



## **FINGER LAKES RUNNERS CLUB**

### **BOARD OF DIRECTORS MEETING**

February 9, 2011 5:30pm  
261 Rhodes Hall, Cornell University

President Joel Cisne called the meeting to order at 5:44 PM.

**Present:** Gary McCheyne, Maria Costanzo, Acmae El Yacoubi, Chris Irving, Karen Grover, Liz Brundige, Joe Reynolds, Chris Reynolds, Joel Cisne, Sophia Darling, Bruce Roebal, Nancy Kleinrock, Steve Shaum, Jill Cusack, Bob Talda, Andy Jordan, Craig Paiement, Evan Kurtz, Melissa Hubisz, Kim Sapiro, Sue Aigen, Casey Carlstrom

Introductions were made for the benefit of new attendees.

**Approval of the January Meeting Minutes:** the minutes are pending approval upon revision by the board. It was quickly brought to the board's attention that Joel Cisne, Bob Talda and Sophia Darling were authorized to sign the FLRC checks.

#### **Race reports [5:47PM]:**

President Joel heartily thanked all the volunteers and seven sponsors of the race and mentioned he talked over to some Cornell track team members in order to engage them more in the FLRC races.

#### **Upcoming Races [5:48PM]:**

Winter Track Meet, February 13: Bruce plans to give out Hershey's kisses in honor of Valentine's Day. There will be a 3k, 200m, 400m, 800m, 1 mi and a 2x800m relay. At 10AM the meet will pause for about 10 minutes while IC runs hurdles.

Race Directors' Meeting: Chris and Joe mentioned that the meeting focused on a lot of charity and fundraising efforts, but failed to yield relevant information.

#### **Finances – Sophia Darling [5:51PM]:**

Joe and Chris Reynolds, Chris Irving, Sophia and Sue brought the investment question onto the table.

Balance sheets (see in the notebook) were provided to the board. There is currently \$16K in the accounts. After Skunk April 10th, the money in excess of \$10K will be transferred to investment. Sue will be in charge.

Sophia mentioned some net loss at Hartshorne and that she and Tom Hartshorne are working on the final accounting of the event.

Note from Joel to new RD's: make sure the revenues are in line with expenses. A document in the form of a "How to" list or a tutorial of sort will be made on the club website for their convenience.

The board unanimously approved on a 2x\$1,000 scholarship.

**Membership [5:57PM]** – Melissa mentioned that the memberships are down to 241 members, from last year's 300: 117 families, 96 individuals and 28 life. The reason for this decline is thought to be due to spam problems in Melissa's inbox, to people who are not aware that their membership has expired.

Nancy suggested that the board consider the goal of having club members: Is it to garner dues? To build community? To encourage race participation? Something else?  
The club needs to work on creating incentives, discounts, free race entries to some local races, etc - to boost the membership.

Joe wondered who were the life members. Few club and board members ever met or known the life members.

**Newsletter [6:06PM]**

Currently, 50 newsletters are mailed. Pat and Joel will get together sometime in February to get an issue out. It was suggested that club membership be promoted via the newsletter.

**Scholarship [6:08PM]**

Gary will be in charge and Joel suggested to take care of this during the MArch board meeting.

**Web Page [6:12PM]**

A meeting will be planned with Kelly on February 27th at 4:00pm.  
Bob inquired what new software can do online membership, RD documentation and other miscellaneous race registration-related tasks.

**Equipment – Chris Reynolds [6:15PM]**

Chris got the board's approval to buy five 7-gallon water jugs. Total cost is estimated at \$349.95. Unfortunately, we cannot get these jugs for free from Gatorade anymore. She also just bought a new measuring wheel.

**Marketing committee [6:17PM]**

The budget allotted for the marketing campaign will be determined and voted on during the next board meeting. Something in the \$1,000-1,500 range was suggested.

Joel, Bob, Craig and Glenn (Craig's student) sat together to tackle the marketing issue and concluded that there is a lot of community involvement to be done. Two target markets were defined and which could potentially get involved in the club: (1) people new to running and (2) graduate students and people in their 30's and 40's. These targets haven't been tapped yet. It was suggested that outreach to folks who don't know about the FLRC could be achieved via improvements on registration, working with the downtown running store, create a Facebook group, etc. Non-race running activities were encouraged since, although the number of people who race has increased, those who joined the club has decreased since last year.

Among the tools that were mentioned as potentially useful for the club to reach a larger group of people:

- \* Active.com was suggested to advertise the races and club activities throughout the year.
- \* Getting inspired from how the local triathlon club (ITC) started, it was proposed to create a "touristy" event in Ithaca which will attract people from out of town. Such an event is thought to boost the local businesses (shops, services, winery tours, etc) and get the FLRC on the scene for people to join. Incentives such as prize money, discounts on race entries or merchandise at the running store. Tapping into the Syracuse and Rochester was also mentioned.
- \* Use the following media to spread the word out about the club: Youtube, active.com, The Cornell Daily Sun to target the diverse and untapped Cornell community throughout the year,

especially a couple weeks before any major race of club event (Skunk Cabbage, the trail series, Track Meets, etc), Facebook, Trail Runner magazine, the local radio, etc.  
\* Follow the model of Fleet Feet in the Syracuse area to organize our club and its activities.

A marketing plan will be sketched out by the next board meeting.

#### **Other Vice President's Business [6:52PM]**

VP stuff was postponed given Garrett was out of town.

Course certification: ongoing. See Lorrie for Skunk and Ithaca 5&10K.

#### **New Business**

None

Next meeting will be on March 9, 2011.

Meeting adjourned at approximately 7:01 p.m.