

NPTR Annual Meeting

Meeting took place at 7:00 p.m. on June 3rd, 2018

Attendees: Matt Sudak, Will Drexler, Karin Monteparte, Aubrey Merkle, Tom Merkle, Kwad (need to find his last name), George Maier, Elri Moggee, Lynn Musser, Michael Ewing, Amy Nelson, Tim Flaherty

Marketing Update (Amy Nelson)

NPTR Public FB Page: 500+ likes (Closed FB Group: 1,761 members)

[https://www.facebook.com/ NorthParkTrailRunners/](https://www.facebook.com/NorthParkTrailRunners/)

Why do we have a Public FB Page?

1. Viewable by anyone (you needn't "like" the page to see posts)
2. Great for sharing events (reaches an unlimited amount of people)
3. Great for reaching a large audience (virtually limitless)
4. Pictures are generally groups or landscapes (Public Page is NOT the place for personal promotion)

What are the priorities of the Public FB Page?

1. Tagging other events or pages
2. Liking other Pages as our Page
3. Thanking other groups
4. Promoting Group Runs (not promoting Pop-ups) & Creating Public Events / Special Events

The Closed FB Page: Is Primarily for pop-up runs, pictures and trail-running discussions, sharing race informatoin.

Instagram; 180 Followers

@northparktrailrunners

1. Follow us!
2. Tag your trail running photos with #NPTR so I can repost!
3. Pictures here are generally landscapes/nature shots w/ people in the background-- not the best place for selfies and people pix (closed FB page is great for that)
4. We have lots of "profile hits" which means people are looking at the Instagram profile description and then checking out our website.

Website: (www.northparktrailrunners.com)

Who We Are Page

- Pictures of us (submit a picture, see page for details)
- Board, by-laws, recaps

NPTR Annual Meeting

- Membership and Donations
- Member Appreciation Page

Where We Run - links to every grove/pavilion + nearby places

When We Run - The Calendar! (Will Drexler - owns and updates this as the Group Run Lead)

What we Love - Patagonia to be added BECAUSE I (amy) am going to submit a donation request of shirts from them and featuring them on our "What we Love" page will help secure the donation request

Other things (to be added) to What we Love: Featured Races and Events, Other brands, Books, 3 Rivers Outdoor store

Outreach and Growth / Volunteering

(Aubrey & Tom are moving to Ohio. This is very sad and we will miss them dearly. They welcome visitors to camp in their backyard and will share their massive tent if need be!)

Two open board positions

Nominations can be submitted to northparktrailrunners@gmail.com

Only "members" can be considered (This means you've submitted a Membership form on our website)

Sunday, June 10, board regroups for a vote (By-laws to be followed, must read and confirm details before voting on June 10)

Before you nominate someone, check with him/her to ensure they are willing to serve

Nominations at the meeting include:

1. Chris Traynor (Tim Flaherty submitted, but then withdrew after contacting Chris. Chris is not able to serve at this time.)
2. Michael Ewing (submitted by Amy Nelson)

George Maier pointed out we need more structure around volunteer opportunities; the group agreed.

Group Run Update (Will Drexler)

What's going on with Group Runs:

1. Will started using FB Events for group runs (which wasn't done so much in the past) -- still learning; room for improvement there.
2. Using the Group Calendar (which is located on "When We Run" page of website)

NPTR Annual Meeting

3. Biggest challenge: having consistent run leaders (Will has had to do some chasing down to get leaders)
4. Tuesday Trail Trotters remains consistent and easily staff-able.
5. One idea Will mentioned: focus more effort on staffing the runs and spend less time dealing with location and routes. (A way to do this would be for Will to set location and route, which eliminates having to chase details of route and place, and then he just focuses on getting the people to lead)
6. Keeping standard days and time slots going forward is a tactic (e.g. Tuesday morning and Thursday evening, same days and times each week, less confusing, less chasing, etc)
7. Fewer Group Runs, but higher quality runs (Pop-ups remain unaffected and will occur daily)
8. Saturdays are hard to staff with respect to a consistent Group Run starting at 8:00 a.m. (Consider removing this from calendar)
9. Create a "Guidelines for Group Run Leaders" document and post in our Google Drive repository. An "easy to read" version of this could be posted (in a non-rigid language and tone) **Michael Ewing & Aubrey** to feed information into the group, perhaps make a draft document and we will refine as a group. Amy to glean a summary from it and post eventually.
10. Fewer FB Public Public Events in the future for Group Runs. (Let's save those for intermittent promotion of an existing weekly run or run series. Having a Public Event for EVERY group run has been tested and deemed unnecessary / not effective)
11. The LOCATION field for a FB Public Event: still being vetted. Matt did some testing at the meeting. (Amy did some testing prior to the meeting) Will is doing testing. Goal: ensure all Public FB events have a FB-sanctioned location so that the event shows up in the Region-wide Event Feed.

Side note: Amy would like to put some structure around the Public FB Event cover photo, from a marketing perspective. **Amy** to work closely with Will on this (while trying to not to make him too crazy or to annoy him)

Membership Update (Tim Flaherty)

1. 72 Members (what is a "Member"? Someone who joined via our Membership Page on the website.)
2. Average age is 41 years old

NPTR Annual Meeting

3. 34 Men, 38 women
4. **Tim** to double check by-laws on the wording (how do we address Closed FB members versus Official Members?)
5. At some point, Tim would like to address the issue of the Closed FB page being too congested to follow a pop-up run. This discussion / issue to be looked at in the future. No action was agreed upon at the meeting.

Finances / Treasury Report (Elri Moggee)

Elri passed out a summary report that included:

1. all income and expenses for 2017/2018
2. projected balance at end of 2018
3. The 2018 donation drive resulted in \$3,872 of income
4. After insurance and maintenance costs (website, P.O. box, etc) remaining balance: \$2580
5. Insurance quote to be revisited by Elri with more details on the quote
6. We agreed insurance to be procured PRIOR to Fatass event in September.

Fatass Event (Matt & Michael discussed a bit)

1. Sept 22 - pavilion has been secured (by church on Walters road)
2. Green trail looping course
3. Raffle prizes
4. Donation baskets
5. Next week or two, Lamar & Michael to host a planning meeting
6. Volunteer opportunities exist and will be communicated; plenty of ways to help out!

Question: Will NPTR host/direct a "real race" in the future?

Answer: Hopefully. The goal is use the Fatass Event to gauge the following:

1. work effort
2. costs
3. get some lessons learned

After the Fatass, we shall reassess to ensure our organization is equipped to host a "real race," a race that would be in line with our vision and our goals as an organization. And because of the costs

NPTR Annual Meeting

involved, voting would be required for the expenditures, (like any event).