



FINGER LAKES RUNNERS CLUB BOARD OF DIRECTORS MEETING

October 14, 2011 5:30pm
708 Rhodes Hall, Cornell University

In attendance: Casey Carlstrom, Joel Cisne, Jill Cusack, Andy Jordan, Nancy Kleinrock, Gary McCheyne, Joe Reynolds, Bruce Roebal, Steve Shaum, Bob Talda, and Lorrie Tily.

Meeting called to order at 5:38

5:30 Additions or deletions to the agenda

- Annual donation to Wilderness Search and Rescue (see Finance).

5:35 Approval of the September Meeting Minutes

- Approved with minor changes; moved by Steve and seconded by Gary.

5:40 Races & Activities:

- Danby Down-n-Dirty (Andy Jordan)
 - There was good attendance: 115 starters, 108 finishers; the day change from Sunday to Saturday didn't seem to alter the attendance (last year had ~120 participants).
 - A few people got lost (see Vice Presidents' business; Trails for further discussion).
 - The trail steward for the Abbot Loop noticed ribbons up the day after the race and expressed alarm; by the time Andy received the angry email, he had already removed all race-specific markings.
 - Preliminary estimates show \$1759 income.
 - Renting a pickup truck from Ithaca Car Share worked well.
- Virgil Crest
 - Gary: The Daisy Hollow aid station received many compliments.
 - Gary reports that the aid station co-captains would like to use *all* FLRC gear, food, etc., instead of sharing gear responsibility with Ian; they will even procure their own water.
 - This change, however, implies a need to have FLRC crews assigned to do set up and tear down.
- FLRC Race Calendar
 - Joel distributed hard copies of the 2012 race calendar; several corrections/comments:
 - Changes: Rick Hobecke is no longer assistant RD of the Hartshorne Masters mile, and Charlie Fay will join RD Tom Hartshorne in that role; Lorrie is the RD of Fillmore 5K; Jenn Momen is no longer RD of the Skunk Cabbage Classic; Danby will on Oct 6 (not 7th); Skunk is 10 am (and 10:15) start (not 8 am/8:15).
 - Still need to hear back from KC/Becky and Jay/Melissa about directing their respective races (Tortoise and Hare and Thom B., respectively) in 2012.
 - Maria/Gary agree to be listed as contacts for the Ithaca 5&10, assuming it will again be a committee-directed event.

6:00 Finances – Sophia Darling (*in absentia*)

- Finance Report
 - Please refer to the finance report submitted by Sophia; Gary notes that the 5&10 numbers are not final, and there will be ~\$1000 to come (i.e., income will be on the order of \$1800, \$800).
- Annual FLTC Donation
 - Discussion ensues about the various roles and jurisdictions of the Finger Lakes Trail Conference, the Finger Lakes National Forest, Finger Lakes Land Trust, etc.
 - Joe moves to make \$35 membership and an additional \$300 donation, as FLRC has done in past years; Steve seconds.
 - Discussion: Andy wants to increase this amount because we use the trails so much for our races; moreover, looking at the current Trail Conference membership fee, it has increased to \$50/year.
 - Joe withdraws his motion.

- Lorrie makes a new motion: \$50 membership and \$300 additional as a good will gesture (\$350 total); Joe seconds. Motion carries.
- Annual Wilderness Search and Rescue Donation
 - Donation in 2010 was \$1500. Lorrie moves to make an annual contribution of \$1500 to Wilderness Search and Rescue in appreciation for their stalwart attendance and assistance at several FLRC races each year; Joe seconds. Motion carries.
- 6:15 Membership – Melissa Hubisz (*in absentia*)
 - Family, 114; individual, 96; life, 28; total, 238.
 - Joel suggests making phone calls/emails/texts to individuals to renew; perhaps have a group activity to do this in, say, December.
- 6:15 Newsletter Update –Liz (*in absentia*)
 - Liz has not yet assembled a newsletter but fully intends to prior to next board meeting.
- 6:20 Marketing – Joel Cisne—Deferred to November meeting due to time constraints.
 - Travel Guide
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 - Daily Sun
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 - IthacaEvents/14850.com/Ithaca Times/Tompkins Weekly
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- 6:25 Web Page Update—Casey Carlstrom
 - Marteal Designs, \$500
 - As per the email Maria Costanzo sent Oct 10, 2011, the student who was approached to work on the website did some gratis work, but has since been unresponsive; contact has instead been made with <http://martealdesigns.com>, which should be able to do what we need for ~\$500.
 - Casey has also looked at this site and thinks the designer should be able to do what we want efficiently.
 - In the meantime, the new website needs to be populated with content, notably race results; some discussion ensued regarding patching things in now or getting the final work done first.
 - Bob suggests making the new site live, since now is when RDs are preparing things for 2012, but Casey notes that RDs can work within the new context, and Bob can arrange to conduct a training session for the use of the new site, perhaps using the Cornell Information Technologies facilities. RDs can then choose whether to make the page for an individual race simple (just upload the entry form in PDF) or elaborate (as for the FL50s).
 - The question of the moment is whether to move forward with this company; this was the recommendation put forth in her email; the funds (\$500) were allocated (June 8, 2012) to “get the webpage done,” so can move forward with exploring things with Marteal Designs without further approval.
- 6:30 Equipment – Joe Reynolds
 - The brush hog mower has been repaired (\$291.xx; ~\$100 less than anticipated), and it is good to go.
 - Lorrie noted that the mile markers at Wineglass were feather banners (some were sponsored by regional companies); Lorrie will like to get FLRC feather banners with mile marker numbers to use at the Skunk Cabbage Classic, at least for the half marathon. Joe will look into the cost and perhaps have them allocated to the Skunk budget or perhaps acquire them within the general equipment budget.
- 6:40 Other Vice President’s Business
 - Trails – Joe Reynolds
 - FLNF Invoice
 - Sophia has requested more info from Jodie at the Finger Lakes National Forest to better understand the request of an additional minor amount (~\$23) that the FLNF says is due them from the FL50s.
 - Marking trail
 - In response to the report of some runners getting lost at the Danby Down and Dirty, Joe says it is better to overmark than undermark a trail racecourse, but people will get off course even at well-marked races; Lorrie offered that part of the adventure of a trail race is finding your way.
 - Run-throughs are good to let newbies learn the course, but generally markings cannot be posted by the time of the run-through (the FL50s is an exception).
 - Roads [vacant]
 - No report.

6:50 New Business:

- Elections: Nominating Committee
 - Jill Cusack has already agreed to be on the nominating committee; Lorrie Tily and Andy Jordan also will serve.
 - They will bring a slate of candidates to the Nov board meeting.

Meeting concluded at 7:04 pm

Next Board Meeting: *Wednesday, November 9, 2011*