



FINGER LAKES RUNNERS CLUB

BOARD OF DIRECTORS MEETING

January 12, 2011 5:30pm
261 Rhodes Hall, Cornell University

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

Present: New, continuing and retiring board members: Gary McCheyne, Maria Costanzo, Chris Irving, Karen Grover, Liz Brundige, Joe Reynolds, Joel Cisne, Sophia darling, Amy Panek, Chris Reynolds, Lorrie Tily, Bruce Roebal, Nancy Kleinrock, Steve Shaum, Jill Cusack, Garrett Wagner, Shelly Marino, Casey Carlstrom

Introductions were made for the benefit of new attendees.

Approval of the September Meeting Minutes: Once we added a reference to Maria's suggestion that we seek to provide increased financial incentives for membership, the minutes were approved.

Race reports:

Turkey Trot – Bruce Roebal: In 2009 there were 190 participants; this time there were 274. The race went well, although there was some congestion at the end – next year we'll need a finish chute and volunteers to write down numbers. Participants filled Bruce's truck with about 400 cans of food, which Bruce dropped off at Loaves and Fishes. Bruce also brought The (historical) Book from the Turkey Trot, to share with the board.

Winter Track Meets – Bruce: December 5, 2010: 100 participants; January 9, 2011: 127 participants.

Upcoming Races:

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 at Fleet Feet in Syracuse: Joel reported that Evan Kurtz plans to attend. Chris Reynolds will also be going.

Hartshorne Memorial Masters Mile, January 22: Tom Hartshorne has extended an invitation to all board members to attend the post-race dinner at the Country Club.

Course Recertification: Lorrie reported the Eric has measured the Skunk course. She doesn't know if he's sent in the paperwork yet. Our courses can be seen on USATF's website. Eric has offered to certify all our courses; they all expired in 2010. Lorrie will call him.

Finances – Sophia Darling:

Balance sheets (see in the notebook) were provided to the board. Overall we're up 16% to about \$52K.

Membership – no report, as Melissa was not present.

Newsletter

Joel suggested that we may need a replacement for current editor Pat Gillespie. Joel is considering taking this on. Nancy, who worked on the newsletter for years, volunteered to help, as did Liz.

Web Page – Amy Panek and Casey Carlstrom

Amy will be meeting in mid-February with Maria, Melissa, Joel, Casey and Kaleigh (our web designer). Once the site is up it will require additional maintenance and updates. Kaleigh will provide instructions for updating, after which FLRC will pay her the final ~\$2K on our contract.

To view the site so far, go to fingerlakesrunners.org/wordpress. Send comments to amy.panek@gmail.com. Amy will be working with Melissa to develop databases so that results will be searchable. Casey pointed out that we will be able to have several people managing changes, rather than just one person responsible for everything.

Joel asked if there were a shopping cart feature? He'll explore this.

Are there cheaper alternatives to using Active.com? Garrett pointed out that with Active the data can be downloaded easily; Pat Leone can pull data right from Active, a real convenience. Nancy suggested adding a surcharge for paper registration to bring it in line with the online cost.

Joel talked about using Facebook as another online presence for the club. Amy said that Facebook and Twitter can be added to the new website.

Equipment – Chris Reynolds

Chris will be buying new sports drink jugs this month.

Lorrie again raised the question of a new finish line setup. Craig P and Joe R had each volunteered to look into this. After a discussion of alternatives, Lorrie agreed that probably what we have already will suffice.

For the Finger Lakes 50s Chris will be using Fast Finishes.net to do the timing. Cost will be \$175 – very low.

Other Vice President's Business

Roads – Garrett: Ian and Nick want to hold "learn to run your first race" clinics for Skunk and the CLT.

Lorrie reported that Ian also wants to have Skunk packet pickup at the store the day before the race. She asked if this was worthwhile. Maria had a good experience with this for Twilight. Packets included the disposable chip.

USATF Sanctioning of Road Courses: Jen Monen, co-director of Skunk, is investigating this. This sanction offers prestige to a race. Cost is ~\$55. It requires that a form be filed annually, and certifies that you're following various guidelines. Lorrie thinks that eventually it will be required. Skunk is sanctioned.

New Business

"Cool Business" - Joel: The RR Club of America has presented its volunteer award to Chris Reynolds. All agreed that it was well-deserved.

Sew-on patches discovered: Lorrie brought in a huge number of FLRC patches. What to do with them? Give them out as awards? As part of membership? Sell them along with club apparel (which Lorrie now has).

FLRC Scholarship – Joel: Last year's committee consisted of Chris Irving, Sue Aigen, Lorrie Tily and Renee Kenney. The committee gave two \$1000 scholarships. In order to drum up interest, Renee had sent information to guidance counselors and coaches; Gary McCheyne provided the addresses. Renee also issued the checks and press releases. The parameters for applicants are listed on our web site. The scholarship money is given with no strings attached.

Joe would like someone from the board to attend the winners' school award ceremonies and deliver the scholarship award in person. Everyone present agreed that this would be a good plan.

This year's committee will be comprised of Gary McCheyne, Lorrie Tily, Sophia Darling, Joe Reynolds and Karen Grover.

Old Business

Runners' safety – Ithaca 5 & 10: Gary felt that the problem was that there were too many events going on at IC (PeeWee football as well as the FLRC race). Karen thought we should consider a move to the Waterfront Trail. Garrett asked who was in charge of the trail. It was suggested that he check with Rick Manning. Karen likes the option of getting out of the City of Ithaca; running the wrong way on Seneca St is unsafe. The old 5&10 course started at the Ithaca Commons.

Joel asked if it might be possible to get other organizations involved with the 5&10 and other of our larger races, with a portion of the proceeds donated to a local organization.

Gary suggested changing the course so it ends at the Beer Fest, but that would be the night before Monster.

Joel suggested talking to the Chamber of Commerce. Nancy suggested speaking to the Mayor. Gary said that whatever we do, we should begin soon. Joel will reach out to Craig and the tourist board; Garrett will talk with the Chamber of Commerce.

Chris I. asked if we were more concerned about course changes or safety. It was agreed that we are concerned about both, but that safety is #1. The logistics of the 5&10 are such that either it must grow and become a big city race, or fade away because it is too difficult to guarantee safety. If we could build the race to 600 participants it could become a real city event, which would probably lead to a greater police presence.

Updating the signature card for TCTC – Sophia: A motion was made to update the signature card for TCTC with the signatures of Joel, Sophia and Lorrie. Chris R seconded the motion, which passed unanimously.

Next meeting will be February 9, 2011.

Meeting adjourned at approximately 7:10 p.m.