



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: Jill Cusack, Maria Costanzo, Acmae El Yacoubi, Chris and Joe Reynolds, Joel Cisne, Sophia Darling, Bruce Roebal, Nancy Kleinrock, Steve Shaum, Tim and Jackie Schlitzer, Bob Talda, Amy Panek, Andy Jordan, Craig Paiement, Steve Ryan, Melissa Hubisz (and Riley), Kim Sapiro, Casey Carlstrom, Garrett Wagner, Lorrie Tily, Gary McChyenenne, Sue Aigen

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

Race reports [5:40PM]:

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 elsewhere. 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 Route 366.
- 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 offered to give him something to recognize his services.

Upcoming Races/Events [5:56PM]:

Thom B - Melissa Hubisz: all looks good and on schedule. 18 are pre-registered already. Since Melissa will be helping out at the May Day 5K race in Trumansburg (Susan Rouch), she will borrow the equipment before May 1st, keep it until post Thom B then return it to Joe.

TryChips - Tim Schiltzer: local startup food company founded by Tim (FLRC member) and Jerry that specializes in freeze-dried fruits. 100kcal/bag, rich in anti-oxidants and comes in three flavors (Maqui, green tea and Acai berry) and is a healthier alternative to energy bars or gels. 87 people already signed up on their mail list at Skunk. Tim will bring his products to FL50's and Twilight.

Finally, Tim will organize his own event on August 13th which features bikes rides, runs, hikes, canoe/kayak, multisports and creative endeavor with a prize (neat jacket) for those doing the "primal version" of the event.

Finances – Sophia Darling [6:10PM]:

The club is up 17% from last year this time. Net income for Skunk was \$11,000. The club donated \$1,500 to the Ithaca Youth Bureau (up \$300 from previous years). As of today, we have \$8,100 net income.

Tax form 990 was filed with the IRS and not the NYS charity bureau to avoid. Garrett (with a nod from Sue) suggested we should register with these latter since it only involves a yearly registration fee \$25 and a one-time application fee. The finance committee, which Garrett will join, will decide later.

Membership - Melissa Hubisz [6:27PM]

Memberships are still 241 members: 117 families, 96 individuals and 28 life. Some members saw their membership expire, but new registrations during Skunk leveled them off.

Joel noted that Cayuga Trails Club has neat professional posters to promote registration in their club. Kim can get them made and will follow on this later.

Newsletter [6:30PM]

Pat's last newsletter was in October 2010. Liz will be the newsletter editor, but preferred some assistance. Nancy will assist without rising to position of co-newsletter editor. Joel will try and push Pat to get February's newsletter out, and mentioned that the new website layout should make it easy to export files in given formats and create/circulate newsletter.

Scholarship Committee - Lorrie Tily [6:32PM]

Lorrie sent out letters to all schools this past weekend and expects all material to be sent back by students by June 1st. The jury will make its decision on June 15th.

Website - Casey Carlstrom [6:34PM]

Maria said that they are done with the design phase using Wordpress and are moving to the content. Lorrie suggested to hire a Wordpress specialist for assistance but there seems to be lots of tutorials online. Bob explained that each race will have its own webpage and RD's will have access to modify them, with some constraints. Finally, Maria suggested that Joe checks the "Trails Circuits" page which, apparently, has become obsolete.

Equipment - Chris Reynolds [6:40PM]

All equipment is back with Chris and Joe after Skunk. Joe is fixing the arch and Chris bought new Tupperware to protect paper cups from being eaten by rodents.

Other Vice President's Business [6:53PM]

- Trail - Joe Reynolds:
Thom B, Forge the Gorges, FL50s and Forest Frolics forms have been copied;. Those that need copying are: Fillmore, Women's distance, Danby Down and Dirty and Monster Marathon.
Also, Joe will be bugging RD's who have not uploaded their race forms.
- Road - Garrett Wagner:
 - Working on getting all the courses re-certified. Skunk is done and next will be Twilight. Nothing is ready for Fillmore, whose RD is Emily Lockett, apparently inexperienced. Lorrie and Tina are helping her out but she hasn't made a move forward yet.
 - Volunteer T-shirts stood out well at Skunk and it was suggested that course marshals wear both shirts and vest and carry flags to direct traffic.
 - Ithaca 5K & 10K: need to get the race officially on school calendar, but this will have to wait until August. Cayuga Security may need to be hired to facilitate at intersections. More work is needed to move forward with the race once dates of potential closed road/construction are known.

Old Business [6:55PM]

- Joel has spoken with folks in Cortland Graphtech about a nice FLRC trail circuit jacket; \$90 good-quality soft-shell jacket for \$62 with front/back, with \$10 donation. Or, for \$130, runners would get a feel-good donation (as noted above), and entry to all trail entries except FL50's.
- Alternatively, he proposed to get and market the jackets only, but not trail race entries.
- Nancy suggested pre-orders only with buyer's name on it. She also suggested club tag-line from newsletter header on the back
- Lorrie suggested selling the current stock at deep discount/clearance sale (50%) on the newsletter and on the new website

New Business [7:00PM]

- Joel plans to start regular Wednesday evening social runs at 5:30-6:00pm, starting downtown.
- He encourages others to have regular runs or other come and join me runs
- Bob talda says he plans to do a monthly barefoot in the park or Plantations run
- Gary suggests an uphill mile run; Chris suggests Blakesley hill

Waterfront, Black Diamond, and Finger Lakes Trail

- Joel brings up partnering with other local organizations; first suggestion is \$3,000 for bench, with stone in front of the bench for club advertisement, in the new section of the Waterfront trail (Lorrie

says have a brick in the Cass Park section); there are a couple of these near the skating rink

- Joel learned about it from a brochure and will bring it to finance committee
- Gary will invite Rick Manning, who is the Cayuga Waterfront Trail Initiative Coordinator, to come to give us a presentation
- This coming weekend is cleanup day for Waterfront Trail as well as Black Diamond Trail

Additions to the Agenda:

Adjourned at 7:10 pm

Next Board Meeting: *Wednesday, May 11, 2011*