UR Executive Meeting 3/24/21

In Attendance: Jim Mott, Melissa Barlett, Jen Bachelder, Sharon Scala, Andrew Rubino, Tim Kane, Rocco Fernalid

Communication/Website/Define Roles

- Rocco has done a lot of website/advertising work, but is getting busier and should be focusing on his kids
    - How can we help out with the things that Rocco does?
- Need a process of sending in information to update the website
    - Currently, things are reactive, but it would be better if things were proactive
    - Funnel everything through a single individual and have a document that lists and tracks all changes
    - Information typically comes from race directors, but the website person should not have to reach out to these directors
- For races: create a template type format so that we can duplicate pages and add content more easily
    - Have a specific checklist of items needed to submit a race to the website
        - Title of race
        - Dates (make sure years are clear!)
        - Basic description
        - Sign-up link and info
        - Image
        - Course info
        - Day-of race info
        - Contact person
        - History or other color text
        - Previous results
        - Other??
    - Andrew (VP of activities) should be the main person checking in on these things and making sure we have the info, then providing all the info to the website updaters
        - Collect and send info on a monthly basis depending on timing and current information
            - Let people know that if they want things on the website for the next month - it is needed by the 24th of the previous month (similar date as to the SpliTimes)
        - Can also provide last minutes changes as needed
- We should have an easily accessible view of upcoming races
    - If it is races only - they would generally only be on Saturday/Sunday
        - We could include training runs sponsored by us as well, which would include midweek
        - Also UR events, including talks, etc.
    - Could use a Google calendar plugin that can be updated by a number of officers
        - Can show either a weekly/monthly/agenda and the user can choose the view
        - Andrew would be the main contact for updating the calendar (and could have back-ups)
        - We can use the UR gmail as the main calendar, and connect others to it for updating
        - Tim will look into the Wordpress calendar widget, and Melissa will provide support
- Connect social media to the calendar plan
    - Be able to post content at appropriate times
- Sponsorship/Advertising
    - Want to make sure that we have consistency so that people get the amount of advertising that they feel like they paid for
    - Rocco provided the document from previous years, and it would be pretty consistent to follow

        - We could also add “bib sponsor” the person who pays enough for the bibs (perhaps plus a bit more) gets their name as the one on the bibs
        - Sharon will look over the document and bring it up at a future Board meeting so that we can vote on the details
- Agenda Creation for Board Meetings
    - If anyone wants an item on the agenda, it needs to be to Jim by Wednesday before the Board meeting
        - Put that in the SpliTimes at the end of Jim’s article
        - “The next Board meeting will be [date], and if you have any item that you want on the agenda, be sure to email Jim with that item by [date].”
- Secretary
    - Will update the Google Calendar with Board Meetings, and dates to get agenda items in, and also update Minutes in the calendar events
    - Should possibly collect the minutes of other UR committees in case people want to read them
- Treasurer
    - Will check the UR gmail and forward emails as necessary to other people
    - We now have Paypal and Venmo accounts
        - Can use QR codes with the Venmo
        - Venmo does have a fee
        - Might be complicated to use it for D-runs ($2 transactions probably won’t be great)
            - However, using it for memberships at D-runs might be doable (although RunSignUp is still better)
        - Venmo is set-up for the Banquet
- VPs
    - Have a list of folks that they contact on each item at the beginning of the month, and they have to respond to the VPs by the week before the meeting with their updates
    - They turn these updates into a written agenda that is sent to Jim - highlighting items that are likely to need a decision, votes, or discussion, and collecting items that are inactive or have no current updates
        - Jim combines these and sends them to Melissa for review, and then out to the Board (and Melissa posts on the calendar)
    - We only discuss the non-highlighted written items IF a Board member specifically wants to ask questions or discuss further, or requests info on an inactive item
    - At the beginning of each VPs section, go over the items that need to be discussed, then ask if there are any other questions on the other items.
- “Meet the Officers” on Facebook
    - Include responsibilities and contact info so folks know what to do
- “Meet the Board” in SpliTimes
    - Quick bios of all people on the Board at some point soon