

## Road Running Committee Report to BCA Annual Joint Committee Chairs / BoD Meeting

January 26, 2019 | Submitted: Jordan Myers, Chair

### Initiatives and Plans:

- **Engagement | Support**
  - Establish network of 1-2 advocates-supporters for each committee member who serve as “liaisons” & support to road running regionally and to the committee member (i.e. island, interior, etc)
  - Establish a network of athletes (high performance, and amateur) that provide regular scheduled updates to our committee athlete member
  - Engage with every registered BCA club that puts on a completion – ensure they’re aware of BCA resources, staff and committee support for hosting their road race.
- **Training | Education**
  - Work with BCA Staff (Technical Manager for Road & XC) on delivery of BC Race Director’s Summit, in collaboration with TriBC – March 2 (Q1) and support as needed throughout the year
  - Work one to one with RD’s regionally on supporting and ensuring course certification and sanctioning
- **Members Roles & Committee Composition**
  - ongoing committee member portfolios, engagement, and appreciation
  - maintain committee representation of: (1) athlete, (1) small race >1000 (1) large race <100 (1) course measurer (3) regional
- **Committee Schedule (year over year)**
  - Quarterly meeting schedule – 2 in person | 2 remote-call in
  - Competition updates - situational awareness of RR across the Province
  - Annual nominations – ensure fair & impartial recognition to annual athletic performances

### Challenges and Opportunities:

- **Age Range**
  - Spectrum of athletes participating in road running, the engagement and objectives of each age group and providing pathways to established resources and sanctioned competition (BC Championships) that provide recognition and encourage life-long involvement
- **Crews vs Clubs**
  - The rise of run “CREWS” over the last several years that have no formal membership structure, but a strong connection through social media. Group organizers range from businesses (Van Run Co., Lululemon, Nike, Running Room, MEC, etc) to an event (Vancouver Marathon, MEC). Groups are supportive, engaged and volunteering but have no connection to the PSO. How to support and encourage dialogue/ converting these passionate groups to be under the umbrella of BC Athletics

### The Quad – 2017 to 2020:

- We are past the midway point of the strategic quad. BCA staff support discussion and dialogue on membership pathways, structure and fees that are historically equitable to clubs that have a legacy of support while embracing run crew and new event (Park Run) structures

### Strategic 10yr Thinking:

- Membership and Sanctioning fees/ structure solution - simplified (one fee)
- Strong 10 year (not annual) tax based support from the Federal & Provincial government, programs & pathways across age spectrum that get people moving
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- 2 associates within the BC Athletics Staff org
  - 1) focuses on partner/ sponsorship to create a more robust and diversified revenue streams (sponsorship, events, member fees, grants) to support coaching and clubs (which clubs could access) – creating an alternative to hosting events
  - 2) focuses on brand, curating content & building engagement opportunities through various media platforms