

Run Oxford Business Meeting  
Monday, October 17, 2016  
UM School of Law, Room 1090  
Meeting Minutes



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

1. Vision
  - a. Race Teams, Club Teams – Marvin outlined his vision of how the club could be organized into teams that take turns to manage races and the club
  - b. Each week we have group runs, most routinely on Tuesdays, Thursdays, and Saturdays, but with seasonal Monday and Wednesday runs, too
  - c. Marvin wants us to be the best small town running club in the country and wants people to join us for group runs while in town and want to run our races
  - d. Members receive discounts at: Bella Mia Salon, Boneheads, Cat Daddy's, DocuMart, The Growler, Hemline, Living Foods, Quadlock Case, Running Warehouse, Smoothie King, Trails and Treads, and Zensah
2. Run Oxford Finances
  - a. Over 130 dues paying members
  - b. Roughly \$84,330 in expenses spread out among: hoodies, shirts, porta potties, security, food, timing and event management, insurance, photography, marketing, charity, and miscellaneous expenses.
    - i. Race Revenue: \$51,131.21
    - ii. Merchandise and Memberships: \$1,748.88
    - iii. Sponsorships: \$31,750
    - iv. Total: \$84,630.09
  - c. Other races don't use S2F such as Tupelo Marathon and Coke 10k
  - d. Maybe not every Run Oxford race has a charity component – At least one race proceeds stay with the club?
  - e. Our races have put on very high quality races but we don't necessarily need to be so nice, but S2F did help a lot with their manpower
    - i. A question was asked how people hear about our races – S2F?
    - ii. Would a race weekend be cheaper from S2F?
    - iii. Go in with other area races to negotiate with timing companies as a group to help negotiate a lower price?
  - f. It was suggested that we could put on adventure-type races and receive place cards instead of expensive timing
  - g. There was a discussion of whether it was wise to invest in a timing system
    - i. Ole Miss Athletics not interested in purchasing a timing system
    - ii. It would be a full time job if we purchased a timing system
    - iii. Options
      1. Proprietary
        - a. Jaguar, Chronotrack
          - i. Cheaper startup, approx. \$8-10K
          - ii. Licensing fees, annual

- iii. Expensive bibs, \$1.50+/each
  - 2. Non-Proprietary
    - a. RFID
      - i. Higher startup, approx. \$16K
      - ii. No annual fees
      - iii. Cheap bibs, \$0.20-0.50/each
    - 3. Software
      - a. Required by all systems, \$500
- 3. Volunteer Opportunities – Marvin went over the leaders who have volunteered over the past year in different capacities
  - a. Club Needs
    - i. Poll Questions
    - ii. Group Run Schedule
    - iii. Run Leaders
    - iv. Weekly Emails
    - v. Website Updates
    - vi. Member Benefits/Discount Cards
    - vii. Race Leaderboard
    - viii. Christmas Party
    - ix. Marketing
      - 1. Twitter
      - 2. Facebook
      - 3. Instagram
      - 4. Pinterest
  - b. Run Oxford Programs
    - i. C25k – Angie Getz went over the C25k program
      - 1. Had several C25K graduates from the spring become volunteer coaches. Worked out GREAT;
      - 2. Recruited 3 new coaches who are already runners - helped beef up coach presence at each practice by having two and sometimes three coaches at each practice. One would stay at the back of the pack and the other would run with the lead runner. This seemed to go well for participant retention since we know we lost a few participants in the spring because they felt like they got left behind the first one or two practices.
      - 3. Plans for the next C25K
      - 4. We will re-start C25K the week of Feb 27th training for Double Decker (April 29) = 9 weeks of training (including spring break). No formal training during spring break
      - 5. The week of Feb. 20, we will have a C25K Kickoff meeting (probably at Newk's again, or Bonehead's. OPC paid for the food (about \$130) and, pending OPC approval, we continue that arrangement.
      - 6. Angie Getz will manage advertising, coach recruitment, t-shirt re-design, and scheduling (to a degree). Most of this will have to be done in January anyways. Per the survey results, the most

effective ways to draw participants in have been online through RO FB page and OPC website. Word of mouth is still effective. So, we need to utilize that.

7. Once training begins, the tasks are just the day-to-day things like posting reminders or pictures on our C25K FB group and occasionally emailing or messaging folks who stopped coming to practice. Focus is accountability and encouragement.
  8. Race Registration and C25K t-shirts
  9. Preference is the same system with a registration discount code for our participants and they can register themselves up for the race. This helped immensely. Giving them a deadline helped, too. I'll have one of the coaches be in charge of picking up the shirts and distributing them.
  10. Once we have a short list of coaches for the spring, Angie will send out an email asking who would be interested in taking which duties during her maternity leave.
  11. Walk to 5K
  12. Perhaps we start a "Walk to 5K" program for those who aren't really able to walk/run right off the couch. We don't know interest, but 2-3 people have said they'd be willing to coach this. We have such a wide variety of people who register for C25K, but they get discouraged early on and stop coming. Something to consider.
- ii. Mighty Milers Program
    1. Tuesdays, 3:00-3:30, at Boys & Girls Club of North Mississippi
- c. 2016 Run Oxford Events
- i. February – The Mighty Half & 5K to create a Mighty Milers program
    1. Comments about not having enough volunteers at the race
    2. We originally wanted to have sponsors at the water spots
    3. Ran out of medals and lost money ordering more medals
  - ii. June 4 – Lee Family Dentistry's Splash 'N Dash 5K benefitting More Than a Meal
    1. We lose money on this race but people love it
  - iii. October 8 – The Great 38 benefitting Chucky Mullins Memorial Scholarship
    1. Comments about not having enough volunteers at the race
    2. Why was the 3 miler shirt the same as the 8 miler shirt?
    3. There was a small price difference
- d. 2016 Auxiliary Run Oxford Events
- i. January – MLK Day of Service 5K
  - ii. April – The Breakfast of Champions 5K benefitting John Currence's Move on Up Foundation
  - iii. August 20 – Planned, but did not execute Baptist Memorial Hospital – NMS Back-to-School 5K
  - iv. September 12 – Back-to-School Fun Run at South Campus Trails
  - v. November 12 – Woodlawn Park Opening Fun Run

- e. 2017 Auxiliary Run Oxford Events
  - i. MLK Day of Service (tents, cones, route arrows)
  - ii. Breakfast of Champions (tents, cones, route arrows)
  - iii. Baptist Back-to-School 5K (tents, cones, route arrows)
  - iv. Suggestions and Comments?
- f. 2017 Run Oxford Funded Race Schedule
  - i. Run Oxford Half Marathon (February) Update – Marvin suggested that we don't have the funding to have a put on a quality half marathon in February and asked if other people would like to be in charge of it – We are currently still considering a no frills half marathon but most planning and resources are going to **The Great 38 Race Weekend**
  - ii. Lee Family Dentistry's Splash 'N Dash 5K, June 10
  - iii. The Great 38 Race Weekend, October 6-8
    - 1. What is the rationale for a race weekend? Oxford needs a half marathon but the 8 miler is great for recruiting but we need a 3 miler too because that's the vast majority of the runners
    - 2. Have a special kids race?
    - 3. Marvin met with Ross Bjork about Ole Miss Athletics sponsoring a race weekend next year
    - 4. Not having cash prizes next year
    - 5. It was suggested to contact rich alumni but it is difficult to get that list and contact people
    - 6. Expo
    - 7. Water Stations
    - 8. Course/Police/Course Marshals/Cyclists
    - 9. Sponsorship
      - a. It was asked if we had sponsorship levels and we are looking at re-developing the process
      - b. Personal contacts are easy
      - c. We need a development specialist who understands the nuances of the process
      - d. We need to have a factsheet of out of town people who came to come
      - e. We experimented with having fewer sponsors who gave more money; having more sponsors is a headache
    - 10. Runner Experience
      - a. T-shirts/Awards/Medals
      - b. Porta Potties/Photography/Star-Spangled Banner/Pre-race announcements
    - 11. Website
    - 12. Run Oxford Tent (Merchandise & Memberships)
    - 13. Volunteer Recruitment
    - 14. Marketing
    - 15. Coordinate with event management company
    - 16. Raceday
      - a. Packet stuffing or prepping

- b. Packet pick up
- c. Registrations
- d. T-shirt swapping

17. Course Management

- a. Many more cones needed for > 10K distance
- b. Labor intensive
- c. Signage required
- d. OPD about to start charging, UPD probably will at some point
- e. Course marshals needed at every intersection
- f. Water stops have to be manned
- g. Water stops require setup and take down

18. Start/Finish Areas

- a. Both have to be setup, manned, and taken down
- b. Equipment has to be moved after start of race
- c. Food has to be prepped and set up
- d. Announcers have to be coordinated
- e. Awards coordinator required
- f. Ambassadors have to be available to answer questions

19. Other Volunteer Activities

- a. Accountant help
- b. Calendar maintenance
- c. Run leaders
- d. VIP coordinator
- e. Awards coordinators
- f. T-shirt design coordinators
- g. Start line coordinator
- h. Course management volunteer coordinator
- i. Water stop volunteer coordinator
- j. Finish Line coordinator
- k. Food area coordinator
- l. Post-race sponsor thank you notes and social media announcements

- g. Marvin and Ed went over the timeline that we need to meet in order to have a successful race and pointed out that that if we want to have a high quality race that we have to reserve the timing company early and start planning a year in advance.
  - i. Choose a date
  - ii. Reserve the date
  - iii. Select a timing/course management company (we can't handle a half)
  - iv. Sponsor coordination
  - v. T-shirt design and selection
  - vi. Award design and coordination
  - vii. Medal design and ordering the correct number 8 weeks out (they are shipped via container from China)
  - viii. Online Registration set up

- ix. Answering questions (believe it or not, these can be time consuming)
- x. Course design/certification
- xi. Advertising/promotion
- xii. Police permitting
- xiii. Lead biker coordination
- xiv. Recruit volunteers for course marshals, food coordination, start line logistics, finish line logistics, water table setup, water table volunteers, course cleanup
- xv. Final police coordination
- xvi. Packet pickup coordination
- xvii. Packet pickup registration
- xviii. T-shirt sorting
- xix. Packet stuffing
- xx. T-shirt swaps/sales
- xxi. Course inspection with the timing company
- xxii. Volunteer assignments/dropouts/rearranging
- xxiii. Directional signs not available through timing co.
- xxiv. Volunteer assignments/dropouts/rearranging
- xxv. Directional signs not available through timing co.
- xxvi. Run Oxford tent coordination
- xxvii. Porta potty ordering
- xxviii. Start line music
- xxix. Start line announcing
- xxx. Finish line music
- xxxi. Move PA from start to finish
- xxxii. Photo coordination
- xxxiii. Finish line food coordination
- xxxiv. Finish line water
- xxxv. Finish line volunteers
- xxxvi. Timeline:

