

**Anniston Runners Club
Board Meeting
AUGUST 10 2026**

1. Opening and Quorum
2. Minutes
3. PRESIDENT's Report
4. Financials
5. Business
6. Next Meeting date
7. Adjourn

ATTENDEE'S: Jennifer Watwood, Karla McCaffrey, and Chase Garrard attended in person. Landon Delozier, Hayley Long, and AJ Long came in for financials and Woodstock portion. Ashley Nash phoned in.

1. Watwood opened the meeting, noting a quorum with majority members in attendance.

2. Minutes to the July meeting were presented and approved.

3. PRESIDENT's Report

4. FINANCIALS

5. BUSINESS

- **WOODSTOCK 5K DEBRIEF**

- **Successes:**

- No major timing glitches on race day; age-group award distribution ran smoothly.
- Strong positive participant feedback overall despite rain.
- Excellent support from volunteers, the DA Club, and Publix on-site presence.
- Early packet pickup on Thursday/Friday went smoothly; moving future club packet pickup to Thursday will be promoted more heavily.

- **Challenges & Areas for Improvement:**

- **Start-Line Audio / National Anthem:** Audio issues and late arrival of the singer. Joey plans to hardwire the microphone setup next year.
- **Course Marshals & Traffic Control:** Incidents reported of non-race vehicles/boarders being allowed onto the course. Proposal made to coordinate with local police departments (APD/JPD) or County Sheriff's office to station vehicles at key intersections for strict zero-tolerance enforcement.

- **Water Stops:** Complaints regarding lukewarm water, lack of music at the second station, and discarded towels. Reminded that towels are prohibited at Aid Station 2.
 - **Post-Race / Vendors:** Rain hampered vendor engagement. Plans for next year include booking Dalton Jones for a mini post-race concert behind the Kilby House to draw runners toward vendors and age-group awards.
 - **Theme for Next Year:** *"Return to Midsummer Morn"* (nod to the initial year's theme). Exploring sponsorship/in-kind cross-promotions with CAST (Community Actors' Studio Theatre).
- **Race Timing Contract Proposals**
 - **Current Timing Provider Issues:** Ongoing friction, communication problems, and inefficiency during breakdown/results processing.
 - **Express Timing Proposal:**
 - Quote was reviewed: Includes tag/bib preparation, results processing, and 1-mile / 2-mile split timing and deduct add-ons like LED screen rentals and hotel comp costs).
 - **Action Item:** Board will wait for Haley Wood's return (around Aug 19) to conduct an official email vote on transferring timing services from Best Times to Express Timing ahead of the September meeting.
- **PLUCKED TURKEY (NOVEMBER 26, 2026)**
 - **Promotional Push:** Need to aggressively promote Plucked Turkey now that Woodstock wrap-up is concluding.
 - **T-Shirt Design & Options:**
 - Shirt color ideas discussed (orange, beige/tan, long-sleeve options).
 - **No-Shirt Option Discussion:** Board reviewed implementing a "no-shirt" registration tier on RunSignup to lower costs for runners.
 - Pricing structure must be carefully adjusted to ensure race profitability.
- **SPONSORSHIP & MARKETING COORDINATOR ROLE**
 - **Role Proposal (AJ):** Discussion on formalizing the Sponsorship/Marketing Coordinator position for AJ.
 - **Commission Structure:**
 - Proposed 10% commission contingent on reaching a predefined sponsorship growth target for ARC/Woodstock; otherwise, the standard 5% commission applies.
 - **Sponsorship Package Revisions:**
 - Remove free Woodstock shirts from general ARC sponsor packets.
 - Limit Title Sponsorship for Woodstock to 1 exclusive space (removing secondary "KidStock" title tier).
 - Slightly reduce social media post requirements at the \$5,000 tier to avoid coordinator burnout.
 - Pursue upcoming regional corporate sponsorship programs (e.g., Blue Cross Blue Shield, Orlando Health).

- **GRANTS, SCHOLARSHIPS, & HIGH SCHOOL TEAM FUNDING**

- **Grants & Scholarships:** No formal grant applications were submitted by local high schools this year.
- **Policy Enforcement:** Moving forward, high school teams/coaches **must** complete and submit formal grant/scholarship applications by the **end of February** deadline to be eligible for funding payout.
- **Volunteer Expectations:** Schools receiving payouts must provide student volunteers for race operations.

6. Next Meeting: Monday, September 14, 2026

7. With no additional matters to discuss, the meeting was adjourned at 6:40 pm.