



FINGER LAKES RUNNERS CLUB

BOARD OF DIRECTORS MEETING

July 11, 2012, 5:30pm

708 Rhodes Hall, Cornell University

In attendance: Board members Bruce Roebal, Chris Reynolds, Sue Aigen, Lorrie Tily, Joe Reynolds, Chris Irving, Shelly Marino, Steve Ryan, Kim Spiro, Gary McCheyne, Maria Costanzo, Joel Cisne, Jill Cusack and Liz Brundige; and members Ian Golden and Gary Williams.

President Joel Cisne called the meeting to order at 5:36pm.

Additions/deletions to agenda: Add track to the agenda.

Approval of the June minutes: Lorrie moved and Sue seconded that the minutes be approved. Motion passed with 1 abstention.

Races and Activities:

Twilight 5K (Maria): All went well. Help is needed for the upcoming 5&10.

Finger Lakes 50s (Chris R): Thank goodness it's over! There were 207 finishers, and 1 injury (Cathy Troisi broke her wrist). No heat-related illness. Timing was by Fast Finishes. The woman working did a great job, but the company itself didn't do so well, so we'll hire a different company next time. There was one mix-up in the awards, which has been straightened out. Volunteers were outstanding. Chris I. suggests that next year we ask for volunteers to help out with cleanup the day after the race.

Women's Distance Festival (Sue and Chris I): There are 80 or 103 preregistered (the number is unclear). Everything is ready, we have enough volunteers, food has been ordered. Chris I. pointed out that most of the registrants are not FLRC members! Make sure there are membership forms available at the race, and mention this at the race.

Forest Frolic (Steve): DEC permit has been obtained, Virgil has been contacted, trails have been manicured, and pre-registration is at record numbers (46 via Active, 65 by mail for a total of 111). Saturday the course will be marked, and food purchased. This year's shirt is red (and Steve modeled it). There are men's and women's versions of the shirt this year.

Forge the Gorgeous (Joel): Race date is August 2. 24 preregistrations, but Joel anticipates having about 100 runners. The park has been informed about the race. More volunteers are needed.

Remington Murder Mile (Gary Williams): The proposed course crosses Sunset and Cayuga Hts. Road, meets Berkshire, with about 500 feet of climb. East Shore (race start) is in the city of Ithaca; the rest is in Cayuga Hts. There could be a problem getting permission from Cayuga Hts, but we can ask – the mayor is a runner so that may help. It is essential that we obtain permits from each town/village. Sue moves that we accept Gary Williams's proposal to research the permitting possibilities for the Murder Mile. Jill seconded. Motion passed with 3 abstentions. Ian suggested checking with Craig at IC, whose class organized a 1 mile downhill race.

Cayuga Trails 50 Mile Race (Ian Golden): Ian presented his plans for the race he is sponsoring (not an FLRC race, but he wanted FLRC to be fully cognizant of his plans). One distance, 50 miles. \$12,000 purse, with awards going 5 deep, \$2500 to first male and female, other awards (hill climb, etc.).

History: Ian has wanted to have a race that included Buttermilk and Treman, marketing it as one of the most scenic courses around. He has obtained a Tompkins County Tourism Grant, and is working with the Tourism Bureau. The money comes from hotel room taxes.

Date: June 8, 2013. (Tortoise is June 1.)

Volunteer base: He will need to be creative in engaging volunteers.

Marketing: Possibility of co-marketing with the Finger Lakes 50s? Create a series with Cayuga, the 50s and the Iroquois 50? Ian already has several sponsors.

Start: Originally Ian had wanted to start at the Ithaca Brewery, but they backed out as they weren't sure they could accommodate the numbers. Looks like the start will be at Lower Treman, N. pavilion, upper as an aid station.

There will be money for elite travel and housing, and for speakers. There will be a pre-race dinner and a post-race BBQ. Ads are going out in national publications (Steve Gallow will do a photo shoot with Scot Jacobs). Registration will go live around December, the website will be live next week.

The course: The park has been very helpful. Treman and Buttermilk: The course will include gorge and rim in Buttermilk, gorge in Treman, FLT, part of rim. 2 x 25miles, 7am start, 13hr cutoff (by dark). Mandatory check-in on Friday under the umbrella of the History Center. IronHeart charity will be supported.

Fillmore 5K (Lorrie): 5 entries so far. We need more!

Finances: Will be sent later – Sophia not present.

Membership Report: Melissa, not present, emailed an update: 145 family, 150 individual, 28 life and 3 team memberships. Total: 326. (Increase from 307 last month.) Be sure to offer membership forms at all races.

Newsletter (Liz): Bill, who does the layout, had a computer problem, so the newsletter isn't out yet. Liz felt that if we didn't include results, instead pointing readers to the website, she could get the newsletter out by this weekend. Agreed!

Marketing/Outreach/Programming: Picnic: Bob wasn't available, so no info. Date will most likely be between the 5&10 and Danby. Location either Cass (as last year) or Stewart Park.

Web page (Maria): Holding steady. Maria's currently taking an online course in Wordpress. Casey has not been involved much lately. Lorrie expressed concern that Maria is doing too much on her own. [Boy, there's the pot calling the kettle...] Maria said that it's easy to add content, and no one should hesitate to send her updates.

A concern was raised regarding results: For the big races, a link to the site of the company that does the timing should be sufficient. But what if the timing company goes out of business? It was suggested that the club maintain a printout and a spreadsheet of each race's results. Not clear who will take responsibility for this.

Equipment (Chris R): The new ice cooler is great.

Other VP Business:

Trails (Joe & Chris R): Lots of work! Chris suggests that FLRC buy materials to replace some of the boardwalks in Hector, as many are falling apart and quite dangerous. Chris will ask Nancy to talk to the Forest Service about this.

Road (no VP): No report.

Track (Bruce): 20 runners at the June meet. 21 kids from Sue Stage-Derrick's Rogue Runners are coming to the July meet. Collected \$58.

Old Business:

FLRC apparel (Joel/Lorrie): Lorrie will get samples from Alaric. Fleet Feet takes forever to respond. Joel will hear from Boots shortly.

New Business: None.

Chris I. moved and Gary seconded that the meeting be adjourned.
Meeting was adjourned at 7:05pm.

Submitted with all due respect by Shelly Marino, board secretary.