

USATF MO VALLEY ASSOCIATION MINUTES: 2-2-2008

PRESENT: Gilbert Castillo, Shawn Love, Jack Nelson, Jack Uhrig, Larry Staton, Rob McLeod, Steve Walsh, Jesse Walden, Howard Franklin, Alan Poisner, Thomas Hernandez,

Preliminary remarks: Gilbert showed an example of the new USATF membership cards. One can expect about a month's lead-time with regard to delivery.

At the Mid America Distance Coaching Classic Clinic Gilbert set up a membership drive table. Water bottles were made up for 99cents and offered as an incentive for signing up for the MO VAL ASSOC.

188 people attended the coaching clinic. From Oregon, NY, CA, East Coast. It was a level 3-class certification. On Sat evening we had a social for Middle and HS kids to meet the three guest speakers during a question and answer session. We hosted about 200 – 300 Kids.

1. **Call to Order:** Gilbert Castillo, president, called the meeting to order and distributed the agenda to those present.
2. **Approval of Minutes:** Jack Nelson moved to approve the minutes of the previous meeting posted on the USATF website. Jack Uhrig seconded the motion and the motion carried unanimously.
3. **Treasurer's report:** (Please refer to the attached written report which was submitted to those present as a handout.) Steve Walsh reported that after opening the new account in KC with Commerce Bank, the former President transferred the balance of \$4,000 in early October and our current balance is \$6,781. The balance was increased by about \$3,000 in the current month because we were reimbursed by Lawrence Sports Corp for the national meet. In addition, we received membership fees totaling \$1,000.
Major expenses over \$500 are listed in 3 categories:
 - a. Missouri Valley Association USATF (MVA) Expenses – Rim Rock National Junior Olympic XC Championships. MVA has been reimbursed for \$2,239.37 but we are waiting on our share of the profits in the amount of \$8 per runner. \$24,000 in proceeds received and we are to get half of the net profit.
 - b. MVA Expenses for the Regional XC Meet – (See attached)
 - c. USATF Conference in Hawaii – (See Attached)

The receipts for the Regional XC Meet of \$3,451.70 include entry fees and memberships. A net profit of \$2,000 was realized for the Regional Meet.

A motion to approve the Treasurer's report was made by Jack Nelson and Rob McLeod seconded the motion.



4. Old business:

- a. Gilbert reported that MVA 2007 membership totaled 933 members, as of Dec 31st 2007.
- b. A Meet Manager software Grant was received from USATF of \$1,779.00
- c. Gilbert was impressed with the manner in which the national meet was run. This contributed a lot to the financial success. The preliminary revenue total is \$9,593.48. The event made about \$1,000 on parking but would have made about \$6,000 had they not stopped taking money for parking. Due to a rush of last minute traffic and inclement weather resulting in a bottleneck, the decision was made to stop taking money for parking. A number of people were coming in late and resulting in some kids missing their races. This issue will be addressed with regard to future events.
- d. Four new clubs joined MVA for 2007. They were The KCKs Cougars of KC, Ks; Lawrence Runners of Lawrence; Southwest Topeka; and The Wichita Speed Racers.

According to the monthly membership accounting list received each month, there were 194 people registered in January, 2008 to renew memberships. We receive \$15 for every \$29.95. In addition we also received money from club memberships to be reported next board meeting.

Gilbert encouraged us to take membership forms and start handing them out in order to build track and field for the youth and promoting track and field for them.

Shawn Love brought to the attention of those present that the membership total for 2007 was the 2nd highest ever. The key to 2008 is to keep/increase those members.

Gilbert crated a calendar and gave to all the club coaches. The calendar features pictures from of all meets. It was received very well and donations were received from the coaches for additional copies. This could be a possible revenue source for MO VALLEY in the future.

5. New Business

- Gilbert reported that the MO VALLEY Elite Development Club (MVA EDC) is one of 27 clubs, nationwide. We are one of the very first ones to obtain this status. The floor was offered to Shawn Love who offered the following summary with regard to the history of MVA EDC. The KC SMOKE was started in 2002. The idea came out of the national office through Andy Martin, Bill Rhodes, Ray Bingly and Shawn with a goal of competing in the club championship series. The responsibility for funding the MVA EDC has been shouldered by Shawn and a time has come for transition to new leadership in that regard.

Gilbert remarked that if Shawn gives it up and no one picks it up, it goes away. He commented further that this could be a great promotion for MVA with regard to increasing membership. Also, the national office wants a team and it helps post collegiate athletes get to the next level.

Jack Nelson: "I cannot emphasize enough how much Shawn has personally sacrificed for this team. He has taken care of hotel rooms and transportation to meets. If we are going to support KC SOMOKE, I think we need to get a lot of support from the athletes themselves with regard to promoting the association. They have to be there around these young athletes to encourage them." Jack suggested that Shawn work with Gilbert in putting together a detailed and specific budget.

Bob Lafferty of Metro Walk and Run is a possible sponsor for the KC SMOKE EDC. Shawn, the director/manager is willing to stay on for about 9 months to insure a smooth transition. Shawn would sit on the KC SMOKE board but he would like for USATF MO VALLEY to sponsor the club. Bob Lafferty will also be a part of the sponsorship. We need to keep this team within MVA.

The KC SOMOKE Club have 3 or 4 coaches and they are not being paid at this time. Jack Nelson suggested that the KC SMOKE board be dissolved and renamed as an advisory group.

Jack Nelson made a motion that we have continuing negotiations to finalize the KC SMOKE management under MO VAL Assoc. Jesse Walden seconded the Motion.

- The 2008 Club Championships hosted by the MO VAL ASSOC is seeking volunteers. The Club Championships will be held in Olathe Complex Center. Those present and those who receive the minutes to this meeting are encouraged to send Shawn an email as to how you, or others you know, may be able to help with this meet. Shawn will keep track of volunteers enlisted. Volunteers can be solicited at the two upcoming official certification clinics, Feb 16th and 24th. Gilbert will be responsible for organizing that effort.

- Howard Franklin, General Manager of Expose U, represented Ray Bingley who owns Expose U and he is a co-founder of Smoke Howard presented his strategy to help raise funds for the upcoming Club Championships. They are a full service sports marketing firm, from recruitment to post collegiate placement. They are a sports entity development organization who, on behalf of MO VALLEY, could solicit sponsors for this event. Package to local people and organizations such as Olathe Med Center, Garmin. Six sponsorship levels start at \$2,500 and could be set as high as \$15,000 for a Title Sponsor and Event Sponsor. We could look to Sprint, Verizon Pepsi Olathe School District as sponsors. Expose U receives nothing up front. They get 50% of what they find. If your budget is \$50,000 they will solicit \$100,000. USATF National office is paying from 70 to 90% for the cost of the event. The contract will be finalized and signed between MVA and the national office.
 - Shawn gave an overview of expenses.
 - Jesse Walden will help Shawn set up medical tents.
 - Gilbert will take care of transportation and food for officials.
 - Gilbert will secure NorthWest Designs as our vendor for the sports paraphernalia for the Championships.
 - Athletes, Ages 18 – 29 will compete and we expect 600 – 800.
 - You have to be affiliated with a club to compete in the Championships.

- Rob McLeod was appointed MO VALLEY Long Distance Chair.

- Gilbert has sent out a 2008 Membership Email Blast for renewals.

- Sanction reports: Jack Nelson has successfully promoted sanctions with monthly flyers and emails. The turnaround period for sanctions is 24 hours now. Which is much improved from previous time frame. The sanction will be approved and the paperwork will be in the national office. There were 2 sanctions during the month of January is historically slow but have 4 now, we make \$75 to \$200 on race that we sanction. Liability insurance is well worth the sanction, plus meet records are recognized and verified.



- For 2008, thus far, two new clubs have been added:
 - Training Run and Vault Mid West.
- The MO VALLEY ACCOC made an agreement with MARA to jointly host the 1500 meter race for 2008. The entry fee is a MO VALLEY ASSOC membership only.
- Gilbert announced that the preliminary dates for MVA JO T&F Championships will be June 13 or 14th. The dates should be finalized by March.
- The MVA JO XC meet will be in November.
- It was announced that there will be two Officials clinics held on Feb. 16th at KSU and Feb 24th at KU.
- A Race walking Clinic will be offered in April at the Fitness Plus Health Club in Overland Park.

Respectfully submitted,

Larry G. Staton
Secretary