Race Director Phil Stewart opened the meeting at 7pm.

Attendees:
Phil Stewart, Becky Lambros, Jean Arthur, Nancy Betress, Howard Chatterton, Muffet Chatterton, Ted Cochrane, Tom Filippone, Kerri Hill, Derek Honda, Kari Keaton, Glenn Klenk, Bruce Lung, Jen McCollum, Rick Merryman, Rachel Miller, Candice Mothersille, Heather Mundwiler, Irv Newman, Bill Orr, Phil Pommerening, Peggy Posey, Nita Roncone, Donna Scott, Dennis Steinauer, George Tarrico, Kim Westrich, Rob Wolfe, Denise Zawitowski

Call-ins: Keira D'Amato, Pam Balke, Ed Hartwell, Dennis Janey, Lea Rochelle, Arlene and Steve Solbeck, Donna Titus, Charles and Nefara Walker, Barie Winariski, Kenneth Younger

Guest: Ingmar Leliveld

Random prizes were won by:
Kim Westrich - Lip balms
George Tarrico - Cliff Bar bag
Ken Younger - Mints
Jean Arthur - Shoes...and a water bottle
Tom Filippone - Compression socks
Bruce Lung - Hand sanitizer
Donna Scott - Mints
Candice Mothersille -Sunglasses and bag
Bill Orr - Mints
Denise Zawitowski - Shoes

Phil Stewart - Announcements

Phil distributed a reminder about the CUCB Admin Page and its contents:
www.cherryblossom.org/admin
He especially noted the corporate documents since this is the annual meeting of our 501c3 non profit corporation:
- Conflict of Interest Policy
- Sexual and Discriminatory Harassment Policy
- Crisis Management Plan
- IRS Form 990
If you do not have or have forgotten the password, call the office.

Phil Stewart - Corporate Business

1. Committee members signed acknowledgement of familiarity with Cherry Blossom Inc. management policy documents.
2. The Board has 28 members. The list of the current members is on the Admin Page. Glenn Klenk is joining the Board as the 28th member. A motion was made and seconded and unanimously passed to affirm the board membership.

3. The Board, once elected, elects the officers. Dennis Steinauer is stepping down, and Irv Newman will take the President's position. A motion was made and seconded and unanimously passed to affirm elected officers.

4. A motion was made and seconded and unanimously passed to retain the firm of Kaiser, Scherer & Schlegel, PLLC of McLean to serve as CBI's accountants.

5. A motion was made and seconded and unanimously passed to affirm Race Director Phil Stewart, Deputy Race Director Becky Lambros, Treasurer Rob Wolfe and Controller Kerri Hill as authorized signers for financial matters.

**2018 Race Challenges - Phil Stewart**

1. Race Location
   In 2018, the entire eastern half of the Washington Monument grounds is being rehabbed. Over the summer there was a meeting with the National Park Service to explore ways to keep the race on the monument grounds. As a result of that meeting, the major staging area will be on the West side of the Washington Monument. That is a grass area and should present fewer issues with mud. The corrals will be placed on 15th street. There will be three sidewalks to the corrals from the staging area on the West side of the Washington Monument.

   At the end of the race, runners will continue to Constitution Ave to return to the staging area on the West side. Some medical, food and post race water will be near the finish area. Supplemental facilities will be on the West side.

   There is not an option to start the race on the West side (17th Street) because that would block access to the WWII Memorial.

   The 5K race start may move West on Independence Ave.

   There may be a requirement for additional signage.

2. METRO
   In previous years, Metro opened at 7 am. CUCB paid $29,000 per hour for METRO to open two hours early ($58K). However, METRO gave two way trip credit for riders, and the net cost to CUCB was zero. Currently, METRO will open at 8. The new rate for early opening is $100,000 per hour and METRO will only give credit for a one way trip. The cost to CUCB would be about $160,000. CUCB will not subsidize an early opening this year. We did not have METRO at all last year and runners still came to the race.
3. Championships
The PRRO-Circuit consists of five non-marathon distance races. The location of the championship race rotates around the 5 participating races. The 2018 championship race will be at our race. All the winners of other circuit races are eligible to run and if they win here they will get a bonus of $10,000.

The RRCA is holding its 60th convention during our 2018 race and this will be their championship race. It will draw around 300 people from running clubs around the country, and RRCA has 300 guaranteed entries. Many of the participants are race directors and we will set up a shadowing program for them to see how we do things. We are also looking at sharing speakers for clinics.

4. The Kids' Run will be on Saturday at the National Building Museum. We anticipate increased participation due to the success of last year's race.

Rob Wolfe - Budget.

The 2017 event was about 2% over budget due to purchase of spin heads, increased hotel costs, and purchase of additional signage for the Kids' Run.

For 2018, the entry fee has been increased by $2. The 2018 budget sets aside money for temporary help. The budget proposes changing the Race Director and Deputy Race Director salaries to a straight salary schedule without commissions, but with a new employee benefit (IRA).

We have been part of the PRRO-Circuit. That incurs expenses for drug testing ($10,000) and prize money ($20,000 or more). Some organizations cannot afford to pay for drug testing. PRRO-Circuit will subsidize races that subscribe to ideals of clean sport. The 2018 budget has some money allotted to support this effort.

The EXPO booth fee has increased $100. Donna and Bari are going to other Expos to recruit vendors.

We will be buying 5,000 more heat sheets ($1.75 each) and keep them at the medical tent and in ready reserve for those who need them if it is a cold day. There will be enough for every runner if they are needed but they will not be routinely handed out. There was discussion of other means of paying for the heat sheets so that everyone gets one, including an increase in the registration fee, sponsorship of the heat sheets, or sponsorship of a Tyvek jacket as is done at the Marine Corps Marathon. Phil noted that our registration fee appears low, but that is deceptive because upgrade shirts and medals are add-on costs. This makes it more affordable for a family of four that wants to run the race. Persons who want the upgrades and the medal and can afford them have that option.

A motion was made, seconded and unanimously passed to place the Race Director and Deputy Race Director on straight salaries, plus an IRA, which would be a maximum of 5%.
A motion was made, seconded and unanimously passed to approve the proposed 2018 budget.

**Sponsorship - Phil Stewart & Becky Lambros**

This the second year of our contract with the credit unions It runs through next year with options for years after that. The credit unions have been the title sponsor for the longest time period (since 2002). The credit unions will be focused on providing more visibility for the credit unions, which are competing with banks and other institutions. They will be looking at methods of increasing visibility, such as the branding of water cups and greater coordination of social media teams for consistent messaging.

Under Armour is in the second year of a three year contract. Under Armour is in a state of flux, and has had some layoffs. Working on getting merchandise through PRR, but delivery is lagging more than we would like. We are not sure how big a presence Under Armour will have at the Expo.

MedStar has a two year contract, and will sponsor the Fall Kickoff on November 30th at the National Building Museum.

Potomac River Running is still with us.

Gold's Gym - a two year contract is in process.

Navy Federal Credit Unions, Gatorade & E*TRADE are coming back.

Orrick is not coming back.

**Miscellaneous - Phil Stewart & Becky Lambros**

Music Licensing - RRCA now has a group music license that we can get through our membership.

Timing - We will be using NOVA Timing again.

CUCB received gold certification from the Council for Responsible Sport. We now have Inspire status and serve as a mentor to other races. We will continue our green activities as before, but the required documentation is greatly reduced.

The tee shirt design has been selected and will be unveiled at the Fall Kickoff.

The lottery will be held December 1st through December 10th. Guaranteed entries to volunteers and seeded runners will go out before the lottery, and we will register those entries before the kickoff.

The EXPO will be at the National Building Museum as before. The Volunteer Appreciation Party will be held on Friday night.

RRCA will host a reception for its participants on Friday night that may require moving the 5K registration.

Jeff Darman is coordinating the Les Kinion award - send in your recommendations.
Washington tourism is booming requiring that we book hotels well in advance. We will be at the Renaissance Hotel until 2023, except for 2021 and 2022 when we will be at the Crystal Gateway Marriott.

The Kite Festival and the parade do NOT coincide with the race weekend in 2018.

Maryland State Sales Tax exemptions all expired on the same day, September 30th. We are waiting for a new sales tax exemption to be approved. We cannot purchase using sales tax exemption, so save any receipts. We may be able to apply for a sales tax reimbursement.

**Volunteers - Nita Roncone**

Volunteers will use a smart phone app. This will simplify sign in and communication with the volunteers, and enable moving people around. Last year’s volunteer participation rate was 64%. The average participation rate has been 69%.

**Meeting Schedule**

Feb 5th, 2018  
March 19th 2018  
Wrap-up meeting April 30th 2018

The meeting concluded at 8:34 pm

**Action Items:**

Investigate the possibility for a safe haven. The Smithsonian backed out last year. This needs to be investigated early. Bee McLeod has the lead.

Send in recommendations for the Les Kinion Award.

Review volunteer requirements and send them to Nita.

Investigate amplification for the conference call system.

Respectfully submitted,  
*Howard Chatterton*  
Recording Secretary