AREC Board Meeting

May 7, 2026

1. Meeting called to order at 6:38
2. Attendance: Amy Chambers, Nathan Searles, Russ Bowers, Patti Coulombe, Adriana Estrada, Kevin McKee, and Nick Collico
3. Patti reviewed all action items from 4/14 minutes before approved by Amy and second by Adriana
4. Board Members reviewed Meeting Norms
5. 2026 Goals survey concluded Membership Growth is our number one priority for this year with reviewing our vision/mission/values next

6. **Membership Growth Discussion Topics:**
    a. Visibility
    b. Partnerships
    c. Promotions
    d. Re-engaging with former members
    e. Friendship builds
    f. Audience definition
    g. Campaigns/Social Events
    h. Training Programs
    i. Races

7. **Membership Growth Action Items:**
    a. Amy will draft letter for members who have not renewed their membership and then Adriana will send it out to all former members to bring them back
    b. Plan another fundraiser event with Amy sharing medals, theme ideas, and dates
    c. Possibly changing start location to the other end of the pier with Nick talking to Barry regarding the logistics

d. Kevin & Adriana will coordinate a “buddy run” sometime this summer
e. Patti will talk to Mika about having our tent at the LB Classic event for more visibility

8. Global Running Day June 3rd

a. Board approved $60 worth of prizes for those who bring a non-member to our event
b. Sponsors/Donations
    1. Amy will contact Gavin (Mercury), Michelle (Better World) and C4 energy drinks
    2. Nick will contact the ambassadors to LB Marathon & Catalina Island
    3. Patti will contact Mika (Legacy)
    4. Adriana will contact Maurten and Barry (Malibu)

9. **Wednesday Social Mixers** (Kevin)
    a. Ice Cream Day July 22nd
    b. Brewery 2 Brewery August 26th (New location)

10 MAP (Oct,3rd)

a. Considering new venues to hold party
b. Adriana will investigate the cost of Alamitos Beach Yacht Club
c. All board members think about possible new locations

11 Race Results: Nick

a. Discussion on Century Club and how to share results
b. Engage Emmett with his expertise
c. Allow Nick to have access to website
d. Reimburse Nick $100 for a one time upgrade subscription fee that allows links to race information

12 Financial Update: Russ

a. Current budget 8,000
b. Extra money for picnic, map venue, gear, membership gift

13 Other Action Items

a. Amy will post information regarding Global Running Days (AREC 6/3 & Fleet Feet on 6/4)
b. Patti will communicate with Kirk from Pyramid Printing regarding shirts and other gear with our logo
c. Kirk will attend 5/13 Wednesday run to promote a new race called the LB Mile event in Marine Stadium on Aug 13th
d. Amy will request volunteers for a new gear representative and a graphic designer to help with marketing AREC on social media
e. Nathan will contact Nexgear to sponsor and have a special "lights run" on the first Wednesday after daylight savings in the Fall
f. Amy will work with Ara regarding adding a "member of the month" section on our website (board chose member for June)
g. Decide the date of our next meeting
h. Continue discussion on items to promote club at events (postcards, pens, post-its, etc..)
i. Saturday Kickoff Gear Sale

*Meeting adjourned at 8:40