



FINGER LAKES RUNNERS CLUB

BOARD OF DIRECTORS MEETING

April 13, 2011 5:30pm

708 Rhodes Hall, Cornell University

President Joel Cisne called the meeting to order at 5:35 PM.

Present: Liz Brundige, Casey Carlstrom, Joel Cisne, Maria Costanzo, Jill Cusack, Melissa Hubisz (and Riley), Nancy Kleinrock, Evan Kurtz, Traci Kurtz, Gary McCheyenne, Jim Miner, Chris Reynolds, Joe Reynolds, Bruce Roebal, Steve Shaum, Lorrie Tily, Garrett Wagner; minutes prepared by Nancy Kleinrock on behalf of Acme El Yacoubi.

Approval of the April Meeting Minutes: Gary moved and Chris seconded the approval of the Minutes as modified; motion carried. Changes to the Skunk Cabbage race report (additions noted in red; deletions noted in green to be stricken):

Skunk Cabbage, April 10th - Lorrie Tily: this is the 30th edition of Skunk and Lorrie reported that participants reached 1,000+ this year, vs. 470 on the first year. Definitely a success and a race that attracts people from out of state. She advertised the race on the Cornell Sun and the Ithacan. She mentioned that efforts are still needed to have more volunteers and suggested outreach to high schools for whom some volunteer work is “mandatory” in their curriculum and boy/girl scouts with money incentives.

- In its 2012 edition, the half-marathon will start at 10:00AM and the 10K at 10:10AM to avoid congestion especially on Stevenson Road.
- DQ's: 10-12 people were disqualified for wearing headphones, and unfortunately volunteers could not keep track of all rule breakers. Casey suggested that there be a second paragraph under the waiver where participants recognize they cannot wear headphones during the race. It was also suggested to have a volunteer whose sole job is to write down bib # of those infringing the rule.
- Technology: Leone's chips were a hit: small stickers on bib, hence not cumbersome.
- Fuel: Nature Crops, a food company in Trumansburg, provided some granola bars during the race. TryChips (see below) provided great race snacks. There was lots of food left post race (cookies, etc) and Joe kindly donated them to the Salvation Army.
- Race photos: Steve Gallow has been the unofficial race photographer for the last couple of years and Joel suggested we purchase photos (Lorrie purchased \$300 worth) to give him something to recognize Steve's services.

Race Report:

Thom Bugliosi Trail Runs - Melissa Hubisz: 85 runners participated on a beautiful day; 7 preregistered no-shows. Shirts were oversized, causing larger sizes to be undersold and smaller sizes to sell out (discussion ensued about the club's algorithm, available to RDs, for determining how many of each shirt size to order, but mis-sizing throws predictions off). The course was particularly well marked. Only snag was getting aid station volunteers to their stations after the faster runners had already passed by and having

only water available at 13K aid station for two-loopers who wanted sports drink and/or snacks; Melissa will fix both of these issues for 2012 and also get shirts printed locally (if she chooses to do shirts).

Public Service and Outreach —Rick Manning, Cayuga Waterfront Trail Initiative:

Rick gave an overview of the CWT's history, including its proposed and completed phases, funding sources, and complications. Phases 1 (Cass Park) and 3 (Farmers Market to Stewart Park) are complete, with Phase 2 issues still in deliberation; Cornell's and Ithaca College's new boathouses are points of contention as is the cooperation of some businesses in the West End. Resolution might require further contention associated with eminent domain. The drawn-out process has strained finances, but the CWT Foundation anticipates raising needed funds from the community.

Opportunities for contributions include purchasing a bench (\$3000, including \$1000 for the bench, \$1500 for installation, and \$500 for the trail initiative), swinging bench (\$6000 total), mile markers (six available), "milestones" (mile, 1/2, 1/4 mile markers; varying prices), and "end-to-ender" (total of five stones; one stone at each trailhead, with cost the sum of the cost of the stones, according to size); each donated item would include an engraved plaque, and end-to-ender donation would also include an engraved nameplate at the visitor center. FLRC has already donated one stone. Either one bench or six mile markers would cost the club \$3000. Deliberation is scheduled for the May 2011 board meeting.

The question of the status of the Black Diamond Trail was raised, to which Manning responded, "The Black Diamond Trail is a whole other meeting."

Finances — Lorrie Tily on behalf of Sophia Darling:

Sophia sent out financial documents by email late in the day, and many had not seen them. They will accompany these minutes.

Lorrie notes that in the past there has been a separate income column for T-shirts, which is important since the club needs to pay sales tax on the price at which a shirt is sold.

The \$992 clothing cost listed is for volunteer shirts (not sold).

Membership — Melissa Hubisz

Membership total is 258 members, up from April: 127 families, 103 individuals and 28 life.

Joel passed around the slick-looking Ultrarunning Matters brochure, which features snippets of race reports, info about the organization, etc.; he presents it as "food for thought."

Newsletter — Liz Brundige

Pat finished the newsletter for May 2011 and sent it to Casey and the printer; this is his last newsletter.

Liz is now in charge and commits to producing a newsletter going forward on an every-month or every-other-month basis, with assistance from Nancy. Liz will use Microsoft

Publisher; Nancy has provided Publisher-based files from years past as examples and/or templates.

Liz received a question about including a full-page ad for the Stop DWI Chris Thater 5K; discussion ended with a decision that, in accordance with past policy, other clubs' entries will not appear in the newsletter without in-kind exchange, but will appear in the "upcoming races" calendar listing in the newsletter and RDs are invited to post their races on the FLRC "other races" calendar.

Scholarship Committee — Lorrie Tily

Lorrie has sent out 35 solicitations, but has received nothing back to date, although Jim reports that one has been received in the club's mailbox.

Website — Casey Carlstrom

The committee met roughly one month ago, worked on fixing some issues within Wordpress, but still has more to figure out. By default, Wordpress posts results, events, etc., according to date of posting, but we want to order things in terms of calendar date of event. It is suggested to hire a Wordpress-knowledgeable college student or club member (or family member of club member) to set this up and develop documentation for future reference. A decision is made to advertise on the FLRC listserv first, and on Craigslist if the first solicitation yields nothing.

Joe raises the issue of how best to notify club members of upcoming races and when a new issue of the newsletter appears online, suggesting posting an email directly to all club members in addition to on the listserv; Melissa notes that every new member is invited by email to join the listserv; Casey says that he can post a separate newsletter-related email to members who have chosen not to join the listserv.

Equipment — Chris Reynolds

Chris is going to investigate the purchase of stands for holding Gatorade jugs to keep them from crushing tables and for freeing up tabletop real estate at aid stations. She requests the return of two timers from Bob Talda and a measuring wheel from Bob Congdon. Two measuring wheels are unaccounted for.

Other Vice President's Business

- Trail — Joe Reynolds:
Finger Lakes 50s: Chris, Joel, and Joe met with Jody Vanselo and Chris Zimmer of the Finger Lakes National Forest about the FL50s race.
Chris and Joe set the agenda and brought up their expectations for the 50s, reporting that the race is capped at 250 participants and would be using the same course as in 2010. The Forest said they didn't want Wilderness Search and Rescue setting up at the Blueberry Patch picnic area or using TVs on trails indiscriminately; Chris and Joe assured them that WS&R are highly professional and will camp in the section of the Potomac Campground where the SCA crew had set up shop last summer; a special ATV for WS&R will be issued. Parking for the race: parking will only be allowed on the west side of Potomac Road, with none on east side or in the driveway or small lot entering the campground; the race will provide a shuttle to tote race bags, camping equipment, etc., from Potomac Road to Race Central; cars of noncomplier are subject to towing.

Trail maintenance: Steve and Nancy will soon be officially taking over maintenance of the southern 3.5 miles of the Interloken trail.

Down and Dirty: Joe will check with Andy Jordan about the date of the Danby Down and Dirty, which is currently listed as on Saturday (which is also Yom Kippur), whereas it has traditionally been held on a Sunday.

- Road - Garrett Wagner:
Certification: Garrett reports that Twilight certification is in process, and Fillmore and Dryden are also in the paperwork phase.

Twilight 5K: Maria reports that the Twilight 5K has received its permit from the city, along with permission from Ithaca High School; shirts are on order; the fire police will be on the course.

Fillmore 5K: Lorrie reports that she will be effectively directly the Fillmore 5K this year; Tina will help as she is able, and Emily Lockett (who was to be RD) will get awards. Alan Lockett will be back in the country in 2012 and it is hoped that he will resume as RD.

Ithaca 5&10: Race director Craig has a conflict that week, and Gerrett will therefore take over as RD. Garrett anticipates possible problems with school construction and will move on certification and attending to any forced changes due to construction.

Old Business — Joel Cisne

Shirt and gear: Joel has been working on a design for a Finger Lakes Trail Circuit T-shirt and passes around a printout of the design, noting that colors are not final. The shirt would list the races in the Stonehead/Pebblehead circuit, but not race dates, making the single design applicable year after year. He suggests yellow printing on a green shirt, signifying green land, blue lakes, brown mud on the sole of the shoe with yellow overprinting.

New Business — Joel Cisne

Joel reports that Kim Snedden is moving ahead on making posters and would like to include photos. It is suggested to contact Steve Gallow and have approve any shots chosen for inclusion. New posters would be made yearly and would include race dates; posters would be put in appropriate locations around town (Ian's store, EMS, Dick's, Advantage Sports, etc.) as well as at our races

Adjourned at 7:10 pm
Next Board Meeting: *Wednesday, June 8, 2011*