



FINGER LAKES RUNNERS CLUB BOARD OF DIRECTORS MEETING

November 9, 2011 5:30pm
708 Rhodes Hall, Cornell University

In attendance: Liz Brundige, Casey Carlstrom, Joel Cisne, Jill Cusack, Maria Costanzo, Sophia Darling, Karen Ingall, Andy Jordan, Nancy Kleinrock, Gary McCheyne, Chris Reynolds, Joe Reynolds, Bruce Roebal, Nick Scalfone, Steve Shaum, Kim Szpiro, Bob Talda, and Lorrie Tily.

Meeting called to order at 5:33

- 5:30 Additions or deletions to the agenda
- Gary proposes a club-supported Members-Only banquet (see races and activities).
- 5:35 Review + Approval of the October Meeting Minutes
- Minutes approved with minor corrections.
- 5:40 Races & Activities:
- Turkey Trot, Winter/Summer Track (Bruce Roebal).
 - Turkey Trot.
 - Bruce anticipates that the number of runners will exceed 300 this year.
 - The Ithaca Journal will publish a prerace article that will include announcement of the food drive.
 - Bruce will do a Sunday, Nov 20, 9 am runthrough.
 - Bruce will establish a finish chute to keep people in order to alleviate the congestion of recent years.
 - With the growing number of runners has come a problem with writing predictions in the historic book.
 - Suggestions were offered about how to manage timeliness of predictions/ registration and the start of the event.
 - Bruce will develop a process to manage this issue effectively.
 - All winter track meets have been scheduled, including date, time, and event roster; summer dates have been sketched in but not finalized.
 - Going forward, Bruce will conduct discussions with Cornell track personnel about their suggestion of including field events in the meets.
 - FLRC Race Calendar.
 - An up-to-date 2012 race calendar is on the new website thanks to Bob and Maria.
 - Gary proposes a Members-Only banquet.
 - The proposal is for Saturday Feb 4, 2012, dinner paid for by the club, but drinks paid for by individuals.
 - Gary offers to organize this event, and suggests a speech by the president along with race reports by RDs and recognition of award winners.
 - In later discussion, Sophia suggested also announcing instances of community outreach by the club in the form of scholarships and donations to help members better understand the benefits the club brings to the broader community.
 - Lorrie suggests subsidizing rather than paying for members (and guests) in full, and she notes that years ago the club held a yearly banquet where individuals paid \$10 of a \$15 dinner, with the club paying the remaining \$5.
 - Gary requests permission to move forward to choose a venue and explore costs; the board is enthusiastic about finding out more info and agrees to revisit the proposal during the December 2011 board meeting and make a final decision at that time.
- 6:00 Finances – Sophia Darling
- Sophia reports that Ian Golden made a donation in the amount of \$200 in appreciation for the club's help at the Virgil Crest Ultras and Catharine Valley Half.
 - Joe suggests we put it into the scholarship fund; Sophia will do this and send Ian a thank you.

- Sophia further goes over financials.
 - Notes included in her Nov 9, 2011 email to the board:
 - “Originally we paid Eric Smith \$1K for course certification fees for Fillmore, WDF, Twilight, and 5&10. His actual fees were \$210, however the Board previously approved to cover all his expenses, including travel. Eric, however, just wanted the \$210, and expressed his appreciation to the club. Here is a direct quote from Eric: *‘While I’m appreciative of the well-meaning intent behind this, I’m wondering if I could perhaps send it back and just get a replacement check for \$210 which are my actual expenses for the year’s certification processes. The club has provided me with an incredible amount of pleasure over the last 40+ years, and I would like to return a little bit back to the club in the way of volunteer effort.’*”
 - Sophia wrote: “I voided the original transaction and re-allocated the \$210 among the 4 races.”
 - Sophia wrote: “I have renewed our RRCA membership dues for 2012. The total amount was \$1,334.20. I have requested the insurance certificate, and once I receive, I will circulate to the Board. Note that I paid the 2011 dues in January 2011, so under the General-Other category, Liability Insurance, we have 2 years of dues.”
 - Some discussion ensued about the timing of donations to community groups, including the Ithaca Youth Bureau.

6:05 Membership – Melissa Hubisz (absent; no numbers provided)

6:10 Newsletter Update –Liz Brundige

- Liz will have the newsletter ready to go out the end of the week.
- She would like to produce one more by the end of the year.
- Jill will adhere mailing labels to hard-copy newsletters if Liz is unable due to timing.

6:15 Marketing – Joel Cisne

- Governing question: Why join FLRC?
 - Membership numbers have declined dramatically in recent years, for instance: 2005, ~250; 2007, ~350; 2011, ~240.
 - Sophia initiated a discussion about the board’s need/desire to be fiscally responsible with club funds while also increasing membership numbers and helping club members and the broader community understand the benefits of membership to themselves individually and to the community at large.
 - Strategies for getting the word out:
 - One way to let members know what the club does for them is report in the newsletter on things the club does (e.g., donate to Youth Bureau, donate to Search and Rescue, donate bench and mile markers to the waterfront trail, etc.)
 - Joel notes that he can develop a year-by-the-numbers article to let the members know what the club does and also share this at Gary’s proposed banquet (see above, under Races and Activities).
 - Strategies for growing the membership:
 - Joel suggests speaking to people one-on-one at our races, at other races, and around town about the club and its benefits.
 - In particular he wishes to draw in more young adults to balance our (*ahem*) aging membership.
 - Chris suggests offering for sale preordered club jackets (preordered to avoid expensive stock on hand).
 - Karen suggests offering a membership incentive, such as a discount of some sort for bringing in new members.
 - Joel will revive the club’s Facebook page.
 - Race applications: Joel suggests including the option to join the club on every race registration form (online (e.g., Active.com) and paper).
 - Nancy is all for it, but also notes potential logistical problems of separating funds (race vs. club membership) and ensuring the membership coordinator receives information for proper follow-up.
- FLRC Resolution Series
 - Joel spoke with Ian Golden and Tom Hamlin from Triple Cities Running Club (they put on a wintertime 10K series) about initiating a series of low-key, low-cost wintertime 5K races at Cass Park on Sunday afternoons, every other week, during January and February, using same course each (or most) time.
 - The goal is to get people together during a time when few races are on the schedule.
 - Joel will pursue this and arrange for a pavilion and permits.
- Sponsorships; Advertising

- Kim Szpiro: Johnson Board Fellows
 - The Johnson Board Fellows is a Johnson School of Business initiative created in 2009 that pairs MBA students with boards of nonprofit organizations to benefit the board and provide real-world experience for the students.
 - Each fellow devotes 12 hours/week to a project for the organization for one year, and if the project lasts longer than one year, another student would take over.
 - To participate with the JBF program, the organization must assemble a proposal with information about the organization and the proposed project.
 - Kim offers to further explore the specific to include in a proposal and to write it.
 - Proposals are due in the spring, so there is time to pursue this.
 - The board encourages Kim to proceed.

- 6:30 Web Page Update – Bob Talda, Casey Carlstrom, Maria Costanzo
 - Casey reports that Bob and Maria put the calendar on the new website and that it looks good.
 - Maria reports that Bob Marteau (of Marteau Designs) is working on the problem of displaying race results.
 - The decision was made that the big table is unsustainable—it's too big already, and the Wordpress site has less available screen real estate.
 - Marteau is designing a new model from which users can retrieve results by year or by race.
 - Maria reports that Google Docs offers a spreadsheet-based way to populate the Other Races page with only moderate human intervention.
 - Maria reports that the Wordpress website should be ready to go live in late December 2011.

- 6:30 Equipment – Chris Reynolds
 - Chris and Lorrie are exploring the cost of banners for mile markers and will discuss it during the December 2011 board meeting.

- 6:40 Other Vice President's Business
 - Trails – Joe Reynolds—nothing to report.
 - Road – [vacant]

- 6:50 New Business:
 - Elections: Nominating Committee
 - Nick Scalfone would like to be on the ballot for Road VP, but might (or might not) be moving away Jan 2012.
 - The decision was made to include Nick on the slate in this position with the understanding that if he departs there will be a vacancy.
 - Slate:
 - President: Joel Cisne
 - Executive VP: Bob Talda
 - VP Roads: Nick Scalfone
 - VP Track: Bruce Roebal
 - VP Trails: Joe Reynolds
 - Secretary: Shelly Marino
 - Treasurer: Sophia Darling
 - At Large:
 - Steve Shaum
 - Nancy Kleinrock
 - Liz Brundige
 - Jill Cusack
 - Kim Szpiro
 - Gerrit Van Loon
 - Joel and Bob have discussed their respective roles and will provide details in email.
 - Chris moves to approve the slate, and Maria seconds; approval is unanimous.

Adjourned at 7:15 pm

Next Board Meeting: *Wednesday, December 14, 2011*