

Run Wichita Minutes  
November 12, 2008

Board members present: Mike Aaron, Julie Campbell, Mark Chamberlin, Charlie Claycomb, Clark Ensz, Tom McGaffin, Tom Rice, and Tom Schwarz

Guests in attendance were: Gary Gregory, Greg Klenda, Eric Steele, Mike Vestweber, and Scott Waddle

Location: La Quinta Hotel Airport Inn Suites

Recorded by: Tom Rice

Previous Minutes - The September 17th minutes were approved as written.

Treasurer's Report - nothing reported to allow time for planning meeting

Memberships - Membership was reported by Charlie Claycomb as 256.

## **Old Business**

nothing reported to allow time for the planning meeting.

## **New Business**

Email Notification - discussion was held on whether to pay Eric Steele \$30 month to create an email campaign in order to advertise Run Wichita and to distribute running information. Motion was made and passed.

Yearly Planning Meeting - this meeting followed the regular business meeting.

Next Meeting - January 14th at Marriott Courtyard in Oldtown in the the lower level at 6:30 PM.

Adjourn Motion - passed

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## **Wichita Yearly Planning Meeting**

Planning for 2009 was discussed. Eric Steele was the facilitator. Thanks to La Quinta and to Mike Aaron, Run Wichita president, for making the arrangements.

The following are the notes from the planning meeting.

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Eric Steele - of Kansas Ultra Runners' Society was the facilitator.

## **Why Run Wichita?**

- % discount: 1st Gear
- race discounts (2 races)
- newsletter
- group runs
- education - of interest (on running)
- advocacy (for running)
- make runs happen

## **Opportunities**

- (more) group runs
- easier (race) sign up process
- community targeted outreach
- expand email contacts - to VIP's

### **1) Enhance our email capabilities**

- market - Eagle web - KS.com -

### **2) Marketing**

- target - local groups
- email blitz - weekly
- capturing email contacts from runs
- fundraising to buy chip system
- selling space on web page (links that benefit runners)

### **3) Advocacy**

- local initiatives that positively effect our environment
- push projects that benefit our membership
- capital improvement plan - city

## **Fundraising**

- Kansas Health Foundation
- fund raising to buy equipment
- goal to buy chip system

