

Road Running Committee MINUTES – Jan 8, 2015

Jan 8, 2015 - 6:30pm – Fortius Bldg | BC Athletics Office

In person: Clifton Cunningham, Maurice Wilson, Frank Stebner, Geoffrey Buttner, Jake Madderom, Jordan Myers

Phone: Rick Jenkner, Cindy Rhodes, Bob Reid, Paul Mathias

1. Review and acceptance of Meeting Agenda

- a. Any new business?

Interior Running Association ‘mission’ work – please refer to attached document titled *Interior Running Association – future*.

2. Review and acceptance of minutes from Meeting on Sept 30, 2014

- a. Forwarded with agenda
- b. Revisions, approve and post.
Moved: Bob Reid; Seconded: Jordan Myers
- c. Note we need to quickly review and post this meeting to hold our Committee AGM at the next meeting.
We need to give notice to everyone as membership needs to know of the meeting

3. Future committee meetings

- a. First week of March (series updates) – Wed March 4th – Committee AGM.
ACTION ITEM: to be finalized asap.
- b. Last week of April (action items)
- c. Second week of June
- d. First week of September (action items for AGM, championship bids)
- e. First week of October (items due for AGM, championship decisions)

4. Series Updates – calendar of events finalized? Promotion?

- a. Timex? Series – Maurice Wilson
(Maurice) – still waiting to hear back from TIMEX re/ level of support for upcoming race season. Regarding the Series, TIMEX is discontinuing support nationally, but is still in discussions provincially. Regardless, BC Athletics is prepared to move forward with support for the Series.
- b. IRA update
(Cindy) Lakeside 5K and Peachland 10K dropped for 2015. Three of the following four races are being looked at for possible 2016 Series inclusion with possible 2015 event promotion on the IRA website: June 7th EK’s Grill Heart & Stroke 5K, a June 14th run in Merritt, a June 20th Westside 5K, and a July 18th Downtown Mile.

A strategy meeting was held December 5, 2013 in order to discuss what IRA can do to meet the needs of Interior-based runners. *(Please refer to addendum A).*

c. Island Series

(Bob) Same schedule as last year. The Sooke River 10K & Series Awards has been moved up to April 19th, which puts the event into conflict with the Sun Run – however the larger concern is that it avoids a scheduling conflict with the TC 10K.

d. LMRRS

(Frank) The 11-race Series commences with the February 1st Icebreaker 8K and the Series concludes in August. Rack card printing is being held temporarily awaiting resolution of TIMEX sponsor involvement with the Series. Also planning to get 2016 material printed and ready for October 2015 Rock 'n Roll expo in Vancouver. Series awards given to age group winners only.

5. WADA – Doping

There is no testing in BC, just for national championships and IAAF gold & silver.

ACTION ITEM: Jordan to investigate pricing for testing within BC.

Please refer to attached document titled Canadian Anti-Doping Program (CADP) which offers an optional directive for Race Directors to include on a race entry.

6. Team Selection Criteria

a. Are we finalized? Next steps?

ACTION ITEM: Maurice has prepared and will email team selection criteria for the first championship event.

7. 2016 / 2017 – BC Road Running Championship Events

a. Revisions to Criteria – finalized by next meeting

ACTION ITEM: 2016/2017 events to be selected this year. Maurice to email 2014/2015 selection criteria to committee for review.

b. Timeline

- i. Call for applications March, post meeting
- ii. Application deadline by June 1st?
- iii. Review committee decided at March meeting
- iv. Decision at June meeting
- v. Events informed post June meeting

- c. 2015 –
 - i. 8k – Harriers Pioneer 8k - Jan
 - ii. Half – First Half Half-Marathon – Feb
 - iii. 5k – Longest Day – June
 - iv. 10k – Summerfast 10k – July
 - v. **Marathon – GoodLife Fitness – October**

8. 2015 / 2018 National Championships

All events below are confirmed. Bob suggested consideration of BMO St. Patrick's Day event for future Championship consideration

1. 10km – Ottawa Marathon – May 24
2. Half – Calgary Marathon – May 31 – also AC Conference
The Race Director's conference is to be held on the Thursday preceding event weekend. AC's objective in the future is to alternate holding the conference each year between east and west.
3. 5k – B&O Yorkville 5k – September 13?
4. Marathon – Toronto Waterfront Marathon – October 18

9. Road Running Officiating

- a. Maurice update as to what the committee needs to action.
The officials recruitment ('retention' document) notes specifics to track & field and road running. The BC Athletics Board has accepted the report and will find the budget to have it moved forward. No action for road running committee.
ACTION ITEM: Maurice to provide updates to committee.

10. Committee Initiatives

- a. Committee Growth
 - i. Look to recruit 1-2 new members to take an active role in the committee, with more representation from Athletes than events.
 1. Any ideas?
Maurice suggested contacting Jessica Smith and Chris Winter to generate interest with the athletes. Jordan suggested a greater female representation.
ACTION ITEM: Cindy to reach out to Malindi Elmore and Clif will do likewise with Chris Winters.
- b. Membership outreach
 - i. Work with the marketing committee to see how we can leverage sanctioned events and DOE membership about BCA.
 1. Initiatives we should take on? Next steps?
 2. Importance of Sanctioned and Certified
ACTION ITEM: Jordan to reach out to Marketing Committee
- c. Juniors Development

- i. Look to develop more Junior talent in the road running events, as they transition from Track and Field competition.
 - 1. What is the goal?
 - 2. Could be impacted by NCAA scholarships.
The committee to look at getting more junior involvement. Bob indicated that Bruce Deacon is rejuvenating junior running and is working with a junior team and that in one example there is a \$50 top prize; however the money is being redirected elsewhere and not to the athlete (i.e. towards travel).
ACTION ITEM: Clif to investigate with Bruce
- d. Race Director Training
 - i. Grow the resources available to new race directors and improve the communication between them.
 - 1. Wish list
 - 2. Next Steps
ACTION ITEM: Jordan & Cindy co-tasked to investigate what cross country is doing.

11. New Business

12. Adjourn Meeting

Moved: Jake; Seconded: Jordan at 7:41pm

Canadian Anti-Doping Program (CADP)

The <insert event name here> has adopted the 2009 Canadian Anti-Doping Program (CADP), which is the set of rules that govern doping control in Canada. Administered by the Canadian Centre for Ethics in Sport (CCES), the CADP applies to all individuals, whether in the role of athletes or athlete support personnel, who are registered for and participate in this event. By signing below, I acknowledge that I am aware that the CADP applies to me and that I am subject to the CADP. By participating in this event, I consent to the application of the CADP to me. For further information, please visit the Athlete Zone on the CCES website www.cces.ca/athletezone.

Interior Running Association – future

Mission of the IRA:

Promoting running with support and inspiration to clubs and individuals in the community.

Advantages and Disadvantages:

Advantages	Disadvantages
Resources in every community	Repeat volunteers, volunteer fatigue
History	Stale, stuck
Experience	Intimidating
Local – relatively	Spread out
Inexpensive	Keeping cost down limits enhancements
Variety	
Points/awards – depth	
Age graded results	Lack of sport development – newer, younger
Respect (to/from) IRA	Lack of awareness/promotion
Competitive	competitive
Available/accessible	Attracting a finite group
Volunteers	
Recognition	Press coverage – skewed to performance
Bank balance	

Compared to Dirty Feet series:

Advantages	Disadvantages
Stability	Social media
Lower entry cost	Not enough prizes
Strong kids runs	Fewer sponsors
T-shirts	Non-transferable registration
	Don't have incentives for registration
	1 race per event
Road races	Not enough "off-road" events

IRA races should include:

- Brand recognition, series recognition
- A "hook" – what makes you want to participate in a race?
- co-promotion – between races, and with other race series like Dirty Feet
- Adrenaline – surprise factor, something unknown – predict time for last km
- Promotion
- t-shirts or other mementos
- Inclusion – accessible to competitive and recreational runners
- Multiple running distances per event
- Running clinics – to prepare new runners for the event

- Non-profit or charity support
- Recognition
- Awards
- phased recognition – for completing 5, 10, 15 races
- minimum number of participants requirement for new races
- professional timing or chip timing
- photos
- bulk registration – register for a selection of races, or all races, at a discount

Marketing:

Brand recognition:

- IRA logo to clubs for inclusion on t-shirts, mementos
- IRA technical running shirt for clubs to sell

Enhancing Brand strength:

- “hooks” that are effective: ice cream, breakfast, good post-race food, point to point runs, scenic locations, costumes (for some races)
- Race director personal touch – greeting racers at finish line for example
- Announcer with highlights about racers
- Strong Kids run or other support race
- Draw prizes, prizes for volunteers
- Wine or beer from sponsors
- T-shirts with catchy, classy, campy designs
- IRA logo, or map of IRA events on back of race t-shirt
- A race “twist” – fastest km or mile, or closest to estimated time for a segment

Adding new races to the series to keep the IRA “fresh” and interesting:

- Establish a minimum standard for races to meet to be part of the series – this was done at a previous meeting
- New races do a probationary race one year, where they are included in the series calendar and advertising, but not a series “points” race.

Kelowna

June 7/15

EK Grill 5 km

Bill Justus

wheelsofjustus@gmail.com

Merritt

June 14/15

Merritt Run

Tom Reynolds

pr3466@hotmail.com

Westside

June 20/15

Westside 5 km

Malindi Elmore

malindi.elmore@googlemail.com

Kelowna

July 18/15

Downtown Mile

RD – Malindi Elmore