

Minutes of the Board of Stevens Creek Striders

Meeting Date: August 9, 2010

Present Board Members: Gene K, John M, Larry M, Lina M, Mike D

Apologies from: Greg L, Randy I

Present members: Tom K

Location: Tom K's home

1. Approval of June Minutes

- a. Approved

2. Treasurer's Report

- a. None
- b. Statements to be provided post meeting [done]

3. Activities

a. WS100 Last Chance aid station

- i. Lina and Peggy agreed to co-captain in 2011
- ii. Looking for understudies in 2011 to take over in 2012
- iii. Also looking for volunteers for Quicksilver aid station May 2011
- iv. Tom to submit receipts for reimbursement

b. Yosemite trip

- i. Three campsites booked at Oh Ridge by Gene for August 20-22 (two nights)
- ii. Sign-ups on-line; approximately 12 as of Aug 9 ; carpoolers are setup
- iii. Some parts of the anticipated hike(s) may have snow or ice or require rappelling. Either should cause a group turnaround; group should discuss plans Fri. 8/20 PM .

c. Clambake

- i. Will be held September 12, 2010 ; Lina confirmed availability of picnic site
- ii. Need to pick up permit (weekday at Davenport) ; Gene to provide insurance certificate
- iii. Registration via Striders WWW site form; Evite optional ?
- iv. Need to enhance form to denote distance plans (12, 18, 30 miles) ; need to revisit fees
- v. WWW site form also needs to indicate transportation needed / offered and where
- vi. Larry M, John M can provide part of rolling aid-station; may need more and assignments
- vii. May need drivers at SCCP (parking lot), Saratoga Gap, Big Basin, picnic area

d. Trail maintenance

- i. Gene to email new board with contact info (old action : Peggy)
- ii. New board to follow-up and arrange next maintenance event

4. Saturday announcements schedule

- a. Lina M : Aug, Sep
- b. Gene K : Oct, Mar
- c. Larry M : Nov, Dec
- d. John M : Jan, Feb
- e. Randy I : Apr, May
- f. Mike D : Jun, Jul
- g. Greg L : as needed

5. Membership

- a. Payments for year started July 1 are coming in slow : < 50% of prior year as of Aug 9 .
A more active solicitation is required (reminders at Saturday meetings, perhaps e-mails) .
- b. John suggested a survey of formerly active members regarding what the club needs to do to increase interest, visitors and members : no discussion or further action approved.
- c. Traditional advertising methods (material in retail outlets, community calendars and such) were seen as having low return. Online promotion via social networking sites (Facebook, Yahoo!, etc) is more likely to get results. Perhaps an article in local newspapers (as with "Team Tom" in 2009) ?
- d. John spoke with county parks regarding parking permits : no group or bulk discounts; we can purchase one and move it between cars (for visitors) ; may provide parking permits in exchange for trail maintenance (unlikely) or for use permits (picnic grounds, etc. : little value to us) .
- e. John forwarded a summary comparison of several local running clubs, offering suggestions on how we might increase interest, visitors and members. He found some retailers offering our group discounts which should be promoted to current and future members.
- f. There was discussion about working with other clubs to expand programs : San Jose Fit needs a winter running program (Larry M to follow up) ; Palo Alto Run Club has monthly trail runs (Greg L is planner for this) . There was some discussion of planning presence at large local group runs (PCTR, etc.) : John M and Lina M will continue this effort with guidance from the board.
- g. Suggestions from Clair S and Bill D regarding coordination of individuals into team efforts at races (USATF, PCTR, etc.) were discussed and seen as good for developing group spirit and goals. Recent triathlon efforts were an excellent example of teamwork the group should work towards.

7. Newsletter

- a. Larry M working to create, collect articles; due soon
- b. WS100 runners' , Vineman triathlon accounts suggested for next issue
- c. Is 3-4 per year enough (yes) , or more frequent (no : more online content)

7. Website

- a. Needs updates; Peter H is mentoring Randy I or making updates directly
- b. Mail service had intermittent problems; Peter H worked with hosting agency

7. Meeting opened at 7:50 PM, adjourned at 9:15 PM

Next board meeting: 7PM Tuesday August 31 at Tom's (may need to change)