



FINGER LAKES RUNNERS CLUB

BOARD OF DIRECTORS MEETING

November 10, 2010 5:30pm
261 Rhodes Hall, Cornell University

President Lorrie Tily called the meeting to order at 5:39 PM.

Present: Board members Maria Costanzo, Bob Talda, Sophia Darling, Melissa Hubisz, Joe Reynolds, Joel Cisne, Chris Irving, Andy Jordan, Craig Paiement, Lorrie Tily, Chris Reynolds, Shelly Marino; and FLRC members Emily Talda, Riley Hubisz and Acmae El Yacoubi

Additions or deletions to the agenda:

Chip timing (Craig P)
Hartshorne awards

Approval of the September Meeting Minutes: Minutes were approved.

Introductions were made for the benefit of new attendees.

Race report:

Danby Down & Dirty – Andy and Shelly: The race went well. There were more than 130 runners this year.

Upcoming Races:

Winter Track: Bruce was not present, but had communicated with Lorrie, who reported that IC wants to do field events at the December meet. Sophia was asked to check if our insurance will cover this. Craig said that IC may be able to put this on their insurance, but Lorrie felt that FLRC should still have its own coverage.

Course ReCertification: All courses will need to be recertified for 2011. The interval used to be 10 years, but now it is 5 years. Lorrie has asked Eric Smith to recertify all our road courses, in race order. He has already done the work to recertify the Skunk courses. Karen Grover is interested in learning about recertification. Thus far Eric has been working with Paul Beckwith.

Finances – Sophia Darling:

Finances are up 13% from last October (\$52K up from \$46K). The Danby race cleared approximately \$1300. All races except Monster showed a profit. There was concern about Monster's \$1K loss. There was brief discussion of the food quality and expense at Monster; several members were not happy with the quality of food provided. Perhaps moving the race's base back to Hauck Hill and contracting elsewhere for food should be considered. It was also suggested that a ticketing or wristband system might insure that only those who had paid were eating. The Trail VP should address this.

Joe would like to see published in the newsletter an itemized list of the contributions that FLRC makes each year, as the membership may not be aware of them.

Lorrie reported that she received a check for \$350 from the directors of the Chris Bond 5K in thanks for Joe's help.

Annual Donations

Chris Reynolds proposed, and Joel Cisne seconded, that we donate \$1500 to Wilderness Search and Rescue. Motion passed.

Membership – Melissa Hubisz

We currently have 137 family, 100 individual, 28 life and 2 team memberships. This is down. Perhaps we need to start recruiting, and marketing FLRC. Maria suggested contacting Steve Lawrence, who writes about sports for the local papers, and also looking into providing financial incentives for joining the club. Craig suggested advertising in The Ithacan and the Cornell Daily Sun, and Lorrie suggested sponsoring radio spots. Sophia noted that The Shopper might be a good venue, as it reaches outlying areas.

A committee, consisting of Joel, Craig & Bob, will investigate marketing ideas and report to the board at its next meeting.

Newsletter – Lorrie for Pat Gillespie

Pat plans to have the newsletter out at the end of next week. This will include the election info. He is still seeking an assistant editor.

Web Page – Amy Panek

Amy reported that since Kayleigh Tarbet now has a full-time job, it will take her a little longer to finish work on the new website. Bob Talda mentioned the possibility of taking this on. Kayleigh is seeking photos for the site. Maria provided a DVD of photos, and Lorrie will provide more.

Equipment – Chris Reynolds

Chris will be purchasing new Gatorade jugs this winter. Lorrie asked if Joe had found any new finish line setups. He hasn't seen anything good. Craig described what he's used in the past, which included mesh fencing. He will look into sources.

Other Vice President's Business

Trails: Joe Reynolds: The season went well.

Recway: Craig had asked if the board would have any objection to his IC students taking over the Recway race, putting it on as part of the work for their class in event management. The board had no objection as long as FLRC is not listed in any of the race materials.

2011 Election of Officers

Due to complications, the nominating committee (Melissa and Shelly) was not able to present a complete slate. Joel Cisne and Bob Talda are considering holding office as President and

Executive VP, respectively, and will get back to the committee next week. In the meantime, the following partial slate was presented:

VP Trails: Joe Reynolds
Treasurer: Sophia Darling
Secretary: Acmae El Yacoubi ("Ace")
Members at large:
 Evan Kurtz
 Liz Brundige

Other unconfirmed members at large: Nancy Kleinrock, Steve Shaum, Amy Panek, Jill Cusack.

The committee will present a complete slate via the FLRC board listserv.

Other Business

Chip Timing: Craig presented info on the possible purchase of a chip timing system. It would cost FLRC around \$10K to purchase one. Two sources were investigated: Championship Timing uses mats, and the cost would be about \$2/runner. Jaguar's initial cost would be a little higher (\$10.7K) but they would use throw-away chips costing around \$.40 to \$.60 per runner.

Discussion ensued. Although the cost could easily be covered, the primary concern was personnel to run the system: At least 2 people would need to be trained to do so, and it was felt that we don't currently have enough of a volunteer base for this – we are already stretched to the limit.

Runner Safety (the 5 & 10): This will be moved to the top of the January agenda.

Hartshorne Awards: Lorrie mentioned that the annual Hartshorne Memorial Volunteer of the year award was not held for 2010.

Next meeting will be January 12, 2011, and will include both the 2010 and 2011 officers.

Meeting adjourned at 7:05 p.m.