run which is becoming more popular. 4/23. Tina suggested a memorial Zoomers token of some kind. Sherry suggested considering a nice 20th anniversary shirt. Set for Sunday 4/24. Tina will put in the next newsletter. Sherry suggested \$5 fee to see who is interested and get a better idea of how many shirts and how much food. Dug said that we could absorb the fee if we do run sign up. Tina will call Clam Bake food truck. Dug suggested we also look into Rhino Food Truck. Matthew Scott La Bree indicated that it costs \$3 per person and \$5 per car load. Group discussed possible problem with too many cars. ACTION NEEDED: Tina will check for food. Sherry will look into shirts. Ed will look into Babcock park/parking issue. Dug will set up on Run Signup. If anyone has any design ideas email Sherry.

Webpage Director's Report - Don Fialka:

- Have not met with John Delaney yet. Want to sit down and ask him - this is what we have on it. Dug did talk to him on the phone. He needs to buy another site, put it on a server, create a new site. He is going to start it, put it out there. See how it looks and get feedback. Goal is to have the draft site up by February and the final site up by March.

- Race Committee will have access to the new site and can update the series directly on the page.
- Once the site is launched it will be maintained by Don and the committee.
- Tracy Hussey with Florida Compassion Foundation/Bling Runners is donating their services for this new website.

COMMITTEE REPORTS

Race Series Adult Committee Report - Tina Elkins:

- 54 on the adult race series. Discussion about volunteer points and how to get them, how to track them. Tina indicated that she thinks things like organizing a group run counts as volunteer points. Ed pointed out that we had previously discussed that if a person says they volunteered at an event and we did not see them or cannot verify it is on the honors system.
- ACTION ITEM - Tina will add the Kids series and update the rules and regulations.
- ACTION ITEM - Dug to send Tina a list of the people who volunteered at SunCoast.

Race Series Kids Committee Report - Tally Carpenter:

- Not present but Ed said that he did speak with them and made it clear that they should be present at Zoomers meetings or if they can't be need to send in a report that can be read into the minutes. We are 3 races behind on the website.
- Dug suggested that we consider adding Tracy Hussey's Publix 5k race to the kids series. It is on June 4th. Tracy's pricing is a little off to us - offers discounts, they expire and then people pay full price and later discounts are also extended, so people end up paying more for signing up early. But it is his race and it is up to him, whether we like it or not. If race series participants are upset about it then they can respond by not participating in this race in the future. This will need to be presented to the Carpenters for them to add it.
- ACTION ITEM - Ed will follow up with contacting them again about the need for them to be present and for them to add this race to the series.

Special Event Committee Report - Tina Elkins:

- Award banquet was the biggest. It was a good place and we should stick with that venue. Everyone agreed that everything was better there - the location, the food, everything.
- Will consider if we should keep as a brunch or move to a dinner with dancing. Group agreed January works well and will try to keep it then. Tina indicated that now that there is a committee we can move it up earlier in January. Ed suggested that throughout the year committee members make note of special awards that could be given out at the year-end ceremony. (Examples: volunteer of the year, come back runner of the year, most miles for the year, etc).

New Business:

- Marketing Plan - Ed sent out an email with a draft Marketing Plan - it is attached to the minutes.
 - o Don brought up something we have discussed before about trying to bring triathletes in. Tina indicated that there are a lot of Zoomers out at triathlon training on Saturdays once training season starts. Pat indicated that there is a group ride on Thursdays that he would like to bring into Zoomers. Dug pointed out that if it is a Zoomers event we need insurance, and our RRCA insurance does not cover biking. We could consider changing to USTA insurance. Ron pointed out that even if we are having our anniversary event with biking they won't be covered. Ed suggested a committee meeting to discuss the Marketing Plan. Will have a short board meeting next month and then have the Marketing Meeting afterwards.
- Jack had raised some issues but he wanted to table them for now because there is some confusion about what our purpose is: (1) Zoomers disbursement of excess club funds according to our stated purpose; (2) Reducing annual dues to promote greater membership, publishing a new membership application with more info after our stock of current forms have been expended; (3) Offering free technical advice and written suggestions to present and future race directors

Old/Unfinished Business:

- Mileage Challenge Idea - not addressed

Meeting Adjourned at 8:13PM. Next Meeting March 2, 2016 @ 6:30 PM, followed by Marketing Meeting with the committee, 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 ...