



**BCRR Board Minutes**  
**April 14, 2020 7:00 pm**  
**Online Virtual Meeting**

**Attendees:** Board 2019-2020: Christina Jones (pres), David Piper (vp), Andrew Young (sec), Peter Griffiths (treas), Joel DuBois (al), Sarah Austin (al), Joe Lengfellner (nl)

**Review Meeting Minutes from last month** – Minutes approved with revisions from Joel and Peter

**Treasurer Report:**

- BCRR account: \$34,000 balance, recent expenses include \$250 for parking donation at First Christian Church. Received \$1130 garage sale proceeds, \$70 from shirt sales. Awaiting \$500 Darling Dash payment, \$2160 reimbursement from St. Arnold's for banquet cancellation
- Alex's 5K account: \$23,000 balance. All expenses from race paid. Tentative distribution of donations is \$2000 to Autism Speaks, \$2000 to Westview and \$14,000 to Avondale House. Sarah to contact Kathi to inquire how to proceed with donations. No check presentation ceremony is planned due to social distancing, may need to mail checks.
- Bayou Bash Relay account: \$3,000 balance. Relay will be postponed, permit fees will be refunded from city. No other expenses or revenues.

**Newsletter/Website:**

- Next newsletter targeted for May 1 release.
  - Topics: Interview (Mike), John Phillips retirement (David G), Darling Dash (Mike), Bloviation (Neeraj), Super Bowl Party (Andrew), Profiles (Kyle & Brooke), Joel (Half marathon legacy runners), social distancing selfie montage, Zoom happy hours (Neeraj)
- Website analytics: Clear pattern of declining website visits for last 3 months versus same period 1 year ago. Modest increase in visits via social media, large decreases in referrals (links from other pages) and organic search (search engine results like Google), smaller decrease in direct (typing in bcurr.org). Since most new members find the club through the website this is a bad trend. Discussed ways to promote website traffic. Christina will include more links in the weekly email to promote members visiting the site. Joe to share Google keywords used in search algorithm, we may want to focus on different search terms. Joe to research options for a small advertising budget to promote the club on Google or Facebook, ideally very targeted to a narrow audience.

**Bayou Bash Relay – ~~May 2 2020~~**

- Board does not support rescheduling the race to later in May
- Suggest to tentatively reschedule to July 11 and move to a morning start due to heat. Mike can make the call whether we request permits now or wait until the pandemic situation becomes more clear. No other payments to vendors until we have confidence that the race is likely to occur.



### **Spring Banquet – May 21-2020**

- St. Arnold's canceled all May events, will refund \$2160 deposit to Bob T.
- Christina and Bob will contact St. Arnold's to inquire how busy their calendar is in the fall. Targeting a September date to reschedule. Prefer to wait until the course of the pandemic becomes more clear, but if availability is already limited we can commit to a date and reschedule as needed.

### **Event Cancellations**

- Bellaire Trolley Run - Dave reports that he has the pop up tent
- Family Picnic - no spring picnic, hopefully conditions will allow a fall picnic

### **Succession planning**

- With the cancellation of the spring banquet a meeting of the membership to elect a new board will not be possible in May. Options include attempting to conduct online balloting or extending the term of the current board. The current board expressed willingness to serve for a few more months, which was judged to be the easier option rather than recruiting candidates and conducting an election in the midst of the pandemic.

### **At Large Member Updates**

- New member welcome packets: Mirka absent, no update. No new members in March.
  - Membership renewal: 287 members renewed
- Volunteer coordinator: Joel is awaiting David Gaskin's equipment lists, has sent a reminder.
- Race committee liaison: Mike reports in absentia that COH actually approved the May 2 race permit. Per previous discussion (see above) holding the race in May is infeasible, the race will be rescheduled, possibly to July.
- Social media: Justyna absent, no update.
- Treasurer in training: Sarah reported on Alex's and BBR account status, see above.

### **Sunday Breakfast**

Canceled until further notice

### **HHours - 7pm-?:**

Canceled until further notice

### **Next Board Meeting: Tuesday, May 12, 7:00pm, Online Virtual Meeting**

### **Board Meeting Dinner:**

Canceled until further notice