

## Board Meeting 8.15.19

### Present:

Joanne, Sara, Janice, Courtney, Carrie, Gunilla, Liz, Rufus, Steve Shaw, Steve Anderson

Absent: Chris, Greg, Mary, Susan

1. Board Minutes from July 18, 2019 meeting - motion to approve - Sara, second - Carrie. Minutes approved.

2. 2019 World Championship - Jamestown, TN – August 17, 2019 (J.Mitchell) - Saturday - 14 in long course, 1 in short course, 4 in equathon. Sunday - 8 in equathon championship. Several brand new teams in attendance. Joanne is already exhausted and wants to go to bed. Will be using a tracking app on phones. Sierra will get photos to Gunilla for newsletter for September 1st edition.

### 3. Committee Reports:

- a. Nominations Committee – results of BOD elections - Gunilla Pratt, Susan Smyth, Lani Newcomb
- b. Technology Committee – see #6 below
- c. Vet Scholarship - offering for 2020 - starting to reach out to students in September. Motion for it to be a perpetual award: Rufus , second: Gunilla. Total is \$2,000. Janice will discuss with Dr. Fellers whether should up the amount to \$3,000 to divide amongst multiple awardees if deserving.
- d. Treasurer's Report (attached) - Kyle Williams from IFIXIT donated \$10,000 to ride and tie.
- e. Ad Hoc Committee – Godfrey Sullivan swag - no report.

4. 2020 - 50th Anniversary Race (Cuneo Creek/ Sequoya Ward Russ – June 21, 2020 - Date is tentative) - no further news. Cannot reserve site until six months before.

5. Storage Trailer (tabled – pending updates from C.Amaral).

6. PR/Social Media campaign - Liz talked to three different social media contacts. They all stated that the board needs to outline clear goals for what it wants the campaign to accomplish, and what the web person hired needs to do. Person hired needs to set up plan/strategy for social media with a social media person on the board. Focus should be on Instagram and YouTube. Using storytelling as media. Need to consolidate videos onto YouTube channel. All media should be linked to the website. Liz's goals: Attract new members under the age of 40; increase participation in World Championship to at least 50 teams; and attract at least two new major sponsors. Liz will move forward with social media through technology committee to define goals in a proposal - two week deadline - August 29th. She will write a formal invitation to send to Salomon. Ben had contacted Levi's and they were not interested in sponsoring R&T again. Suggestion was made to invite Levi's to come to the 50th Anniversary of the World Championship so they can see what it has become. Offer to pay lodging for two people at a

B&B and give them VIP treatment. Steve Shaw suggested contacting Mad Dog Jackson and/or Emmitt Ross for possible openings/ideas. Potentially contact Levi's historian to bring anything from their archives. Led to discussion of establishing/reviving relationship with AERC and Ride and Tie. Create a committee to work with AERC to get their endorsement for Ride Managers to offer R&T along with their endurance rides. Need to identify individuals willing to be on the committee.

7. Other...nope.

8. Adjourn - 8:26pm.

Next meeting – September 12, 2019 6:00 PM Pacific/9:00 PM Eastern - need to revisit board member positions. Email Janice if you're interested in any position.