



## Greater Framingham Running Club

**January 6th, 2018 – LifeTime Athletic** hosted the meeting in Framingham.

### **Fun Run:**

*Attendees (mileage in parentheses)*

*Jeff Hattem, Rich Busa, Marie Leigh, Edw. S. Ginsberg (3), Rich Leonard (60 minutes on treadmill), Andrea Leonard (45 minutes on treadmill), Glenn Meister (3), Ed Stoll (3), Phyllis Lowry (5.5), Jen Feaster (9), Tom Miller, Bob Cargill (2), Arnie Pollinger (8), Susan Richardson (62 minutes on treadmill), Chad MacDonald, Abby McCabe, Leslie White-Harvey (4.5), Melissa Arnold (5), Mike Bower, Deb Galloway, Mark Goldstein, Kate Schneider (8), Mike Gannon (10.5), Kendra Howard (4), Crystal Mayo, Jamie Burgoyne (6), Allie Hall, Vernon Turner, Breno Melo, Esther Powell (3.5), Jay Powell*

### **MONTHLY MEETING:**

#### **Guest Speaker (Kim Chisholm from One Mission)**

Kim thanked us for inviting her – she heard about us through Jeff Hattem. Kim works for One Mission, a pediatric cancer foundation. It was started 10 years ago after the founders' son had cancer at 7 months old (their son is now 12 years old). They spent 6 months at Boston Children's Hospital. They started One Mission to help families through the cancer process. One Mission also works with Dana Farber and the Jimmie Fund Clinic. They offer various types of support to families in need, including providing parking passes (\$10 a day), decorating hospital rooms to feel like home, provide family meals, and try to make each day as good as possible for families.

They have several fund-raising events every year. They also work with charity runners to raise funds. They currently organize charity runners for the Boston, Chicago, and New York marathons, as well as a road race in Falmouth. They have raised over \$500k through their running program. Boston charity runners raise about \$12k each, even though the minimum amount is \$7,500. Chicago marathoners are asked to raise a minimum of \$1,500, and New York runners \$2,500. The fund-raising amounts are lower for athletes who qualified for their respective marathons. They also provide training support for their runners through an organization called Charity Teams, a collection of 20 charities. They do long runs every Saturday for Boston for six months leading up to the marathon. Their charity teams are relatively small. This year Jerry Rubin, a club member, is running for them. If you are interested in running the Boston marathon as a charity runner for One Mission, please contact Kim. The application process is launched in October (all 2018 slots are currently filled).

#### **President (Bob Cargill):**

Bob thanked Breno Melo and Allie Hall for letting us meet at LifeTime Athletic. Tom Miller wrote another kick-ass newsletter. Bob led off the newsletter with a talk about obstacles. He was inspired by a run this fall after a storm. Bob likened the obstacles he encountered after the storm to the obstacles people encounter in life - successful people figure out a way to get around their obstacles.

## **VP Report (Arnie Pollinger):**

Track workouts are cancelled until further notice. The Rich & Chris Chesmore scholarship committee has added Kathy Covarrubias and Abby McCabe as its newest members. The applications will probably be sent to the high schools next week. They will be due back at the end of March. Last year we gave out \$1,000 to each recipient, but the total hasn't been decided this year. Ed Stoll recommended \$750 per winner. Marie Leigh agreed that we can award \$750 to each recipient. Ed Stoll motioned that the scholarship amount be \$750 per recipient for 2018. The motion was seconded and passed.

Arnie will schedule a meeting to resolve issues with the marathon lottery. Outstanding issues include credits given for being on the Team Framingham steering committee and Busa Bushwhack volunteer credits. This meeting occurs every year to improve the lottery process, and will be scheduled sometime in the next month.

## **Secretary (Jay Powell):**

The December meeting minutes were sent out.

## **Treasurer (Marie Leigh):**

We have not had many changes since last month.

## **Membership Director (Mike Gannon):**

### *We Welcome*

Bernardi	Sarah	Westford
Bernardi	Sophia	Westford
Elia	Kim	Framingham
Melo	Breno	Framingham
Hall	Allison	Framingham
Mayo	Crystal	Southborough
Medeiros	Teresa	Milford
Cameron	Julie	Framingham
Matros	Michael	Marlborough
Scheer	Carrie	Wayland

Total Members = 339

### *Notes*

Carrie came back. The Bernardis found us via Summer Track and Leslie. Kim was referred to us by Platinum PT. Allison and Breno credit Jeff Hattem and Bob Cargill. Crystal also was referred by Leslie, while Teresa learned about us from other members. Julie found us on the internet, and finally Mike discovered us via Bob Cargill.

### *Other*

2017 was another great year for new members as 92 people joined us, which was our second biggest year. The record was 2016 when 30 more people joined but ironically we end this year higher by 2 members. We used to think that 2013 was an anomaly when 88 people joined us (half soon after the Boston Marathon) but we have surpassed that twice now.

<i>Year End</i>	<i>Approximate Headcount</i>	<i>Changes</i>
12/31/10	215	
12/31/11	217	2
12/31/12	268	51
12/31/13	298	30
12/31/14	286	-12
12/31/15	273	-13
12/31/16	337	64
12/31/17	339	2

### *Proposal*

Right now, our membership period goes from April 1st to March 31st as we all know which creates a disconnect for new members. Anyone joining on or after November 1st, 2017 will see their memberships expire on April 1st, 2019. If a member joined on October 31st (1 day earlier) or prior their memberships would expire on April 1st, 2018 or much less than a full year.

In September 2 prospective members questioned this policy so I extended all after September 1st to 2019. So, I want to propose that all new members get at least a full year with us or if they join after May 1st. At renewal time we have a low % of this group who actually stay. By making this change, we will probably retain more over the long run. Returning members (who let their memberships lapse) will go by the old proposal as they already know all about us.

If anyone wants to quantify, how many extended memberships there will be, approximately 20 members for this year. I come to this total:

- 1) Our purge is around May 15th. Anyone who joins in April or May 2017 would have been purged in May 2018 so 1 full year anyway. So, no more than 20 members joined us between May 1st and September 1st.

### *Discussion*

Jamie Burgoyne liked the idea that new members get at least a full year. Marie Leigh asked how many people this would apply to; Mike said it would apply to 20 people this year. Mike guessed that 4 of those 20 would renew, based on historical patterns. Mike sees a lot of non-renewals from new members. Because of the high non-renewal rate, the proposed policy won't cost the club much money.

Kendra Howard likes the idea as well. She was wondering if we're doing anything else to retain new members and would be happy to follow-up with new members. Bob Cargill would also like to help with this task. Kendra would also like to track new members who haven't been participating. She suggested reaching out after 6 months to see how they're doing. Bob would like to highlight members that we should reach out to. Kendra suggested having a membership committee that would help with reaching out to new members. Kate Schneider thinks some people sign up because they like the mission, but may not have the time to participate. Tom Miller would like to join a membership committee too. Mike Bower asked if we had stats on how many people are in the Facebook group. Mike Gannon thinks the Facebook page has around 200 people following it. Mike Bower would like to boost the Facebook page enrollment because it is a good way to communicate with people.

Mike Gannon officially proposed that all new members get at least a full year. Anyone joining after May 1<sup>st</sup> will get at least 1 full year beginning at the start of the next enrollment period, plus the remaining months in the first year they join. The motion was seconded and approved. Arnie Pollinger wants the proposal to go on the new membership form. Mike Gannon will also add it to the FAQ on the web page.

### *Postscript*

A question came up during the meeting Saturday about how many GFRC members are in our Facebook group. As of right now there are about 192 out of 196 people in the group. Since there are 219 families, we might have 80+% participation (some families have 2 in the group and others aren't on FB anyway).

## **Grand Prix (Tom Abbott and Eric Jacobsen):**

### *Completed Races*

Bob mentioned that a lot of members showed up to the New Year's Day race in Needham. Other races that day counted toward the Grand Prix too. Kendra and Jeff ran another New Year's Day race as well. People who ran other New Year's Day races must self-report to Eric and Tom by the end of this weekend.

### *Upcoming Races*

Jay read the upcoming race report.

January 27, 2018	Resolution Run - Lexington, MA
January 28, 2018	Boston Prep 16 Miler - Derry, NH
February 11, 2018	Paddy Kelly 5 Miler - Brockton, MA
February 18, 2018	Old Fashioned Ten Miler, Foxboro, MA
February 24, 2018	Cushing/Lowry Pub Run
March 10, 2018	2018 Shamrock Shuffle, Medway, MA
March 18, 2018	New Bedford Half Marathon

For the Cushing run: It has a planned snow-day of the 25th, but it'll be the 24th unless the GP Directors announce otherwise. In addition, the after-party will be a potluck event. Phyllis and/or the GP Directors will be in touch to coordinate that aspect as we get a little closer, but your race entry fee will be a food contribution for the after-party.

**Newsletter (Tom Miller):**

Tom sent out the newsletter yesterday.

**Web (Steve Galloway):**

Deb Galloway gave Steve's report. Lonny Townley sent an e-mail about the clock-watching volunteer slots, but those e-mails weren't forwarded correctly due to technical difficulties. Steve would like links for the Boston Marathon charity runners so that he can add them to the club web page.

**Uniforms (Mike Bower):**

We would like to order quarter-zip technical shirts; they will be navy blue and display the club logo. We need a minimum order of 6. With an order of 6, each shirt will cost \$53. If we can get 12 orders, the price will decrease to \$46. Mike also brought club hats (\$15), ear muffs (\$6), and Busa Bushwhack gloves (\$4) with him. See Mike if you would like to buy any.

**Activities (Jeff Hattem):**

The Christmas Carol fun run was very successful this year – we had about 30 people attend. The New Year's Champagne fun run had about 15 people show up.

*Monthly meetings*

Arnie Pollinger and Robin Perlow will host the February meeting in Holliston on the 3<sup>rd</sup>. Kim Elia will host the March meeting at Platinum Physical Therapy in Ashland on the 3<sup>rd</sup>. The April meeting will tentatively be on the 7<sup>th</sup> and hosted by Andrea and Rich Leonard. There is no official date or place set for the May meeting, but Matt Vogel usually hosts. The June meeting will be on the 2<sup>nd</sup> at LifeTime Athletic in Framingham. The July meeting will be at Mike Bower's house. The August meeting is usually hosted by Joe Koziol. Jen Feaster will host the September meeting the Saturday after Labor Day.

*Activities*

LifeTime hosts fun runs every Saturday morning at 8 am (they will move to 7 am in the summer). LifeTime also hosts fun runs Tuesdays at 6:30 pm. All GFRC members are welcome to attend, even if they are not a LifeTime Athletic member. The next social night is January 19<sup>th</sup> at John Harvard's at 6:30 pm. Jeff will start to put together a committee for the annual banquet soon.

The Mural Mile will happen again this year, and take place on either April 28<sup>th</sup> or May 5<sup>th</sup>. Bob Cargill, Jeff, and Ed Stoll will be the race directors. Courtney Thraen will also help as necessary. Bob encourages everyone to get involved (by either running or volunteering). Bob would like to make the Mural Mile a capstone event. Arnie Pollinger would like to get the word out to local high schools. Jen Feaster mentioned that the mile happened during the same time slot as C25k last year. Kendra Howard suggested having the C25k folks run the Mural Mile this year. Jeff would like to get 100 runners to sign up this time and Bob would like to have a post-race party at a brewery this year.

**Social Media Director (Leslie White-Harvey and Bob Cargill):**

Leslie has been taking pictures and sharing them on social media. Please like or share posts on social media to increase the club's visibility. We are also on Instagram and Twitter, though Facebook is the more active platform.

**Other Business:**

Edw. S. Ginsberg mentioned that Alison Black is mentioned in the latest edition of New England Runner. He is happy to share the issue with anyone who is interested.

*Jay Powell*