

**Run Oxford Business Meeting
Monday, August 9, 2017
Oxford-Lafayette County
Chamber of Commerce
Meeting Minutes**



40 adult members present including officers: Marvin King (President), Jill Knight (Vice President)
Ed Dean (Treasurer), Nathan Hammer (Secretary)

1. Organization

- a. Bylaws – We have bylaws that we can change. They are located on Airtable.
- b. We have four officers:
 - i. President, Marvin King
 - ii. Vice President, Jill Knight
 - iii. Secretary, Nathan Hammer
 - iv. Treasurer, Ed Dean

2. Marvin introduced the new website at <http://runoxford.com> (Nathan redesigned)

- a. The Great 38 is incorporated directly into it
- b. Membership and registration are direct through it

3. Benefits of Membership

- a. We have Discounts
 - i. Bella Mia Salon: \$5 off nail service
 - ii. Cat Daddy's: 20%
 - iii. [Chicken Salad Chick](#): 10%
 - iv. DocuMart: 10% off business cards at Documart or 39¢ color copies
 - v. The Growler: 10%
 - vi. Hemline: 15%
 - vii. Living Foods: 15% off menu items
 - viii. [Quadlock Case](#): 15% (Discount Code emailed to members)
 - ix. [Running Warehouse](#): 15% (Discount Code emailed to members)
 - x. Smoothie King: 15%
 - xi. [Trails and Treads](#) (Tupelo): 10%
 - xii. [Zensah](#): 20% (Discount Code emailed to members)
- b. Any volunteers to help with Discounts?
- c. Members get a discount for registering for the Great 38

4. Marvin went over the expenses for 2016 and 2017 and highlighted large one time investments and lessons learned.

- a. Ashworth Awards \$2790.25
- b. Marketing: \$2698
- c. Race Shirts: \$1454.14 (SND)
- d. SND: \$5569.26
- e. Race Shirts: \$22500 (2 years worth of G38)
- f. Start2Finish: ~ \$24,000
- g. Chamber Membership: \$125
- h. Chucky Mullins Endowment Donation: \$5000
- i. Race Management (Arches, Mile Banners, Traffic Cones, Run Score, Time Machine, Tents, Tables, Uhaul, bibs, etc.): \$23,021.27
- j. Printing: \$2600
- k. Miscellaneous: \$402
- l. Coaching: \$741
- m. Bounce House: \$325
- n. PO Box \$64
- o. Storage Units: \$840
- p. Insurance: \$770
- q. Taxes: ???
- r. Oxford Police Department: \$3465
- s. Jumbotron Video Crew: \$450
- t. Photography: \$500
- u. Music License: \$106

5. Marvin Went Over Our Group Activities:
 - a. Group Runs:
 - i. Sunday Striders/ Sunday Courtyard Runs
 - ii. Monday @ the Y
 - iii. Tuesday Track (Amy Beene, Jason Ritchie)
 - iv. Whirlpool Wednesdays
 - v. Thursday Track
 - vi. Thursday Growler
 - vii. Saturday/Sunday Long Runs
 - b. For St. Jude Marathon: Team Ole Miss (53 Members)
 - c. Run Oxford Runner Match Database
 - d. Socials – Carmen Mattox volunteered to be the new social chair
 - e. Run Oxford Racing
 - i. RebelWell Mighty Half & 5K (~ 550 registrants)
 - ii. Lee Family Dentistry’s Splash ‘n’ Dash 5k, 2015 - 2017 (400 registrants)
 - iii. The Great 38 Race Weekend (~ 720 registrants in 2016, goal is 1,000 in 2017 and largest race in Mississippi by 2019).
 - iv. Pop-Up Races
 - f. Run Oxford Coaching
 - i. iCan 5K (née C25K) – Angie Getz
 - ii. Mighty Milers – See Handout
 - iii. Training Plans from RRCA Certified
 - iv. Level I Certification – 12 months before Level II Certification
 - g. Run Oxford Timing
 - i. Partnership with Best Times Racing
 - ii. The Great 38
 - iii. Lafayette High Cross Country Meet on 9.30.17
 - iv. Pop-Up Races
6. Marvin Went Over Our Most Important Upcoming Event – The Great 38
 - a. 336 Participants
 - i. 3-miler: 169
 - ii. 8-miler: 100
 - iii. 13.1: 118
 - iv. 51 participants in more than one race
 - b. Marketing
 - i. Rod’s Racers, FB, MRTC
 - c. Expo (Trails & Treads, Lululemon, OPC, Campus Rec, YMCA)
 - d. Volunteer Recruitment
 - i. About 100 Needed
 - e. Course Certification (Ed Dean, John Stack)
 - f. Event Schedule (see Handout)
 - g. Food (Nathan, Jewel) – Jewel asked for food suggestions and clarified that there was no budget for food other than what she got donated.
 - h. Raffle
 - i. Virtual Gift Bag

7. Marvin Highlighted the Needs of Run Oxford
 - a. Bookkeeper - Tamara Warhol volunteered to be Bookkeeper
 - b. Development Officer (Make sure sponsors get what they pay)
 - c. Staging Coordinator – Kevin Lewellyn volunteered
 - d. Marketing (i.e. Twitter) - Kate Centellas volunteered for social media specifically to work on Twitter and Instagram
 - e. Volunteer Coordinator
8. Marvin went over four other important items
 - a. Strategic Investments – We made a lot of one time purchases that will help us going forward
 - b. Institutionalizing – We need a plan for continuation
 - c. Salaries or Stipends – Marvin suggested the idea of paying people salaries or stipends
 - i. Jewel motioned (Nathan seconded) to form a compensation committee
 - ii. Russ McLellan, Cindy Rimoldi, Sarah Rowlett, and Macey Thompson Edmondson volunteered for the committee
 - d. RRCA National Conference – Marvin wishes to go to the national conference
9. It was moved and seconded and approved to have a follow-up meeting on November 1st