



RUN MINNESOTA

HERE FOR THE LONG RUN.

To our members, partners, and the running community of Minnesota,

Run Minnesota exists because of you: the runners who lace up in every season, the race directors who pour their hearts into events, the volunteers who give their Saturdays, the running stores that fuel our community, and everyone else who makes this state's running culture something truly extraordinary. As we look ahead, we want to share some important updates about how our organization is operating—and how we are doubling down on what matters most.

“Our board is not stepping back—we are stepping in. And we are doing it because this organization and its members deserve nothing less.”

A New Working Model

After careful and thorough deliberation, the Run Minnesota Board of Directors has made the decision not to fill the Executive Director position at this time. Instead, we are transitioning from a strategic board to a working board model through the end of 2026. This means that board members are taking an active, hands-on role in the day-to-day operations and direction of the organization—not just providing oversight from a distance.

We will formally revisit the Executive Director position in Q4 of 2026 as we assess our organizational needs, financial health, and strategic direction for 2027 and beyond. This timeline gives us the opportunity to be thoughtful and intentional about any future hiring decisions.

Liz Watters is serving as our interim organizational lead, bringing continuity, experience, and genuine commitment to the role. She is supported by three dedicated working committees, each with a clear mandate and specific areas of responsibility:

- The Development Committee is focused on fundraising, sponsorship relationships, and donor outreach—ensuring Run Minnesota has the resources and financial partnerships it needs to serve the community well.
- The Advocacy & Membership Committee has a clear and energizing mandate: bring membership to the absolute center of our organizational work. This means actively supporting our members, advocating loudly for runners of all kinds across Minnesota, and being a genuine and accessible resource for those who organize races and operate running stores.

- The Finance Committee is committed to wise and transparent stewardship—identifying and eliminating unnecessary costs, and ensuring that every single membership dollar is spent with intention, accountability, and care.

Our Commitment to Members

We hear you, and we take your feedback seriously. Members have told us they want to know what their membership actually includes, how to access their benefits, and how to use discount codes. They want to see Run Minnesota show up—not just online, but in person, at the races and training runs and events that make this community what it is.

Connecting with members is our top priority. You can expect to see Run Minnesota board and committee members showing up at Run Minnesota-affiliated races throughout the season, participating in Run Minnesota training runs, supporting volunteer opportunities, and being genuinely present in the spaces where our members spend their time. We are not just an organization that sends emails—we are a community, and we intend to act like it.

Communication as a Core Value

We believe that clear, honest, and timely communication is one of the most important things an organization can offer its members. That is why we are making communication a formal organizational priority, not just a nice-to-have. You will see more regular updates, clearer explanations of member benefits, and more opportunities to engage directly with leadership.

Membership benefit clarity—including exactly how to access and use discount codes—will be prominently featured on our website, in our emails, and shared at every in-person touchpoint.

Let's Talk

We are hosting two town halls because we believe in conversation, not just communication.

In-Person Town Hall Tuesday, July 14 | Approximately 7:00 PM

Following the Run Minnesota training run at **Fleet Feet**.

Virtual Town Hall Monday, July 20 | 7:00 PM

Held virtually via Google Meet to ensure members from across Minnesota have the opportunity to participate.

Please come. Bring your questions, your concerns, your ideas, and your honest feedback. We are committed to listening—not just presenting—and to being accountable to the community we serve.

We are grateful for your membership, your patience, and your continued belief in what Run Minnesota stands for. The work ahead is meaningful, and we are committed to doing it well—together.

The Run Minnesota Board of Directors