

October 2023 PAUSATF LDR Committee meeting:

In Attendance: Angie, Andy, Irene, Tom, Jean

Agenda:

1. Status of XC races- participation level review. Suggestions to increase participation in events outside of GGP.
 - a. Race entries are down this year compared to last year. Some people thought it was the prize \$ for each race (not the end of the year).
 - b. Need to advertise to teams more that we have more end of year money.
 - c. Get a contact list from Heike for LDR teams and Les who has email of who submits the teams. Focus on the teams that are not scoring teams. Oakland's Women Team, Pamakids, Excelsior
 - d. Create a Sandwich board with details of the purse increase. Can Cynci help?
 - e. Ask Cynci to create an eblast to promote LDR XC (have Don and Cynci work on content) want to blast asap.
2. 2024 Road Bid package updated and ready to send out. Any new events to look at? (Oakland 10k, JT owns the 10k now).
3. 2024 Grow to Impact proposal to expand MUT to incorporate a short series.
 - a. We already have a short series, would be quick to create a stand only series. Money is always good (if the grow to impact put \$\$ to end of Year), biggest problem would be the cost of entry. Why would the young people drive to BA or Sacramento. Want to distinguish Trail from XC. What is the compelling reason for the young people to come over USATF.
 - b. Can we add some Grow to Impact funds to short series to see if we can grow membership. Sign up for 3 races and get your membership reimbursed. For new membership only.
 - i. First year free.
 - ii. Or reimburse first year membership after 3 races
 - iii. Or pay for next year's membership.
 - c. Can we promote the team aspect of USATF in MUT. How do you move from being an individual contributor to a team.
 - d. Jean, Angie, Irene and John to craft
4. We need all LDR teams to send volunteers to help with the PA XC Championship races. Areas with needs include. Carl Rose and Don will be volunteer coordinators.
 - a. Course set up
 - b. Course monitoring
 - c. Course breakdown
 - d. Water set up
 - e. Can Carl be the volunteer coordinator. He will be the contact person to reach out to teams to get the volunteers. Irene will reach out to Carl.
5. LDR is looking for a secretary and a communications lead. Any interest from the LDR teams?

6. We want to start highlighting all teams. (communications chair would set up cadence, questions/ content and send to FB, Instagram, Website).
 - a. Compile list for MUT, XC and Road contacts to send request. IF they want their team to be highlighted, contact us.
 - b. Let's highlight the new clubs, Oakland Women, Oakland Track,
 - c. Get a list of clubs from Hieke- who are new clubs to LDR.
 - d. Create a form for content. Angie and Cynci to craft form.
7. Any new topics.
 - a. Get an update from Jeff on progress of scoring application.
 - b. Can we add the MUT scoring for Jeff's program. The biggest issue is different names on entries.
 - c. Put a line item in the budget to cover Jeff's cost for updating the scoring application.
 - d. The Mile of Truth will be a National Championship in 2024 (and Sact 10 mile will not be). Mile of Truth will move back their date a week. Mid May.
 - e. Send out email first of the month highlighting races coming up (include link).
 - f. Have an award to honor Mark Winitz, name each race after an impactful person.
 - i. What credentials would said person need to be a named person for the Championship races.
 - g. Many teams are looking to put on XC race.
 - i. Oakland Track Club
 - ii. Strawberry Canyon
 - iii. Impala
 - iv. Some non PA club at Crystle Springs

What venue, ect.

Do we allow an 11th race? Discussed 2 years ago and agreed to max at 10.

Meeting adjourned at 5:30