**REVISED Agenda for October 10, 2023, FSTC Board of Directors**

**Meeting on-line via zoom at 7pm**

**Members present:** Joni Neidigh, George Barthelmes, Adam Cross, Britta Fortson, Jon Guthrie, Larry Neidigh, Barbara Knox, Jakob Irwin, Robert Wood, Suzanne Baker, Chris Baker, Dave Allen, Jack Frost, Josue’ Velazquez, Emma Millson

**Current board members:**

Joni Neidigh, George Barthelmes, Adam Cross, Britta Fortson, Jon Guthrie, Larry Neidigh, Barbara Knox, Jakob Irwin, Robert Wood, Suzanne Baker, Chris Baker, Dave Allen, Jack Frost, ,Josue’ Velazquez, Emma Millson, Barbara Knox, Shelley Allen, Heather Thompson

CALL TO ORDER: Joni Neidigh

**Approval of September Minutes-** approved

**OLD BUSINESS:**

Treasurer’s Report – Adam Cross- using credit card for certain items (snacks, merchandise); Treasurer’s Report has been posted and report has been approved.

Grants- Barbara doesn’t have an update.

Hog Jog Update – Suzanne Baker- Awards are ordered, T-shirts ordered, Cathy is helping with registration, all is going well.

Social Media Update /Sunday Morning Runs– Jakob Irwin- We have a Tik Tok page, video content/pics- send to Jakob; we have about 60 followers; There are two Facebook pages and we need to shut one down, the club Facebook page has been started by Jon, this is how we have been getting information out; Jakob wants to make sure he’s posting on the right page. There is a need for a private page and a public page. Jakob is having difficulty with the Facebook page. Jakob will need to delete the Instagram account and start over again.

There is a long run group on Sundays, and it has grown. Jakob provides drinks and is spending more now that the group has grown. Can the Striders sponsor this? Adam is on board for sponsoring this. This is a great way to promote the Striders.

Social Events – Jenny’s Pennies, Christmas Party (committee Barbara Knox, Rebecca Wood, Joni Neidigh) Jennie’s Pennies is coming up on 10/15/23; Holiday Party is at Haskell on Dec. 3rd 6-9- we need a committee for the Holiday Party- Barbara and Becky Wood will head up the committee.

Logo contest/interest – deadline October 15th- no entries at this point.

**NEW BUSINESS:**

2024 Strider Visionary Plan – Adam Cross

Sponsorship Package – George Barthelmes

Membership Changes – George Barthelmes

Florida Strider’s Cloud File Storage Solution -George Barthelmes/Adam Cross PowerPoint:

We want to retain old members and recruit new members, get more people involved and get more people from “across the bridge” to join.

Getting our branding out, improving swag and purposeful expos.

Potentially having a new race in November.

Striders Championship Series- a five race series; potentially offer money for winning and offer 10% off for signing up for all races.

To grow, a championship series may be beneficial.

Consider a team competition.

Social media presence needs to be improved- Facebook and Instagram need to be tweaked and/or started over completely.

Track series for children.

Championship meet.

Making ordering more profitable.

Sponsorship package for sponsors.

Children’s programs- marathon medals.

Sponsorship tiers- we may be undervaluing ourselves.

Linking sponsorship into the Championship series.

The shift can be for sponsorships for the year instead of a particular race.

Membership changes, George has cleaned up the database, we should have more accurate numbers now.

Comparisons with clubs from other running clubs, we may have too many options.

Consider removing the two-year option to three years and changing 65+ option to 62+ option and new student athlete option.

VOTE- All changes to membership approved.

Techsoup offers validation services for legitimate donations.

George has organized our accounts by year via box.com.

Trail Day Run 11/11/23 – Bobby Wood- Trying to figure out different runs, there is a trail near Durbin, great nature scenes. It’s 30 mins away from OPK. There is a three, five and ten+ mile option. This may be a good trail day run for the Striders. Bobby will organize and send it to George. Jake can blast on social, and Adam will provide snacks if needed.

**Upcoming Events**

Jenny’s Pennies -10/15/2023

November Board Meeting – 11/14/2023

Hog Jog – November 18, 2023

Holiday Party – December 3, 2023