



P.O. Box 568, Beaverton, OR 97075

ORRC Board of Directors Meeting - Minutes

Tuesday, June 11, 2024, 7:00 pm, via Zoom

Recording on YouTube: <https://youtu.be/IUZwzf7kVLk>

Attendance:

- Present: Tracy Reisinger (President), Mark Barrett (VP Race Operations), Deb Brown (Secretary), Debbie Hall (Treasurer), Daniel Brewer, Susan Cooper, Nicki Halin, Adnan Muranovic, Margie Palmrose, Joel Phillips until 7:58 pm, Julia Reisinger (1200 Club).
- Not present: Alan Cabelly, Valerie Pratt.
- Guests: Charissa Yang (Communications), Carrie Fleisher (Volunteer Coordinator) until 8:02 pm, Joe Dudman.

7:01 pm Call to order by Tracy Reisinger, President.

Minutes of May 14, 2024 - vote / approve.

Corrections: none. Motion to approve: (Margie), Second (Nicki).

Vote: Approved (none opposed/abstain)

Finances - Treasurer Report (Debbie Hall)

- Bank accounts are moved to On-Point: Total balance \$324,615, Savings \$500, Checking \$191,853, Raymond James (Investments) \$132,262. Investment income is doing well. Race Budgeting: in general, we are not making a net profit on races, just breaking even. In Treasurer's view, that is in-line with being a non-profit organization, as long as we are providing good races and service to the community. Will present mid-year
- Margie notes \$1000 budget for member picnic, which an event, not a race; Debbie confirms.
- Reimbursement form available from Treasurer for any event expenses.

Discussion Topics

1. **Board / ORRC Email Account management** (Tracy) - what to save, what can be deleted, specifically regarding board emails. Tracy saves everything but files emails into folders. Carrie wonders about IRS laws, and if everyone is using their ORRC email. Charissa suggested referencing RRCA policy. Mark (as RD) deletes items after the race, unless they might be needed for future race planning, and has some correspondence from personal email to an ORRC address so it's in the official record. Debbie H. notes that we have a

document policy, but it's not very detailed. Tracy will work on developing this. Mark suggests also developing the board of directors manual as well, as a practical resource. Goal: draft by end of July 2024.

2. **Option for donation in RunSignUp** (Tracy) - there is a link for fundraising that we could use. Tracy updated the link to connect to our community outreach grants. However, it could also be used to raise funds for other organizations that have a connection to ORRC's mission or a particular race. Topic last discussed by the board about a decade ago. Mark discussed that Ralph's Run has a tie to Alzheimer's Disease due to its namesake, and has no problem with that sort of donation. Pay it Forward fund is internal, no cash involved, where volunteers can donate their race discount to underwrite race fees for other runners. Tracy suggests RDs bring ideas for charities to the board. Daniel thinks RDs should have the prerogative to choose, without justification, as long as it's disclosed to the board. Julia suggests default could be Community Outreach Program, but RD could notify board if they wish another charity. Mark, Deb, Carrie, Margie agree that the board should be informed or involved. Tracy and Charissa feel it should tie to the club's mission.

Margie moves that if a RD is interested in donating to a charity other than ORRC Community Outreach, that the topic is brought to the board for discussion, board support and transparency. Mark seconds. After further discussion, Margie withdraws the motion in favor of Tracy's motion.

Tracy moves that the default charity on Run Signup race registrations be the ORRC Community Outreach grant. If RDs wish another charity, they will present this to the board for consideration and approval before race registration is opened, to ensure that the charity meets the mission of the club or event. Mark seconds.

Discussion: Nicki - the charity should be vetted. Debbie H.: if funds are donated to the club, they belong to us; it is our responsibility to pass on the funds, but we could delay this if the charity was found to be problematic.

Vote: all yays except for Daniel Brewer, who opposed the motion.

3. **Cheer or Aid Station for Portland Marathon** - Charissa has suggested we could participate with a neighborhood cheer station, or on our own. We could consider locations on both half & marathon courses. Aid station seems preferable to a cheer station. Joel will be the lead for Aid Station, and will be in contact with the marathon regarding possible aid station locations.
4. **Planning 2025 Race Calendar** - Magnet deadline early October. Need decisions about dates and reviving previous events. Survey results available on Google link sent to board. (See results overview in attachments.)
5. **RRCA Conference Workshops** - sharing take-aways (see attached from Susan & Mark) - Debbie Hall: 1) got to know other board members, which helped her understand how we can work together to get things done; 2) really liked the expo / vendors who care about us as RDs / clubs, especially Sneakers for Good, who will give us \$ for sending in shoes. She will submit more info about how we might work with them to raise money. 3) meeting

other club members/leaders, with similar goals; great getting to know people working for a common good.

Susan: 1) PR/Media presentation - with a good website about the club, you can send out a press release for Races/Events, directing media to website. 2) Crisis Prevention: prepare for every possible event; look at the cause of any crisis; reflect afterwards for future prevention.

Nicki: 1) Insurance - is it adequate? crisis planning (incident report forms). 2) PR - you can submit a video with a blurb, and on a slow news day, that might make it on local TV news. 3) Board management - term limits, orientation, list of expectations; board members should be visible at events, and actively participate in meetings. 4) Volunteers - how to wrangle / keep volunteers.

Deb Brown: 1) Volunteers - every contact point is an opportunity for recruitment and relationship building; keeping it fun and positive, saying thank you. 2) Branding/identity/mission statement - ORRC has a good logo and concise mission statement. What is ORRC's specific identity (brand)? As a larger club without a specific niche, this may feel more amorphous. The club has a history that is very meaningful to long-time members, but also needs to resonate with new and future members to stay relevant.

Mark: Reminded of all RRCA can offer / programs; such as coaching clinic. He will be getting copies of power-point presentations to share.

Recap of Events: no reports

Upcoming Events:

- Dave's Solstice Run at Blue Lake 5k - Thursday June 20, 2024 (Daniel) - Only 52 people registered. Need 90 people to break even. County permit clarification, whether needed for race not, Daniel was told not needed initially. Question of contracting with first aid provider (CPR/first aid volunteers). Has 100 parking passes, will stamp as needed after the first 50.
- Member and Volunteer Appreciation Picnic - Thursday, July 4, 2024 (Margie) - 29 people registered. BBQ, Bucket Toss, Cornhole, Hula hoop, Pie walk. Pricing out food and condiments. Music? Carrie will help recruit volunteers. Nicki will cook hot dogs.
- Dual Duel 10M Relay & 5k Walk - July 23, 2024 (Daniel) - has assistant RD; several different race events planned (ORRC mile, Quad relay), RD is most concerned about weather if hot (>95 deg-F) or smoky.
- Pumpkin Ridge Run (formerly Garlic Run) 5k, 10k, Half - Sat Aug 3, 2024 (Tracy, for RD Hal) - Lots of updates. Permit not approved for prior location near Community Center. New start/finish would be the elementary school on North Ave. This will change the route to a CCW loop. Pumpkin-shaped plaques, medals and towels.
- Best Dam Run 10k/Half - Sat Sep 14, 2024 - nothing new to report.
- Portland Marathon Expo and RD Workshop and aid station - October 4-6, 2024, at Convention Center. Tracy will send out volunteer signup.
- Turkey Trot - Thanksgiving Day, November 2024 (Mark) - Will order 2500 adult, 500 kid hats. Timing for registration going live (July)? Dave has applied for permit. Mark asks Tracy to have discussion with Zoo regarding contract/discount, since the animals are not out? Packet pickup at Foot Traffic (Mark).

Topics for Next Board Meeting

- Race calendar
- Joe - suggests discussion of race fees - perhaps lowering race registration fees and eliminating step-up pricing as it can be confusing.
- Margie won't be able to attend but will have a write-up of the picnic.

Next Meeting: 2nd Tuesday, 7:00 PM (Tuesday, July 9, 2024).

Adjourned 8:37 pm.

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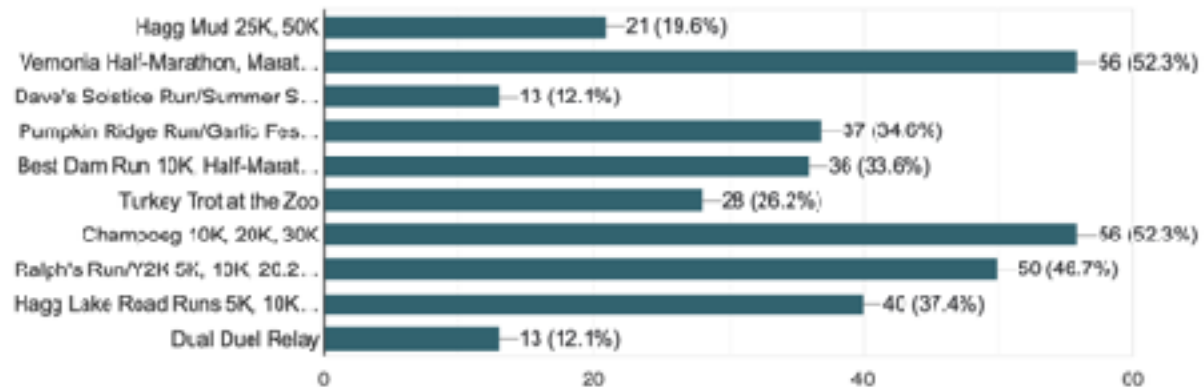
Attachment #1:

ORRC Calendar of Events Survey

107 responses

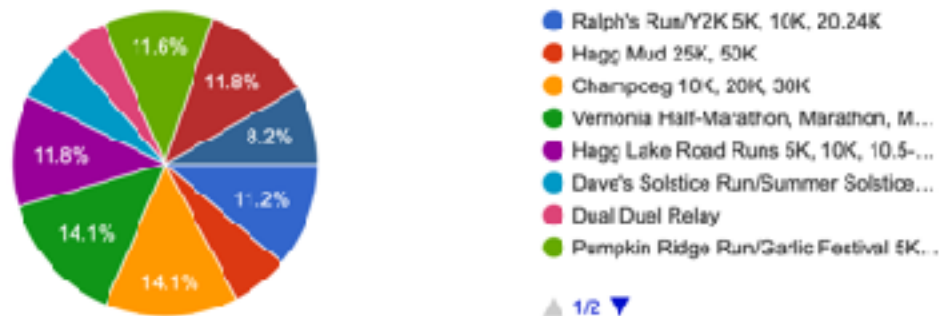
Which events did you participate in within the last three years?

107 responses



Which events would you like to see ORRC offer again in 2025?

107 responses

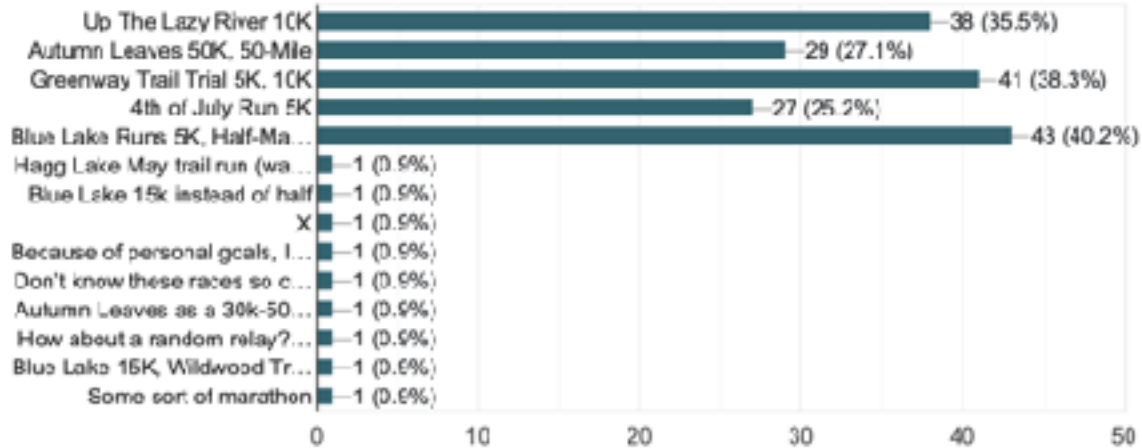


- Best Dam Run 10k, Half Marathon (#60, 11.8%)
- Turkey Trot (#42, 8.2%)

- Hagg Mud (#31, 6.1%)
- Dave's Solstice Run (#33, 6.5%)
- Duel Duel (#24, 4.7%)

Which events previously offered by ORRC would you like to see ORRC add back to the calendar in 2025?

107 responses



Complete text of (...) responses regarding events previously offered:

"Because of personal goals, I'd love to see the half marathon distance added back to Ralph's and Champeg"

"Don't know these races so can't say"

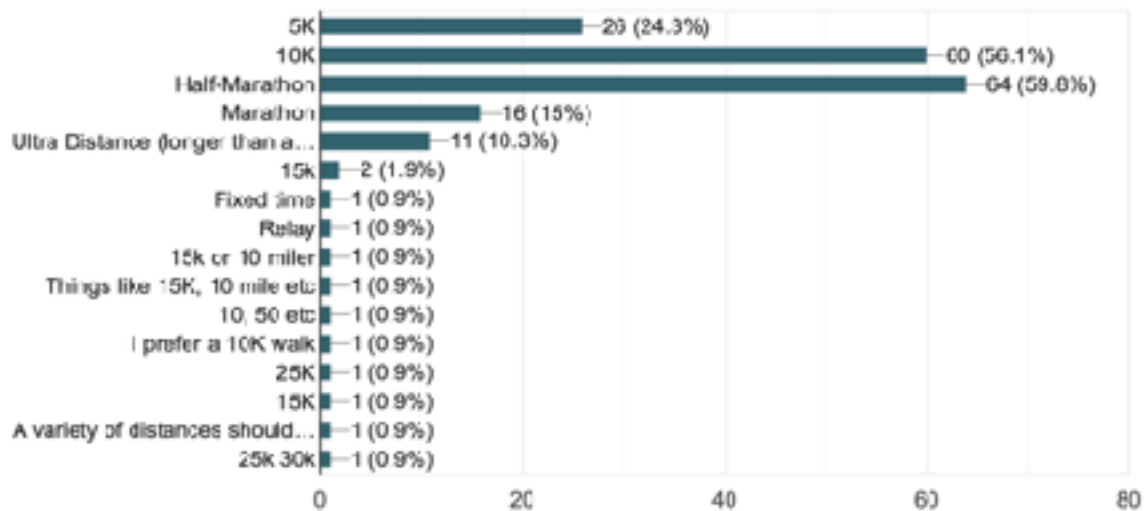
"Autumn Leaves as a 30k-50k, only maybe a 50-miler"

"How about a random relay? 15k 3 people (you don't know your other runners until the day before.)"

"Blue Lake 15k, Wildwood Trail Trail (or trail trial on another non-paved trail like old Tryon Creek Races. Clackamas Cross Country Classic."

What is your preferred event distance?

107 responses



Complete text of (...) response regarding preferred event distance:“A variety of distances should be supported, even non-standard distances based on the venue”

Is there anything you'd like to let us know as we prepare our event calendar for 2025?

30 responses

Thank you!

Thanks!

More events on the east side, please.

Bring back UTLR please

Weeknight runs do not work very well for our family - would like to see the summer solstice run on a weekend even if it is not technically the summer solstice.

Trump lost.

Our family greatly enjoyed the July 4th 5k. It became a family tradition for a few years for us, bringing our daughters and running with them and/or pushing them in the stroller

I have a potential location for a July 4 5k, Hal Brockman

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I have a potential location for a July 4 5k, Hal Brockman

I really appreciate the efforts of all who stepped forward to keep the ORRC alive, active and fun.

Thank you!

Ensure proper food and drinks for runners. For volunteers if we sign up and get accepted don't give our role to others just because they want it. This happened to me, I volunteered for a role and it was given away to others because they wanted it. I spoke up and the race director basically said that's his process. Volunteers and runners should be treated respectfully and fairly. Since that happened I've not wanted to volunteer again.

There are so many halves out there. Please bring back a 15k

Vernonia half was well organized and enjoyable

none

I prefer trails over roads.

I recall there was a run where you guessed your finish time, which I thought would be fun. Also we try to avoid driving, so any race you can host near public transit is great. THANKS for your efforts to reduce trash.

I appreciate the survey! I've not been able to participate much at all these past couple years, but with the outreach this new board has initiated, I still feel connected to the organization. Thank you for “going the extra mile”! 🏃

Keep up the great communication!

Can you guys offer a few trail races? I suspect the insurance is or can be more expensive, but woods trail races are so much better than pavement (in my opinion)!

Consider bringing back the Half Series

Please consider some 15k races.

I would like to see a half-marathon distance offered for Ralph's Run.

I love having races close by so that I don't have to drive too far, also love running in the woods!

We should do the RunnersWorld run streak as a group.

Thank you for all you do!

The strength of ORRC's races is the variety and uniqueness of the courses and locations. I like the races in low-traffic rural settings like Ralph's Run in Forest Grove. Also unique distances are fun.

Try to encourage reusable cups. Bring silverware. Less waste. 🙏 Thank you for all you do.

Fixed time event (6H, 12H), please.

Would like to see a few more trail races.

I am still completely puzzled why you dropped the Autumn Leaves 50K, 50-Mile. It was a great event in a great format in a great venue. What were you thinking? I'd really like to know.

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ATTACHMENT #2: Mark Barrett's Notes from 2024 RRCA Conference:

RRCA State Representative Meeting 2024

1. Gatorade will continue to sponsor Championship races, but the program has been modified. The deadline for all events will be March 15th. If a club hosts more than one event, they will receive one shipment of Gatorade. Still a minimum of 400 participants to order, but aggregate total is OK (e.g. full and half). Powder, not liquid, concentrate. MUST document Gatorade sponsorship with photos and the post race survey.
2. Championship Events application dates will likely change in 2025. (Push all clubs to apply for state/regional/national championships.
3. RRCA to use RSU Membership in the future.
4. RRCA will be transitioning to less state-based reps and more geography-based reps. For example, California already has 3 regions and 3 reps. Southern Oregon might be included with Northern California. One person would represent two less-populated states. The goal is to serve clubs as best as possible.
5. If you find that a club contact is outdated or inaccurate, contact Andy at RRCA.
6. RRCA isn't just for road running, but insurance for walking and trail events as well.
7. The RRCA Board of Directors is working on finding a new Western Region Director and Oregon State Representative.
8. Questions for ORRC/Clubs in Oregon:
 - a) Does ORRC mission statement match the RRCA mission statement? "empower all people to participate in the sport of running in pursuit of enjoyment, health, well-being and competition." (well, yes.)
 - b) Does ORRC participate in all of the RRCA Programs available? (Insurance, Coaching Classes, RD certification, Runner Friendly City, Kids Run the Nation, etc.)

Updated 5/2/24

RRCA 2024

Building a Movement Through Inclusion

Theme: How to welcome runners and walkers of all abilities and body types

1. Own your digital presence. Be welcoming on RSU, web site, and social media. The inclusive message should be consistent across platforms, both in word choice and images used. Make an emotional connection. Use targeted communication.
2. Consider the participants POV and create a welcoming experience. Sample ideas: caboose award, “My First” bibs, don’t break down aid stations and the finish line until the last person has passed, have costumed sweepers, pies for later finishers. Never say “It’s only a 5K.” Invite people to stick around to cheer for the caboose.
3. Bond with the community. Connect with Chamber of Commerce, sponsors, clubs and schools to support and direct participants of all kinds to your event.
4. Not discussed, but mentioned for future discussions—How to include non-binary and BIPOC participants. Many of the same techniques would be used.

RRCA 2024

Organizing Large Kids Runs

Theme: Create a multi-week training program that feeds into a large kids run event

1. Create a training program (OC has a 10-week training program that is based on fun games instead of running only.)
2. Market the training and the event by social media and directly to local schools.
3. Contact school principals to get their support.
4. Help principals recruit coaches at their schools. They may not necessarily just be PE teachers, but teachers and staff for different grades.
5. Train coaches in the program.
6. Get parents and students to pledge to train and compete.
7. Coaches administer program before school, after school, or at lunch time.
8. Get kids registered. Offer scholarships as needed.
9. Race Day Logistics. If the number of participants gets high enough, apply crowd control techniques that are used for adult races—fencing, corrals, waves, safe child drop off/pick up. Compare and combine school-based organizing vs. age-based organizing. Coaches are allowed to run with the kids; only K-1s and special needs parents are allowed to run with the kids. See the experience from beginning to end from the kid’s POV, focusing especially on safety. See the experience from beginning to end from the parents’ POV, especially photo ops and drop-off/pick-up. Consider the experience of parents with children in different grades.
10. Choices: T-shirt for all or not? Timed or not? Chip timed or not?

Updated 5-3-24

RRCA Convention 2024

Race Director Mental Health

1. Identify Stressors: long hours, unpredictable issues, recruiting volunteers, so many emails, weather, permit issues, reading post-event surveys, etc.

2. Negative consequences of stress: anxiety, burnout, physical and mental health issues, work life stress spills over into family and personal life
3. Positive benefits of stress: better decision making, resilience, stronger relationships
4. Ideally, your job as RD is to do nothing on race day, since all essential work has been delegated to others. This frees you up for crisis management, or to simply enjoy the experience of the event.
5. Remember, if you stop enjoying the work, you can simply step down as RD and not do the work
6. Be pro-active.
7. Prevention Strategy #1: Build a good support system—mentors, peers, friends and family who you can turn to
8. Prevention Strategy #2: Good self-care—rest, physical activity, hobbies
9. Prevention Strategy #3: Practice ways to maintain your calm and focus
10. Prevention Strategy #4: Seek help from mental health professionals if needed.
11. Prevention Strategy #5: Do planning to prepare for crisis management.
 - a. Find a co-RD to share the load
 - b. Delegate tasks and responsibilities to others
 - c. Make checklists
 - d. Do things in a timely manner instead of all at once
 - e. Prepare strategies for potential worst case scenarios (e.g. medical emergencies, prioritize tasks if your short on volunteers)
 - f. Know who your “go to” people are
 - g. Run or volunteer at other events to learn better ways of doing things
 - h. Get help and resources from your club and the RRCA

Updated 5-4-24

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Attachment #3: Susan Cooper’s Notes from RRCA Convention

RRCA Insurance Program and Risk Management

Regarding liquor: If you charge anything for liquor, your insurance will NOT cover you. If it’s offered free, it’s OK.

Overnight Relays [on an open course]: These are NOT covered by insurance. [Overnight races on a closed course, without vehicle traffic, are covered. / DB]

Regarding cancellation of event: Having an insurance cancellation policy is VERY expensive, so most people do not get it for their events. What a director must do is have a box that all registering runners check that says NO REFUND IF RACE IS CANCELED. That way runners will realize that there is no refund.

PR and PRs: Publicity Power-Ups for Running Events

This presentation explained that having a Media Press center on our ORRC website would be a place that we could direct Media to look when we put on a running event. The Media Press Center would have: 1. Background info on ORRC 2. Bios on race directors, board members, etc. 3. Fact sheet about ORRC and 4. Photos and videos with recent news and press releases.

Having a Media Press Center would allow a race director to contact a media person and direct them to our website for info, and then also invited them to attend/cover a running event.

Crisis Prevention:

Things to think about regarding crisis prevention.

1. What was the cause of the crisis?
2. What things do we have in place BEFORE the event to prevent a crisis?
3. What corrective actions are we going to take to prevent a crisis in the future?

Creating and Managing Engaging Training Programs

This workshop was geared toward a HUGE running club with running programs set up to help people train for long distance races. Sort of like the Portland groups that train for the Portland Marathon. It was very impressive, but did not really apply to ORRC.

Building a Movement Festival – Not Just a Race

This presentation explored innovative ways for race directors and club leaders to enhance event impact.

Points to consider:

1. Learn how to strengthen community connections
2. Elevate the experience of each participant
3. Create a welcoming atmosphere for slower participants/walkers
4. Be positive and inclusive

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End Attachments to Minutes