



FINGER LAKES RUNNERS CLUB

BOARD OF DIRECTORS MEETING

March 9, 2011 5:30pm

708 Rhodes Hall, Cornell University

President Joel Cisne called the meeting to order at 5:47 PM.

Present: Maria Costanzo, Acmae El Yacoubi, Joe Reynolds, Joel Cisne, Sophia Darling, Bruce Roebal, Nancy Kleinrock, Steve Shaum, Tom Hartshorne, Bob Talda, Amy Panek, Andy Jordan, Craig Paiement, Steve Ryan, Melissa Hubisz, Kim Sapiro, Casey Carlstrom, Jim Miner, Garrett Wagner

Approval of the February Meeting Minutes: The minutes were approved and no additions/deletions to the agenda were made.

Race reports [5:47PM]:

Winter Track Meet, February 13: Bruce reported that 228 people raced, encompassing participants from outside the region and even out of NYS.

Tom Hartshorne - Master Mile: Tom shared great news about his race and passed around a copy of National Masters News. Upon Joel's call to beef up the participation at the Hartshorne mile, Tom expressed concern about the difficulty to organize and set up 9 heats (5 regional and 4 elite) and explained how challenging it is to organize non-Cornell events on Cornell campus. Joe suggested to increase the number of spectators via the use of charter buses from nearby schools, clubs, etc - as well as a potential use of ESPN and/or Youtube to broadcast the event. Finally, Tom suggested to bring in IC students or PTs to spectate as a course assignment.

Upcoming Races [5:48PM]:

Winter Track Meet, March 13 - Bruce Roebal: This will be the last indoor track meet. There will be a medley of races for St. Patrick's day, with a 400m, 1mile, Family Fun Run Day events and the Ithaca Youth Bureau marathon (IYB) mile. Bruce suggested to have our race (400m, 1mile) registration tables stationed in a smart way (e.g in the infield) so as to avoid incidents with the large number of kids or non-vigilant parents. The best choice is to put that table on the straightaway so that the kids won't be crossing the track; other option is in the infield; and kids will mill about in the infield during the "serious" events Another registration table will be available for the IYB races, coordinated by Liz Vance. Joel and Tom volunteered to be henchmen if needs be. Nancy suggested people to wear orange vests to serve as marshals so they can easily be seen.

Skunk Cabbage Classic - Lorrie Tily: Joel reported that Lorrie said everything is in order and she urged anyone willing to volunteer to step up.

- Joel will man a membership table near the registration table in order to advertise for the club. He also recommends to wear club T-shirts for the same purpose.
- Tom mentioned the safety issue at the intersection of route 366 with Game Farm Rd and of Game Farm Rd with Stevenson. In previous years, criss-crossing between 10Kers and half-marathoners caused confusion and havoc, and running with traffic has been suggested. People are needed to man these spots. Cones will be placed. The aid station at Dodge Rd will put away from the corner of the road to avoid congestion. Joel sent a photo of the sketch to Lorrie.

Finances – Sophia Darling [6:00PM]:

Sophia reported that the balance sheet is up by 38% from March 2010. The current assets are \$58K. The club income is \$2,000 between January 1st and March 9th. Sophia explained the \$1,700 loss (donation) for The Hartshorne Masters Mile. Finally, she is in touch with NYS people about tax-exempt forms for club purchases.

Membership - Melissa [6:20PM] – Memberships are still 241 members: 117 families, 96 individuals and 28 life.

Joel was wondering if access to the listserv could be restricted to members only. This may make people angry, esp. if they view the emails to run with others, etc. Joe mentioned that Triple Cities publishes their new members and that we should have a list of people members online. Privacy concerns were brought onto the table. Nancy asked if we wanted the goal of membership to be part of the community or if we wanted the dues? The club should make the decision.

Newsletter [6:30PM]

Nothing to report. An issue is targeted for March.

Web Page [6:30PM]

Maria, Bob, Casey and Amy got a tutorial to use the software (Wordpress) and said it was easy to use to make the website. They will meet with Kelly next Sunday for more info/updates.

Maria's concern is how to make a static page about one race, and that the website will look more like a blog. However, she mentioned that Wordpress is user-friendly and that many people can make changes/updates, etc, not just Casey.

Casey said we need some people familiar with PHP to make charts with race results, information, etc.

Nancy mentioned viewing problem using smartphones: too much space is used for banners, calendars, side panel, etc. But Garrett said there was a Wordpress App that makes viewing more functional by getting rid of what is non-informational.

Tom said the trend has become to use more blog-like website, like masters.com

Other Vice President's Business [6:40PM]

- Trail - Joe Reynolds:
 - a motion from Joel was seconded by Nancy and soon after approved on by the board: T-shirts will be made in bulk (~150) to be sold in all trail races. The Tees will

have "Finger Lakes Runners" on the front and the list of the trail series on the back. Joel suggests having the opportunity to sign up for the entire trail series at once and have goodies associated with it. Steve S. stepped up to help with the motion and coordinate with Ian, PSP, Cortland Tex and John Gould (in Triphammer) for shirt printing. The vote was on Tech shirts, with women and men sizes.

- Joe passed around a printout of the Finger Lakes 50's blog, which lists the entrants along with race info:
 - FLNF issues: Joe plans to keep Joel and Nancy/Steve to date of issues there.
 - The forest is too much of a paperwork-creation organization, which makes it difficult to work with the people there. A meeting between the forest people, Joe and Joel will be held in the future.
- Road - Garrett Wagner:
 - Maria made a motion for volunteer shirts: regular cotton shirts, bright yellow/green could be used for any race and produced in bulk as well. The idea is to have them washed and reused if the volunteer doesn't want to keep them. The motion is pending approval.

Old Business

- Course Certification
 - Joel said that Lorrie reported that Eric Smith will get the paperwork filed as planned for Skunk. Joel will contact Don Hughes from USATF for more course certification business.
 - Race Registration via Active.com, imathlete.com was brought onto the table. For now, each race uses online registration on its own rather than as a club issue, but this might change in the future

New Business

- T-Shirts: Trail Series, Volunteer, etc - Community & Member Involvement
 - How to coordinate group runs
 - Joel asks for board permission to coordinate with Ian for group runs, having runs go from the store with fast and slow group
 - There's no money involved. Runs will be posted on the listserv.
 - Joel brings up how to reinvigorate the summer picnic event by moving it from Dryden to the Ithaca Waterfront Trail, maybe having Purple Valley play at it.
 - With no objection, Joel wants to take his ideas and run with them
 - Nancy notes that posting Spring/summertime trail runs can be couched in the context of Triennial Training runs, and encourage people to post the FLT adventures they are planning to the FLRC listserv

Next meeting will be on April 13, 2011.

Meeting adjourned at approximately 7:10 p.m.