



P.O. Box 568, Beaverton, OR 97075

**ORRC Board of Directors Meeting - Minutes**

**February 13, 2024, 7:00 pm**

Recording on YouTube: <https://youtu.be/G6Cv7-t1hqk>

**Attendance:**

- Present: Mark Barrett (until 8 pm), Daniel Brewer, Deb Brown, Alan Cabelly, Susan Cooper, Nicki Halin, Debbie Hall, Adnan Muranovic, Margie Palmrose, Joel Phillips (until ~8:45 pm), Valerie Pratt, Julia Reisinger, Tracy Reisinger.
- Guests: Charissa Yang (Communications), Mark Takizawa, Carrie Fleisher.

**7:00 pm Call to order** by Tracy Reisinger, President.

Minutes from January 9, 2024 were previously approved via email in January.

**SWOT Analysis for ORRC** - Strengths, Weaknesses, Opportunities & Threats (Daniel Brewer)

Brainstorming session looking at ORRC “Strengths, Weaknesses, Opportunities and Threats.”

The list was generative, meaning different individuals contributed their own ideas and perspectives, which may or may not be in agreement with others, but all were included.

The ideas were color-coded into categories, such as:

- Races and events = red
- ORRC Culture & Community = blue
- ORRC Leadership = green
- Membership = purple
- Marketing = pink

“Areas of Concentration” were identified, and some short-term “Action” steps. Daniel would like to let some of the items sink in, and do a 15-minute follow up at the May meeting.

Daniel Brewer’s notes from the SWOT analysis follow as an attachment, edited for spelling and clarity, and items re-ordered to group the color-coded categories together.

Meeting Adjourned at 9 pm.

Submitted by Deb Brown, ORRC Secretary

Minutes approved March 12, 2024.

# STRENGTHS

- **Back to the Grass Roots**
- **Well Established Races**
- **Variety of events - Distances and Surfaces**
- **Novel Events Unique to ORRC**
- **Turkey Trot - Signature Event**
- **1200 Club**
- **Friendly to walkers and runners**
- **Affordable Races and Kid Races**
- **Member Discounts**
- **Family Friendly - Families encouraged to Participate**
- **Family - Unique - New Events (FUN)**
- **Smaller events are seen as an advantage**
- **Desire to Improve**
- **Positive Group Dynamic - Membership overall**
- **Transparency With the Public**
- **Community feel - Sense of Belonging rather than exclusion**
- **Community minded vs. corporate event**
- **Supporting Community Organizations**
- **Community outreach to become involved in leadership**
- **Fun gifts and prizes for members and participants**
- **Club History**
- **Bouncing back from Adversity**
- **Hard working Volunteers - Awesome Volunteers**
- **Volunteer Awards**
- **Financial solvency**
- **Leadership**
- **Strong Committed Board**

# WEAKNESSES

- Volunteer numbers in Leadership
- Venmo for Post-Race Merch
- Do not take full advantage of our data
- No Paid Staff
- Need more Race Directors
- Younger Members [lack of]
- Events Relatively expensive - difficult for families
- Only one Marathon Event
- Races feel less well-organized than larger more professional events.
- Not a clear Identity or Niche
- Better Marketing and Advertising
- Lack of Marketing Strategy - Coherent Branding
- Consistent Social Media
- Low Membership Numbers
- A Hidden Gem that More people need to know about.
- Need to reach people of all ages and abilities
- Marketing through non on-line media sources
- Non-Electronic communications
- Lack of ability to communicate to more senior members and potential members
- Lack of Weekly Group Runs or Training
- Agree on Coaching offered by club
- No Strong Connection to the Portland Marathon. (It was our Signature event for 25 years)
- Getting into the running stores and other running communities and groups
- Shamrock and PM Aid Stations
- Perception of blinders to more modern demographics such as LGBTQ and BIPOC communities

# OPPORTUNITIES

- [Develop] Marketing Strategy - Coherent Branding
- Connections with running stores and clubs such as the Red Lizards
- Table at Race Expos (Shamrock and PDX Marathon)
- [More] Weekly Group Runs or Training
- RRCA connection - re-establish and promote
- Only one Marathon Event
- Look at our 2025 calendar. (RD Recruitment)
  - RD Planning
- Partner with other races (as affiliated events)
  - Example (CCRC)
- Add more 5k's to encourage more beginning walkers and runners
- Fliers with QR codes mapping to the ORRC or Race site.
- Demographic analysis of both Members and Races. Using the data.
- Our Races are smaller. Some like it, some do not.
- Training our successors - (Succession planning)
- Develop a plan for Developing Race Directors
- Re-evaluate investments and use of excess funds
- Analysis of which events are most popular
- Consider having pace groups at larger races
- Shamrock and Portland Marathon Aid Stations
- Getting into running stores and other running groups/communities
- Partnering with other groups
- Communicate ORRC opportunities with running groups in general.
- Paper Registration Forms in Stores and Health clubs
- Promote our charitable giving by showing our community value.
- Partner with school teams such as Cross Country, Track and Special Olympics
- Connect to For-Profit groups such as "The Conqueror"
- (Social Media Platform) ORRC Strava Group and Map my Run.
- Simplified Website
- ORRC APP for Smartphones
- Non-Electronic communications

# THREATS

- Dedicated volunteers is still a small, aging, and oft-burned-out circle.
- Reputation of the club of the past 3 years (or more)
- General lack of interest in belonging to clubs by younger adults.
- Targeting too-small a population
- People have too many other opportunities
- Merchandise buildup for sale
- People not wanting to engage in events
- Trail running events attract from the same pool of volunteers.  
(Runners as well.)
- Races too expensive
- Increased costs to put on races.
- Events that might have a purpose.
- Races feel less well-organized than larger more professional events.
- More Grass Roots and less well organized.
- Smaller events are not seen as an advantage
- How are other clubs faring?
- Perception of blinders to more modern demographics such as LGBTQ and BIPOC communities
- Dealing with Prior Legal and Tax issues outstanding after ORRC leadership transition.

# Areas of Concentration

- Community Outreach and involvement with other groups, events and clubs.
  - PDX Marathon Aid station
  - Connections to running groups in the 'Couv
  - Partnering with clubs such as Red Lizard
- Dedication to Race quality and the like.
  - Race Director's Brief -
- Administration Finance and Board Issues
- Marketing
  - Consistency in branding and marketing -
- RRCA

# Actions

- PDX Marathon Aid Station - Joel
- Connections to running groups in the 'Couv - Margie
- Connect with Special Olympics about partnership - Daniel
- Branding and Marketing sub-committee - Tracy
  - Website updating
- Venmo - Debbie Hall
- Finance Sub Committee - Debbie Hall
- Data Analytics - Adnan