

Present: Janice Heltibridle, Courtney Krueger, Steve Shaw, Sara Boelt, Carrie Baris, Gunilla Pratt, Lani Newcomb, Steve Anderson, Rufus Schneider, Susan Smyth
Absent: Greg Fellers, Mary Tiscornia

1. Board Minutes from November 14, 2019 meeting - Motion to approve: Courtney, Second: Lani. Minutes approved.

2. Committee Reports

a. Technology Committee – see #4 below

b. Vet Scholarship - Approximately 40 inquiries so far, mostly from new schools not heard from in the past. Six entries already received. Looking for volunteers to help judge essays. Alina Vale is not able to help this year. George Hall suggested as a possible judge.

c. Treasurer's Report - Steve Anderson reported on our donations and endowment. Current balances as of 12/31/19 are: Osterweis \$56,367; Dodge & Cox \$127,012; Wells Fargo \$18,140. Will move some from WF over to savings.

d. Ad Hoc Committee – Godfrey Sullivan donation (defer to #3)

3. 2020 Budget preparation hinging on several items for Board discussion. First item was whether to offer funds to Ride Manager for administrative costs to use at her discretion towards World Championship. RM is investigating hiring a local band for Saturday night. Motion to approve amount of \$1,200: Steve Shaw. Second: Lani. Motion approved. Second item was whether to provide copies to all participants and volunteers to World Championship a copy of *50 Years of Madness*, any extra copies left over would be available for sale. Motion to approve: Lani. Second: Rufus. Motion approved - 250 will be printed. Third item was regarding special 50th Anniversary R&T buckles - possible designs and cost not available yet. A separate buckle will be used for Equathon Championship. Rufus is working with Gist and will forward mock ups and pricing to board for decision as soon as she receives. Fourth item was how Godfrey Sullivan's donation should be used. Motion made to use to pay for printing of 50YoM (est. \$6,250 for 250), keep offering free one year membership to first time participants (\$1,000), remainder will be used to purchase swag and possibly offered to RMs to help offset the costs of new R&T events. (Janice will send out a separate email to board regarding possible swag.)

4. PR/Social Media campaign - Contract signed with UpstateTek on 12/31/19 for \$3,455 for help with website and logo. Janice is the POC for the redesign of the website. Upstate started collecting visitor metrics for Phase 1 of the website redesign/upgrade on 1/5/20. Carrie is the POC for promoting R&T on Facebook and Instagram and will be posting old photos as well as highlighting participants. Liz Perkin is the POC working with UpstateTek on a new logo design. Draft design to be ready by 1/19/20. (Target is to present to board for vote by 1/24/20 with implementation/utilization by 1/29/20.)

5. Championships

a. 50th Anniversary Race - Cuneo Creek/ Sequoya Ward Russ – June 20-21, 2020

i. Sponsorship report from Susan Smyth - Requests sent to: Levi Strauss, Platinum Performance, Performa Ride, and Riding Warehouse. Has asked Ben Volk to reach out to Trail Runner magazine for several gift subscriptions. Janice reached out to Specialized Saddles; Susan will follow up with them. GU hydration and GOO chews can be obtained for discount price. Godfrey Sullivan may come out to drop the hat at the start. Posts on Facebook focusing on championships are receiving lots of comments and likes.

ii. Discussion was whether to hold Championship Equathon on Saturday or Sunday. Decision was put to a vote. In favor of holding it on: Saturday - 3; Sunday - 5; Abstained - 2. Decision will be to hold Championship Equathon on Sunday. A regular equathon will also be offered on Saturday but participants will not receive buckle.

iii. Greg Fellers will be head vet. Other vets (pending confirmation) are Dan Chapman and Don Meuten.

b. East Coast Championship (Clemson, SC/Sara Boelt – May 23-24, 2020) - working on trails and food, vet hired, needs help marketing the ride.

6. AERC Convention (Jacksonville, FL March 6-7, 2020) - shared booth with Old Dominion Rides

a. Coordinator – Joanne Mitchell

b. AERC/R&T Committee - Janice will be working on this. Steve Shaw will assist.

7. Other...

a. Storage Trailer – defer to March meeting

b. Handbook - Janice working on updating membership information, getting flyers, including 2019 race results. Target to send to printers/mail out the first part of February.

c. Equathon Year End Awards Criteria for 2020 - already outlined at the last meeting. Will include in handbook and start promoting on Website and Facebook.

d. Partnership with SERA - working to finalize criteria for annual awards for Freshman R&T and Freshman Runner.

E. In conjunction with preparing ads for PNER and AERC Endurance News, have been reaching out to AERC ride managers to inquire about adding ride and tie to their events. As result added three R&T this week for PNW, may be several additional coming. Definitely receiving a lot of interest.

8. Adjourn 10:29pm

Special championship meeting - February 13, 2020 6:00 PM Pacific/9:00 PM Eastern - invite Sequoya Ward

Next regular meeting – March 12, 2020 6:00 PM Pacific/9:00 PM Eastern