

# Traverse City Track Club Special Board Meeting Minutes

10-18-06

Board members present: Dave T., Lou W., John K., Pete L., Mark D., Bryan B. (via telephone).

Board member absent: Jerry J.

Guests: Ellie Taylor

- 1) Meeting called to order at 6:00 pm in room 300 of the Radio Centre Building.
- 2) Consideration of proposal from Traverse City State Bank (TCSB) for renaming the Bayshore Marathon. If accepted the race would be known as the Traverse City State Bank – Bayshore Marathon.
- 3) Discussion followed regarding the benefits to each organization in the areas of marketing, community involvement, charitable giving, and the ultimate goal of facilitating the pursuit of active lifestyles and physical fitness for people of all ages.
- 4) Proposal to include:
  - A) 5 year agreement .
  - B) TCSB would pay for new race logo design.
  - C) TCSB would develop and pay for an expanding marketing campaign focused on the northwestern Michigan region. The goal of the campaign would be to increase community awareness about the economic impact of the race and to show how race proceeds are used to further our mission.
  - D) TCSB would receive a post race review and analysis of race strengths and challenges. This could include race numbers, runner feedback, sponsor comments, and community input as well.
  - E) TCSB would be present and provide input regarding what charitable funding proposals to consider and possibly approve.
  - F) TCSB would support the by providing volunteers to help with race registration and on race day.
- 5) Motion by Lou W. to enter into negotiations with TCSB regarding the above proposal. Second by Dave T. Motion passed.
- 6) Financial Update- Pete L.:
  - A) Thank you's from Mt. Holiday, GTACS, and Bertha Vos for donations.
  - B) Review tax status for 2005 tax return. Payment of \$3900.00 made for tax liability. Lee Torrey is the club's tax adviser and is working directly with Pete L. regarding these matters.
  - C) Reviewed and handed out guidelines regarding expenses incurred regarding TCTC business.
- 7) Dave T. report from Race Managers Conference in Tampa, FL.
- 8) Dave T. report regarding Bayshore in Training speaker for January 2007.
- 9) Meeting adjourned at 7:15 pm.

