



FINGER LAKES RUNNERS CLUB

BOARD OF DIRECTORS MEETING

August 8, 2012 5:30pm
215 McGraw Hall, Cornell University

Present: Maria Costanzo, Joel Cisne, Jill Cusack, Sophia Darling, Nancy Kleinrock, Gary McCheyne, Chris Reynolds, Joe Reynolds, Bruce Roebal, Steve Ryan, Steve Shaum, Gerrit Van Loon, Gary Williams.

5:45 Additions or deletions to the agenda

- Fillmore 5K update
- FLNF update
- Publicizing board meetings

5:50 Review + Approval of the July Meeting Minutes

- Gary moves to accept minutes, as presented via email by Shelly on Tues, Aug 7. Seconded; minutes accepted.

5:50 Races & Activities:

- Women's Distance Festival (Sue Aigen, Chris Irving; via Joel)
 - "It was fun, it was hot," reported Sue and Chris, who also wanted to emphasize their appreciation of all the volunteers.
 - 129 finishers; ages 4–72.
- Forest Frolic (Steve Ryan)
 - 24th year, no rain.
 - 117 prereg; 20 didn't come, but total of 153 starters, which was a record.
 - 15K had 95 runners, with the rest in the 7K; 1 DNF, and one person who "ran his own route."
 - There was one runner who was for a time considered by race workers to be lost, but in the end was assumed to have found him/herself (likely just didn't turn in bib tag).
 - Winners: Julie Barclay and Adam Engst in the 7K; AnneElise Creamer and Matt Johnson in the 15K.
 - Steve appreciated the assistance of the equipment coordinators; also Steve Gallow for photographs.
 - For the 25th running, Steve is thinking to make it basically free for preentrants, having them pay \$10.25 for preentries and getting \$10 back on race day upon showing up to run.
 - Shirt sales: Steve bought 50 shirts, of which he sold 41 for \$20/shirt, and gave 9 to volunteers.
 - Net income of \$1061.44, although have a bounced check to attend to.
- Forge the Gorgeous (Joel Cisne)
 - The race made money this year.
 - There were 68 prereg runners and 60 race day registrants.
 - Seven Trail Circuit shirts were sold, and 3 new club members joined.
 - Good times were had by all.
- Fillmore 5K (Lorrie Tily (via email, Aug 6))
 - "The Fillmore 5k has 29 pre-registered runners in the 5k and 3 in the fun run. I have purchased enough fun run finishers medals for Fillmore and the Ithaca 5 & 10 plus some. The Four Town Ambulance and First Aid Squad will provide tow [sic] Ambulances on site. They will also provide 6 volunteers to act as course marshals. Sophia will coordinate the Fun Run. Maria will handle pre-registration and time. Bruce, Sophia and Scott and Laura Voorhees will also help with registration and timing, etc. My kids will work the water stop and Don will setup\tear down the course.

We could use a couple more volunteers. I plan on marking the course Thursday evening.”

- Monster Marathon (Karen Ingall, via Joel)
 - Race preparations are falling into place.
 - Thus far, there are 6 people registered for the full marathon and 4 for the half.
- Remington Murder Mile (Gary Williams)
 - The race would take place wholly in Cayuga Heights, which eases permitting complications, especially since the Mayor of Cayuga Heights and police chief are both enthusiastic about the event.
 - The police chief requests a plan for safety/marshalling at Cayuga Heights Road
 - The police chief will close Remington Road for the duration of the race, provide officers for the day, and would notify the county sheriff as a courtesy.
 - Idea is to hold the first running of the Remington Murder Mile April or May of 2013, making an effort to not conflict with other prominent events.
 - Maybe not do it on Boston weekend, definitely not on Skunk or Thom B weekends, and Joel suggests that Gary look at RunningInTheUSA.com to avoid other major conflicts.
 - It is suggested that Gary contact Liz Vance of the Ithaca Youth Bureau to promote youth participation.
 - Gerrit suggests maybe having a Murder Half Mile race for kids.
 - Perhaps put notices on on-the-street homes to let people know what’s happening.
 - Chris raises the concern that we have dropped a couple of races off the calendar and should we take on a new one.
 - Joel notes that this would be a relatively low-effort event to put on, with minimal equipment, and it’s great to be bringing in a new, enthusiastic RD.

6:17 Finances (Sophia Darling)

- Balance sheet:
 - Up 9.5% cash; bank acct is \$65K, with some deposits still to record.
 - Sophia asks about the information that RaceIT (online registration) provides to RDs, since what she can access is insufficient for her accounting needs; she needs more information, minimally what race to account income to.
 - Joel will look into this.
- P&L:
 - Sophia requests RDs to let her know about shirt sales (for sales tax purposes).
 - Profit for the year so far of ~\$8800.
 - There is a bank service charge fee because of a bounced check, which she anticipates will be reimbursed (has requested the \$10 fee from the runner involved).
 - Use of tax exempt code when purchasing race supplies: Sophia cannot legally reimburse RDs for sales tax; RDs (and equipment purchasers) must use the club’s tax exempt forms, and/or can provide on-file forms to the major stores we do business with as a club.
 - Often, just using the club’s tax exempt number without the form suffices.

6:30 Membership (Melissa Hubisz)

- No report from Melissa, but Joel received a family membership at Forge—a family that has been coming to our races for some time and has recently moved to the area, so it is nice to welcome them as members.
- 329 members, he believes.

6:30 Newsletter (Liz Brundige, Gary McCheyne, Nancy Kleinrock, Bill Mitrus)

- The July newsletter came out, but nothing done yet on the next issue.
- No results were in the most recent newsletter.
 - Chris and Joe push for resuming their inclusion in the next and future issues because they like the hardcopy to mark up.
 - Nancy notes that it is possible to adjust the on-screen settings to view 100 results from a race simultaneously on a single screen.
 - Several others emphasize that those who wish to can print out a hard copy.

6:25 Marketing/Outreach/Programming

- Finger Lakes National Forest Updates (Nancy Kleinrock and Chris Reynolds):

- Forest Field Days, Sept 29, 10 am–2 pm: The National Forest will be holding its annual Forest Field Days, which consists of various groups tabling at the Potomac Group Campground. Does the club wish to participate? Nancy imagines a couple of runners present with the club banner to talk about the joys of trail running and perhaps to host a very short jog on the trails near the campground (e.g., the Potomac Loop or shorter, depending on those present and interest/ability), plus perhaps an actual trail run earlier in the morning to end just before 10 am. Nancy can coordinate with the National Forest folks, but will not be available on the day of the event because of a business trip.
 - Joel has a wedding to attend that day; Chris R works that day.
 - We'll discuss this again next board meeting.
- Interloken Trail work day: As those who have run the FL50s know, there are some busted-up boardwalks on the northern section that we use of the Interloken Trail. Chris proposes that the club conduct a work day (or work days) to replace these sections. In prior conversation that Nancy had with the National Forest folks, they should be able to supply materials, but not the labor. Is this something we wish to take on, for the sake of the 50s and to benefit the users of the National Forest?
 - Nancy does not want it to be a Reynolds/Kleinrock/Shaum operation, but wants broad commitment of participation, if indeed this is something the club is signing up for.
 - Nancy will inquire of the FLNF folks:
 - What materials and what tools would the National Forest provide, and how would they/we transport materials to the work site(s).
 - If we get 8–12 people to show up, what will the Forest provide to facilitate the project?
- Picnic Update (Bob Talda)
 - As per Bob's proposal, included as an addendum to these minutes, he suggests the annual picnic be held Sunday, Sep 16, 2012, 11 am at (perhaps) Cass Park near the Turtle or the Stewart Park Pavilion (he has application in for both facilities, but is still awaiting confirmation from Ithaca City Park)
 - Proposed schedule: 10 am, setup; 11-11:30, gather; 11:30-12:30, 5K run; 12:30-1 pm, get food; 1-2 pm, annual meeting; 2-3 pm, clean up.
 - Proposed run: The proposal includes a multicomponent 5K run, with 1+ mile on the Waterfront Trail (road), 1+ mile on the Black Diamond Trail (trail), and 400 or 800 on a grass oval (track); this would be a shoes-optional event, and a run, not a race.
 - Proposed food: the club would provide grilled items (or chicken and corn cobs), buns, condiments, charcoal for grilling, plates/cups/utensils, water, Gatorade; attendees would provide a dish to pass (should we have signup to assure variety?)
 - Proposed meeting agenda: introduction (welcome); review of year (RD reports, club event reports, financial reports); volunteer-of-the-year presentation; preview of coming year; closing remarks by club president
 - Bob's proposal also includes specification of volunteer roles, philosophical underpinnings for holding such an event, and supporting evidence in the form of similar events held by other clubs.
 - Discussion ensued about whether to include an actual race, free to members and their families, and \$15 (for membership included), or just members/families.
 - Decision made to keep it for the FLRC community.
 - Steve Shaum suggests moving the time up by one hour.
 - Joel will lock down the date, and we'll figure out scheduling details via email.
- Marketing at Groton Fitness Center (Sophia): The owner would like to put up a tower for our entry forms.
- Publicizing board meetings:
 - To keep the FLRC membership apprised of what is going on at the leadership level of the club, we will put upcoming board meeting date/time/location on the website, Facebook page, newsletter, and listserv to let club members know that they can come to see what we do.
 - Joel will attend to posting minutes to the website.

7:00 Web Page (Maria Costanzo)

- She's keeping it chugging along.

7:05 Equipment (Chris Reynolds)

- Equipment has been "coming and going at a rapid pace" (i.e., getting a lot of use).

- The generator must have high-test gas (no ethanol).

7:10 Other Vice President's Business

- Trails (Joe Reynolds)
 - FLRC will once again host Virgil Crest's Daisy Hollow aid station; it will soon be time to gather volunteers and determine supplies; Chris offers the use of leftover Heed from the 50s.
- Road [vacant]
 - 5&10: Maria has everything under control except for prizes, which Jill will take on.
- Track (Bruce Roebal)
 - There will be a track meet Thur, Aug 9.
 - Order of events: 5000, 100m, 400m, 1 mi, 4x200m.
 - Bruce needs the time machine; Chris and Joe have it in their car for Bruce to collect after the meeting.

6:15 Old Business:

- FLRC Apparel (Lorrie Tily, Joel Cisne, Gary McCheyne; Board)
 - From Lorrie: "I have no report on club clothing other than the one company I was corresponding with did not return my emails once they discovered the low quantity we were planning on ordering."
 - Joel is waiting for sample from Fleet Feet Rochester for a Brooks tracksuit (\$60).
 - Gary McCheyne wins the prize for making headway on apparel:
 - While designing 5&10 shirts, called the Brooks national office and was connected with someone in charge of team gear.
 - Jack in Syracuse will consider us in the sales category of "team membership" to enable us to buy, through Ian, anything from the entire Brooks catalog at 10% lower than wholesale (i.e., 60% off retail price).
 - There is no difference in the deal we would get whether we go through Ian or conduct business directly with Brooks, but using Ian would provide him with the opportunity to get a better deal on his volume purchases from Brooks.
 - Cost for high-quality race shirt: \$16 for a shirt plus \$1.50 for local printing by PSP (based on 100 shirts/order, two-color, two locations of printing on the shirt; in contrast, Rick Davis would charge \$4/shirt to print)
 - In summary, our cost would be \$17.50 including printing on a \$34 list price shirt.
 - If all RDs did this, estimating 500 units per year.
 - Still need to work out logistics around whether we'd need to order all 500 at once, or on a race-by-race basis, but, as repeated below, Gary clarifies that shirts can be of different styles, colors, etc., for different races, still with the 60% discount from MSRP.
 - Gary notes that ordering in the spring gives the best opportunity, since national inventory/choice is best then.
 - RDs can choose whatever shirt they want, but would do best to put in the order all at once for best selection.
 - RDs would each have to store their shirts until time to print up prior to their race date.
 - Gary also notes that Adidas is also offering a very similar deal.
 - Gary will follow up with Ian and get a plan in writing.

7:24 New Business:

- Board meeting location: Joe will look into Varna Community Center; Joel will seek locations, as well, and we'll confer via email.

7:25 Adjournment:

- Joe moved to adjourn; seconded and passed.

Next Board Meeting: Wednesday, September 12, 2012