



Prairie Striders™

Running Club

BROOKINGS, SD EST. 1969

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Tuesday, Nov. 19, 2019

Noon, conference room, SDSU Wellness Center

Present: Dave Graves, president; Nancy Scholl, vice president; Jay Larsen, treasurer; Matt Bien, John Blatchford, Steve Britzman, Shari Landmark, Chuck Tiltrum, David Ulschmid.

1. Approved **Oct. 1 minutes** for posting on website

2. Discussed interest in a **Turkey Day run in 2019 and the future**

- Nancy Scholl agreed to lead a three-mile run beginning in the Hillcrest Park swimming pool parking lot at 9 a.m. Thanksgiving Day. No timing, no registration, just a social run.
- As to future Thanksgiving runs, it was agreed that the club should find a lead partner in a more organized run. Dave Graves is to contact TJ Carlson with Brookings Area FCA, which has expressed a past interest in the run. Note: This discussion is a result of Brookings Swim Club dropping this fundraiser. Becka Foerster later noted BSC may possibly resume interest.

3. **2019 officer nomination** – (To be elected & take office in January in 2020.)

Current officers were nominated for re-election:

President – Dave Graves
Vice president — Nancy Scholl
Treasurer — Jay Larsen
Webmaster — Trevor Penning

4. **Discussed 2020 Goals**

- Much of the talk focused on **increasing membership and increasing active participation** among younger runners. Ideas included asking for runners to join the club when they sign up for races, use Facebook to encourage membership and take a strategic look at members and nonmembers who could be invited to increase their participation. At the January meeting, board members will review the 2019 points competition list and see who we can personally invite to the Frostbite Frolic.

- It also was agreed that a **budget should be drafted and approved for 2020**. There has not been a budget in anyone's memory, however, it was agreed that past expense accounts would provide a good basis for next year's budget. Also, the budget can be amended to handle unforeseen expenses.
- Discussed ways to **increase participation at the Frostbite Frolic**. Suggestions: See if the club would be able to use the swimming pool adjacent to the community room. Dave Graves is to ask Dan Bielfeldt. It also was suggested that greater emphasis be made that the run is optional. It also was suggested that potential members should be invited to the Frostbite Frolic by active members.
- Discussed ways to **increase the marketing of the club's less prominent races**. Suggestions included developing a checklist for marketing, especially with social media, creating race guidelines and identifying spending sources.

Miscellaneous

1. **Librarian's report** — Bob Bartling — Not present, no report.
2. **Newsletter** — Next issue — late November/early December.
3. **Marathon 50th anniversary book update** — Matt Bien reported the first copies (10 hard cover, 10 soft cover) are to arrive Thursday. Price is \$45 for hard cover, \$25 for soft cover. A second printing is to be made after orders are advertised for and received. Brookings Marathon paid the cost for the \$800 printing bill.
By unanimous voice vote, it was approved that the book design costs would come from club funds (\$1,082). Matt noted that he began collecting information in November 2016.
4. **Triathlon update** — Meeting with SDTriNewsGroup at 1 p.m. — Shari Landmark, Dave Graves, Jay Larsen, David Ulschmid and Michael Martin with SDTriNewsGroup (by phone) discussed the logistics and costs associated with the I'm Ready for Summer Triathlon, which Landmark and the Wellness Center will be giving up after the 2020 event.
5. **Frostbite Frolic** — Feb. 15 at Innovation Village community room.
6. **Friend of Running nominations** — Due by Jan. 13. Steve Britzman, Matt Bien to serve on the selection committee with Bob Bartling (assuming he agrees).
7. **Website sponsorship** — DG needs to approach 605 again.
8. **Update on points competition** — Andy Carlson needs to complete.

Race director reports

•lobo Day 5K Oct. 5 — Steve Britzman — Just under 300 participants; financial report to be given in Jan.
•ndoor 5K Jan. 25 — Dave Graves, Jay Larsen — A nontimed walk may be added this year.

Next meeting – noon, Jan. 7, at Mission Coffeehouse, First Lutheran Church