Phil Stewart passed a binder around the table with several documents for committee members to verify or update information, including: 1) committee list with contact information; 2) race weekend apparel (sizing) and hotel reservations; and 3) race day cell phone number list. The drawing for random prizes was held. There were no paper handouts; documents are available electronically on the Cherry Blossom administrative web page. (During the third week of March, a revised ten mile course map, staging area map, youth fun run map, and committee list were posted.) The event’s sustainability project has reduced the amount of printed material.

The following committee members were present: Phil Stewart, Becky Lambros, Jean Arthur, Irv Newman, Dennis Steinauer, Ken Donovan, Eric Sinkeldam, Leslie Williams, Eve Mills, Michelle Carter, Nita Lalla Roncone, Laurie Kaye, Glenn Klenk, Steve Solbeck, Tom Filippone, Anna Dengler, Ashley Husich, Arlene Solbeck, Muffet Chatterton, Peggy Posey, Denise Zawitoski, Philip Pommerening, Kari Keaton, Nancy Betress, Molly Barackan-Eder, Jen McCollum, Robyn Marsden, T.G. Marsden, George Banker, Joe Castro, Chris Tatreau, Candice Mothersille, Timi Rogers, Collins Downing, Charles Walker, Drew Woodrich, George Tarrico, Bruce Lung, and Adam Lambros. (Note: The sign-in sheet did not make a complete lap around the table; apologies to anyone not listed here.)

Phil introduced a new committee member, Joe Castro, who will be working on staging area logistics with George Tarrico and Rick Merryman. Joe has done similar work for the Army Ten Miler. There is a second new member who was not present at tonight’s meeting: Julia Emmons, retired from her race director role at Atlanta Track Club (Peachtree 10K; 1996 Olympic Women’s and Men’s Marathons during Atlanta Games). Becky recruited her to coordinate the health & fitness expo clinics with Keira D’Amato. Becky commented that Julia and Keira bring lots of energy to the expo planning.
Becky Lambros shared news of the recent honor bestowed upon Phil Stewart (Tom Filippone sent out an email on March 12 to the group when RRCA first announced the news): Since 1971, the Road Runners Club of America (RRCA) has honored dedicated individuals for their contributions and service to the sport of distance running through its National Distance Running Hall of Fame; this year, Phil Stewart is one of three inductees into the Hall of Fame. In addition to his work as event director of the Credit Union Cherry Blossom Ten Mile & 5K, Phil organizes the annual Road Race Management Race Directors’ Seminar and Trade Exhibit, an annual sport-wide industry gathering. He is also a frequent emcee at awards ceremonies and press conferences, in part because of his vast knowledge of the people and happenings in the sport. Phil set a boys’ one mile school record (4:31.4) at Woodrow Wilson High School in Washington, D.C. He was captain of the men’s cross country team at Carleton College in Northfield, MN and graduated with a B.A. in history (1972). He completed the 1975 Boston Marathon in 2:19:58, and participated in the 1976 Olympic Marathon Trials. In 1979, Phil took the dramatic photos of President Jimmy Carter’s collapse during a 10K road race at Camp David; Sports Illustrated, Time, and People magazines published the photos. Phil continues to race the marathon distance, and finished the 2014 BMW Berlin Marathon in Germany with a time of 3:40:29. (Source: RRCA press release dated 3/11/15 http://www.rrca.org/services/news-entry/rrca-announces-distance-running-hall-of-fame-inductees/ )

Phil said he feels incredibly fortunate to be able to combine his passion for running with his work; he has met great people during his career.

Becky said the Credit Union Cherry Blossom Ten Mile made the bucket list of 50 Things to Do in Washington, D.C. as published in a recent issue of Washingtonian magazine. She thanked everyone for the work they do; everyone contributes to the popularity of this event. {Note: The March 2015 issue of the Washingtonian includes a front cover story, “The Great Washington Bucket List: 50 Things Every Local Needs to Do Before They Die (or move away),” edited by Sherri Dalphonse. On page 81, number 21 ‘Marine Corps Marathon’ reads: ..If you want a race that’s shorter but no less scenic, consider next year’s Cherry Blossom Ten Mile Run (this year’s race, April 12, is
closed), which also goes around Washington’s monumental landscape. For the ten-miler, go to cherryblossom.org.}

The Les Kinion Outstanding Service Award nomination form has been emailed to committee members; Friday, March 20 is the deadline to submit an award nominee to recognize years of outstanding service to the event. Les Kinion managed our t-shirt operation for over 30 years; he coordinated the purchase of the shirts and spent countless hours boxing, shipping and/or delivering the t-shirts. During this year’s race weekend, his daughters will attend the Saturday evening dinner for the award announcement. The review committee to select the award recipient consists of Dennis Steinauer, Anna Berdahl, Jeff Darman and Ed Murray; Jeff and Ed are former Cherry Blossom road race directors.

{To recap from previous meetings: The 2015 race date is Sunday, April 12; the traditional race date has been the first Sunday in April but Easter this year, April 5, is on the first Sunday. This change to the second Sunday in April results in the Cherry Blossom Parade being held before the race on Saturday, April 11.}

Phil spoke about the challenges due to multiple permits issued for the Washington Monument Grounds (WMG) during race weekend. The eastern end (3rd Street to 14th Street) of the National Mall is under renovation so the only available staging area for events is the WMG. One new development since the last meeting: three weeks ago, the Earth Day Network called Phil. They are holding a free all-day concert on Saturday, April 18, “Global Citizen 2015 Earth Day.” (The front page of their website states the event will mark the 45th anniversary of Earth Day, during a pivotal time to protect the planet and ensure that world leaders address key issues facing the next generation. Timed to coincide with the spring meetings of the World Bank Group and the International Monetary Fund, Global Citizen 2015 Earth Day will bring together global policymakers, finance ministers, environment and development NGOs, industry executives and high-profile artists including Mary J Blige, Train, and Usher.)

In addition to our event during the weekend of April 11-12, there is the Cherry Blossom Parade along Constitution Avenue NW on Saturday (impact: 15th Street NW will be closed), a small Make-A-
Wish Walk on Sunday afternoon (start time is 2 pm, located on 15th St NW, with a couple hundred participants), and an Epilepsy Walk on Saturday morning.

Phil said he has had meetings will all the groups, and an extra National Park Service meeting; “George (Tarrico) has become a fixture.” The Epilepsy Walk on Saturday (9 AM - 12 PM) will have their staging area at our 5K site, and we will share three tents, porta johns, and our 15th Street starting line scaffolding. We will share some porta johns with the Make A Wish Walk on Sunday afternoon.

George Tarrico has revamped our set up schedule to get an earlier start on assembling the WMG staging area; the current timeline shows mats will be installed on Wednesday from early morning to early afternoon.

We have reached an accommodation with the Earth Day group to expedite removal of our mats Sunday night instead of Tuesday morning. The Earth Day rock concert will have 1100 mats to set up, we have 300 mats at our event; the larger size of their event requires more preparation time.

The peak time for cherry blossoms this year is currently forecast for April 12; this will attract a large number of additional tourists to the tidal basin during race weekend.

Phil asked everyone in the room to stand, raise their right hand, and pledge that they will not drive to the WMG on Saturday.

Apparel for committee members will be distributed at the NBM by Michelle Carter and Glenn Klenk in the Cherry Blossom office at the Building Museum starting Friday. Let Phil know if you cannot make it there to pick up your New Balance clothing.

Jen McCollum and Anna Dengler are working on details for the Friday evening Happy Hour from 5:00-7:30 PM at the health & fitness expo. Anna said the 201 Bar will partner with us again. Food and drink attracts some people to pick up their packets on Friday instead of waiting to join the crowds on Saturday.
Phil said the tabletop exercise has been held; there were 2-3 hours during the morning meeting to discuss how key member of our event organization and law enforcement would react to certain emergencies. The exercise provided an opportunity to meet everyone and develop a relationship of trust. Our representatives got to show the competence of the Cherry Blossom, Inc. organization so that public safety officers feel confident they can work with us.

Phil said he has worried about how we would handle an emergency requiring evacuation from the WMG. There is a safe haven program, available at modest cost, that opens the Smithsonian museums early on race day to provide shelter if there is an emergency. This program will be in effect on race day.

Becky has done research to update our lost child policy. It is not acceptable to simply hand back a child to parents if the child has been reported as missing; we must go through the police. So Becky plans to encourage separated family members to go to a reunion area instead of reporting a child as lost. Eve Mills spoke up and offered to share the protocol that her organization, Girls on the Run, implements during an event with 5,000 children.

Phil spoke about how we can communicate during the event in case of an emergency. The U.S. Park Police use a Nixle (website http://www.nixle.com ) system, which is a smartphone network that pushes information out to subscribers in a local area. To join, send a text on your smartphone to “888777” with the message “BLOSSOM2015”. You will receive a welcome message; it will operate on race day only.

There will be a Credit Union Cherry Blossom Smartphone app for iPhone and Android phones; Phil expects to receive it during the fourth week of March. Michelle Carter has worked with the company so that the app will include the volunteer database and station instructions; volunteers will be instructed to sign up for the app. (Note: In 2014, a smartphone app provided by Racejoy offered features including bib number lookup, key race information, weekend timetable, course maps, FAQs, and individual finish times with splits shortly after an individual completed the race.)
The youth run will be enhanced this year, with the start time moved back to 9:30 AM from 8:15 AM. This will give the event more visibility since many runners will have completed the 10 mile course and will be on the WMG; finishers from the two adult races (10 mile, 5K) will have an opportunity to cheer on the youth running a half mile loop just west of the ten mile staging area. There will also be a Children’s Hospital ceremony.

The awards ceremony will be 15 minutes earlier this year to encourage attendance. Random awards will begin at 10:00 AM and the formal awards ceremony will be on stage at 10:15 AM.

Phil said there have been some commitments by athletes to compete in the elite field, including the top two male finishers at the United Airlines NYC Half on March 15 (Kenyans Leonard Korir and 2014 Cherry Blossom champion Stephen Sambu; both train in Tucson, AZ). The $10,000 bonus for an American Record (Greg Meyer's 1983 American record of 46:13, and Janet Bawcom's single-sex 2014 American record of 52:12) and $25,000 American Development purse (designed to provide enhanced prize money for American runners as they begin preparations for the 2016 U.S. Olympic Marathon and/or track trials) offers incentive for some exciting recruits from our nation’s distance athlete talent pool.

Among our high profile athletes, two American women will be chasing age group records: three-time Olympian Jen Rhines, 40, will return (she placed sixth among Americans in 2014 with a time of 54:38) and 1984 Olympic marathon gold medalist Joan Benoit Samuelson, 57. They will be joined by four-time Cherry Blossom men’s champion Bill Rodgers, 67, as featured speakers during the expo clinic talks.

Two new speakers at this year’s expo will highlight innovations in the running community: local blogger Dorothy Beal will make a social media presentation and Jason Kaplan will talk about a new technology product. Creigh Kelley will moderate the clinics and share race weekend announcing with Kari Keaton.

Kim Nemire and the sustainability subcommittee are going for gold. Our event will submit an application to the Council for Responsible Sports (CRS) for Gold Certification in 2015. (CRS requires each
earned credit be documented.) Kim is striving to reach a target of diverting 75% of all waste to either recycling or composting. (Last year, chicken bones contaminated the recycling collection at the NBM.) Learn more about the Credit Union Cherry Blossom Ten Mile action toward environmental and social sustainability at http://www.cherryblossom.org/aboutus/environment.php.

Confirmation emails will be sent to registrants next (fourth) week (of March). Dinner invitation emails will be sent during the next ten days (before the end of the fourth week).

Phil said he wants to have a discussion about the intersection of 15th Street & Independence Avenue offline with U.S. Park Police Officer Eric Sinkeldam and Chris Tatreau. The finish zone X will be used again, after a successful roll-out in 2014. (From March 10, 2014 meeting minutes: Phil added a new credential, "Finish Zone X," to eliminate the Woodstock-like atmosphere that has prevailed on 15th Street near and north of the finish line in previous years. Chris Tatreau was assigned to enforce discipline as we moved to remove clutter from - reduce the number of persons standing in - the finish area.) Phil also wants to talk offline about the water stop convoy.

The start times this year will remain the same as last year: elite women's advance start at 7:18 AM, elite men and yellow corral runners at 7:30 am.

Phil gave a quick review of items that will be distributed: 50 cases of water to the NBM for Michelle Carter, extra cases of water will be taken by Tatreau vehicles to WMG; 50 cases of GatorAde to NBM; Credit Union rain slickers will be in the volunteer tent.

Becky said Cabot cheese will serve breakfast to the volunteers, and to the elite athletes in the VIP tent.

A draft of this year’s timeline has been sent out (emailed on March 13). Committee members should add or remove items (the right-hand column in the spreadsheet has either “2014” or “2015” to reflect whether an item has been updated for this year) and send their draft timeline back to her. She will incorporate those changes into a master race week timeline.
Jen McCollum is the expo coordinator, and vendor booth sales have gone well. Becky said there will be a virtual goody bag again; an ad costs $300, or $500 for a prime location in the online goody bag.

George Tarrico provided a copy of the new tent layouts; the document was passed around the table for each member to check their tent listing. (The document includes details such as whether a tent will have walls.)

Adam Lambros (Gator Guru) said most of the gators will be dedicated this year, instead of a fleet of on-call gators; each tent area will share a gator and a dedicated driver. A couple of on-call gators will be available. Adam asked Ken Donovan (Radios) whether a radio channel can be used for gator communications. Ken said three main channels will have repeaters (necessary for long distance communication, beyond the local range of the WMG), but one of the other channels on the radio can be used for (local) gator traffic control. George Tarrico added that Adam will be able to do refueling of the gators.

Most of the volunteer stations are almost full, and people are still signing up. Nita Lalla Roncone (Volunteers) stated that station instructions went out today (March 16); some volunteers have communicated excitement, others have asked questions. Phil will talk to Rachel Miller, who needs to submit her medical volunteer instruction letter. There was mention of the volunteer no-show rate (it might be as high as 30%).

Phil opened up discussion to other committee members during the final half hour. Everyone was given an opportunity to bring forward questions, concerns, requests, or carry on a brief dialogue with others.

Muffet Chatterton said all information about New Balance merchandise has been posted on the event website, and instructions on fulfilling orders have been sent to Potomac River (=PR=) Running Stores.

Ashley Husich (Sustainability) said LaraBar wrappers will be recycled.
Phil urged members to have Molly Barackman Eder (Social Runner Coordinator) send out any messages they want communicated amongst runners. Molly noted that this is the best time to attract participant attention. The event is only a few weeks away and race day preparation is on everyone’s mind.

The social media campaign to engage runners has included a charity event named Biker Barre that raised $400, and the two dozen participants received a cherry blossom t-shirt. (2015 @CUCB Social Runner Lauren Rice @laurenlatel ydc tweeted “thank you to everyone who rode with me today (March 7) for the @CUCB charity ride! @BikerBarre #cucb2015 (with a photo: http://t.co/kZni034LSy ).“

Tom Filippone (Equipment) said the buses are all set. Collins Downing (Security, working with Steve Broyles) confirmed with Phil that Steve Broyles will receive parking permits for their vehicles. Glenn Klenk (T-shirts and Amenities) has his assignment under control and wants an offline discussion. Laurie Kaye will assist with distribution of apparel.

Phil alerted Charles Walker (Medal Distribution) that he had to order finisher medals last October; the medals are manufactured in China, and there was a dock strike on the West Coast. Placing the order early required projecting demand, and we may run out of medals. Volunteers staffing the medal distribution tables should write down bib numbers of those who ordered a medal and did not receive it on site. Michelle Carter suggested to Phil that he provide a bar code scanner to Charles so that bib numbers could be electronically recorded (instead of using pen and paper). Phil will talk to Charles further.

Eve Mills (5K Run/Walk Coordinator) brought to Phil’s attention a reminder that last year she had asked for (but did not receive) barricades for the 5K. Phil instructed Chris Tatreau that barricades are not needed at 17th Street & Constitution Avenue NW; he should allocate those barricades to the 5K Run/Walk. (The growth of this event in recent years has maxed out Chris Tatreau’s equipment resources, hence the necessity to control the number of barricades distributed.)
Chris told Eve there will be no equipment at the 5K staging area until early Sunday morning (due to Saturday’s special events that close 15th Street NW and limit the hours available for advance set up).

Becky, Phil and TG Marsden discussed the signal that will be given Sunday morning after the 10 milers have cleared the 5K race course (beyond the 2 mile mark on the 10 mile course, and off Memorial Bridge).

Robyn Marsden (Youth Fun Run Coordinator) will discuss preparations with Becky during the next couple days (third week of March). Phil said 245 youth have registered for the fun run with a field limit of 400; this is ahead of last year’s sign up rate.

Irv Newman (Signs) reminded everyone that signs orders need to be finalized with him before March 18.

Peggy Posey (Food) will bring food and water to the groups, instead of relying on (unknown) volunteers sent to pick up supplies. (This will prevent uncertainty about who has received food, or whether unauthorized persons have taken food.)

Phil told Kari Keaton (Announcing) that Andy Carr will be the head judge this year (and responsible for posting results onsite). No wheelchairs have entered the event yet, and Phil let Nancy Betress know how he intends to handle wheelchair awards if any athletes do register.

Becky told Chris Tatreau that LaraBars will be delivered on Friday. Heat sheets will go to Chris. Phil, Chris, and Glenn Klenk discussed plastic fencing for the Independence Avenue bike valet area. Phil answered affirmatively when Jean Arthur asked whether there will be branded cups for the water station. Chris Tatreau confirmed his drivers and vehicles will perform as lead vehicles.

Phil concluded the meeting a few minutes before 8:30 PM.

Respectfully submitted,
Drew Woodrich