

Helena Vigilante Runners

Board Meeting #34

Meeting Minutes

November 16, 2015

I. Call to Order

Patrick Judge called to order the 34th meeting of the Helena Vigilante Runners at 7:04 pm on November 16, 2015 at 107 W. Lawrence, 2nd floor conference room.

II. Roll call:

The following 14 board members were present, making a quorum:

Pat Judge, President

Jeff Thomas, Vice President

Aubrey Curtis, Secretary

Ann Seifert, Treasurer

Chris Beskid, Board Member

Sean Connolly, Board Member

Erik Makus, Board Member

Kathleen McElwain, Board Member

Rebecca Shaw, Board Member

Lila Thomas, Board Member

Sarah Urban, Board Member

Todd Younkin, Board Member

Jesse Zentz, Board Member

Regrets:

Mike Fanning, Board Member -- resigned from Board

Shiloh Hernandez, Board Member

III. Approval of Minutes

Erik Makus moved approval of the minutes from the 8/12/2015 meeting with a couple of typo corrections. Jesse Zentz seconded the motion, and the minutes were approved unanimously.

IV. Financial Report

Ann Seifert confirmed that HVR has \$20,267.65 in its checking account, but much of that money is earmarked (especially for the Sun Run library project).

In 2015, the member fundraising campaign exceeded the \$3000 conservative goal by reaching \$3,443.43 (but netting \$1,872 after paying for the hats).

We may have some remaining bills from Littl' John's, etc. Jeff Thomas notified them to remove the vigapotty for the year, and that it will need to return in March.

V. **Web and Social Media**

HVR would like to increase its visibility, and its outreach efforts (e.g. we have a relatively low number of "likes" on facebook). Jesse Zentz sees opportunities for enhancing our social media work, and improving the links between our facebook account and website. This would help improve our searchability through "Social Content Optimization".

VI. **Race and Event Report**

August Road Race – Cancelled due to smoke. 50th event will take place in 2016 instead.

Phase II Party – Hosted by Mike Fanning at his beautiful backyard garden on 8/29/15. Mike has tendered his resignation from the Vigilante Board, and will no longer be able to head up the "Speaking of Running" series. Pat Judge extended an invitation to anyone would be interested in taking on this task. The President also extended his gratitude to Mike for all the years of dedicated service to the club and board. And Mike will be reimbursed for his contribution to the beverages at the MT Cup this year!

Mount Helena – There were approximately 73 runners this year, which was a significant step in the right direction. The event also made a decent profit for the club. Erik Makus performed a survey of participants and volunteers, with lots of positive feedback from the 31 respondents. One popular comment was a request for an earlier start time, but the board decided to stick with the 10:00 am start for 2016 race and reassess next year. Water at the top was a popular innovation, and Erik will expand on that with an additional water station at the Mount Helena parking lot next year. While many runners enjoyed the hats as something different, we will be returning to t-shirts in 2016, to allow more visibility for sponsors. Probably Leslie Jordan long sleeves again -- very popular, and we know how the sizing works. Perhaps offer socks for the first 100 to register. From the 2015 event, there are about 8 hats remaining and 9 GU gels. We have lots of bibs in the Mount Helena and HVR equipment stores. **The date for the 2016 event will be September 10th.** We will try to get Search & Rescue back out on the course in 2016, and we also have a new sponsor: Gold Rush Management. It might be fun to offer "primes" of some sort for the first 3 men and first 3 women to the top of the course. Erik plans to spend \$50 on Facebook advertising next year, and will try putting flyers in race bags of other events.

Helena Sun Run – Tremendously successful as a fundraiser for the library solar project (\$11,705 raised thus far, netting \$9,203). Decent turn-out for the inaugural run (exceeded 100 registrants, with about 70 finishers in the 5k -- half men, half women). Horrendous winds that day (toppled the porta-potties).

Montana Cup – Another very successful event, and we ended up achieving our goal of more-or-less breaking even (slight profit). The group agreed to pay for a half-page thank you ad in the Thanksgiving edition of the Independent Record (Jeff Thomas moved that \$366 be authorized for this purpose). The group also agreed to release Erik Makus's

"Redistricting Proposal" to the MT Cup participants, as long as it's made clear that it's all in good fun.

Junior Vigilantes – Jesse Zentz (aided by Chris Colberg and a number of parents) orchestrated a group of 12 girls (6th and 7th grade) to train and race for the Vigilante club at the USATF cross country meet in Bozeman on 11/7/15. The girls won their division and had a super positive experience. They are even wearing their Vigilante jerseys at other events as well. Jesse would like to continue the program for track season, and also expand it to boys. He needs a few more coaches, however, and they must be screened by USATF.

VII. Other Reports

Jesse discussed the Sports Complex proposal, including the progress that had been made on the \$25,000 grant / matching fund campaign for the feasibility study. Sites they are looking at include land near the airport, land near the new BCBS campus, and the Barney Park area. Carroll College was not present, but will be at the next meeting. Jesse suggested we have more representation from Vigilante there as well. Jesse said he would forward the invite to the rest of the members when he received the email.

Pat gave a quick "State of the Vig" report looking back on 2015. He characterized it as one of the most successful year's ever, in consideration of:

- the awesome new sign at the track, indicating our support of youth athletics
- great weather for the smoothly running HEAT Meet
- revitalized Mount Helena Run
- brand new Sun Run event that was extremely successful
- highly successful Montana Cup
- outstanding launch of the Junior Vigilante program
- projecting another record-breaking year-end checkbook balance

However, numbers were down a little bit at the track this year. The group thinks that we're still scaring people off. The track workouts and descriptions can appear intimidating. We should work on projecting a more welcoming image if we want the club to grow. Once runners participate, they realize how supportive the group really is, but it's often difficult to get them out there initially. On the other hand, we definitely do lose runners because of injury, burnout or other issues. It would be great if we could offer some mellower weekly activities (no drop runs recreational runs -- then again, Tread Lightly and HURL already do that).

Pat discussed the current positions on the board up for election. He also expressed his concern with the Board consisting of far more males than females. In the effort to replace Mike Fanning's position, Pat mentioned the potential of Julie Ackerlund joining the Board. She had expressed openness to the idea, and potentially could sit on the board in the interim until elections occur in February. Jeff Thomas made a motion to fill the empty Board position with Julie Ackerlund, which was seconded and adopted unanimously.

Todd Younkin indicated that he would relinquish his position on the Board after his term is complete due to job constraints and a decreased participation in "running for performance". He mentioned that he thought there should be an emphasis of targeting the fitness enthusiasts that have an interest in running for health and not performance. Aubrey Curtis expressed his willingness to run for the Secretary position for another year.

Jeff reported that there have been LOTS of break-ins recently, particularly with cars at trailheads. Try to minimize the valuables you bring, lock your doors, and don't leave anything in plain sight.

Pat requested that HVR help with his last county race -- the Wibaux Turkey Trot. Specifically, he would like for HVR to be the owner of the event in order to use the club insurance. Jeff Thomas made the motion, Jesse Zentz seconded it, and the motion passed unanimously. Other sponsors include Beaver Creek Brewery and Stockman Bank. The date of the event is the Friday after Thanksgiving.

VIII. Action/Discussion Items

The club will be hosting Jeff Galloway for a Speaking of Running event on January 19th, 2016. The request to do so came from Tony Banovich of Run Wild Missoula. HURL would also like to partner with HVR for a Speaking of Running event on the topic of runner safety. It was supported by the Board, but potentially move the date to March when the workouts kick off. Rebecca Shaw volunteered to touch bases with HURL. The group discussed the idea of a "vigforum" list for runners to connect with each other on non-running issues, or issues that currently aren't allowed on the vig listserv. The group currently maintains 8 listserves and can have up to 10. They include:

- vig -- Tuesday Track Group
- hvr -- HVR Board of Directors
- hurl -- Helena Ultra Runners League
- m4 -- Masters Mile
- mhr -- Mount Helena Run
- mtc -- Montana Cup
- sunrun -- Helena Sun Run
- h4 -- Helena Hash House Harriers

The Board thought it might be worth trying, so long as it was moderated to ensure it remained respectful, non-political, etc.

The group also thought we could delete the h4 list (no activity since 2012), and Jesse requested that we initiate a "jv" listserv for the Junior Vigilantes.

Jeff and Lila Thomas will host the Phase 3 party at their home on December 13th.

IX. Adjournment

Pat Judge adjourned the meeting 8:56 pm. Next meeting will be February 15, 2016. Minutes prepared by Pat Judge, with input from Aubrey Curtis.

X. Addendum

On January 11, 2016, HVR sent a letter of support for the City of Helena in its application for a Community Forest Grant for open space acquisition and maintenance. A majority of the board indicated support for the letter: Ackerlund, Judge, Makus, McElwain, Seifert, Jeff Thomas, Urban, Younkin, and Zentz. There were no dissenting votes.

On January 19, HVR partnered with Run Wild Missoula to host Jeff Galloway at the Myrna Loy Center. The event drew a sizable crowd, filling the large auditorium. Many thanks to Jesse Zentz, Kathleen McElwain, Rebecca Shaw, Sarah Urban, Steve Engebrecht, Curt Synness, and others for helping get the word out.

On January 27, the Independent Record ran an article announcing that "members of the Helena Vigilante Runners Club" Christy Otte Stergar and Carrie Damschen Krepps were being inducted into the MSU Track & Field Hall of Fame. Long ago, HVR had sent a letter of support for Christy's induction. Congratulations to both athletes on this well-deserved honor!

On January 29, HVR received word that BCBS Montana had awarded \$1200 to support the joint Tread Lightly-HVR "Junior Vigilante" program.

On February 9, candidate statements for the upcoming board election were circulated to current board members and new candidates.