



**FINGER LAKES RUNNERS CLUB  
BOARD OF DIRECTORS MEETING**

April 10, 2013 5:30pm  
105 Kennedy Hall, Cornell University

In attendance: board members Joe Reynolds, Will Fox, Nancy Kleinrock, Joel Cisne, Gary McCheyne, Melissa Hubisz, Bruce Roebal, Charlie Fay, Rob Kurcoba, Shelly Marino, Gerrit Van Loon; and FLRC members Denice Cassaro, Mark Fuhry and Maple Hubisz

Meeting was called to order at 5:39 pm.

**Additions and deletions to agenda:** none

**Review and approval of the March minutes:** Gary moved and Will seconded that the minutes be approved. Motion passed.

**Upcoming races and current activities:**

**Skunk Cabbage (Lorrie *in absentia*):** See email from Lorrie. Also, Joe will bring the rented truck. A long vehicle is needed for the mile markers as Chris is unable to place them.

**Thom B (Melissa):** Race will be held May 5<sup>th</sup>. Everything is in place: permit, site. Search & Rescue will be there. A few more volunteers are needed. 10 people have preregistered thus far.

**Cayuga Trails 50:** No updates.

**Remington Murder Mile (Joel):** Gary Williams has posted flyers at local gyms, a good idea for this and other races as well.

**¼ card listing races:** Joel will produce a ¼ card listing all FLRC races, suitable for handing out at Skunk and other races & venues.

**Committee reports:**

**Financials (Sophia *in absentia*):** See email from Sophia. Rob asked if we have a marketing budget. Answer: no; requests for marketing money go to the board.

**Marketing:** Rob has skill in graphic design and web marketing that he can apply. Joel has FLRC stickers that he will bring to hand out at Skunk.

It was suggested that we post our activities in the Ithaca Times calendar, Ithaca Journal calendar, other calendars. Race directors could also contact Marie Fitzsimmons a few weeks in advance of their races.

Use of social media was discussed. It's all about content. Will Fox used Tough Turtle marketing as an example: they email participants updates, use photos of the teams in their advertising, make them into posters, and are very active on Facebook.

Rob volunteered to work on marketing and a monthly email newsletter. He'll touch base with Nancy on the latter.

Charlie asked if there were a marketing committee. Joel replied that there is one, albeit small. Charlie suggested allocating a budget for the committee. A budget would be helpful. Rob and Will will work together on this. Nancy noted that there used to be a budget for printing & mailing the newsletter – this was what memberships paid for. Perhaps this money could seed the marketing committee. Gary felt that instead of a committee, ideas should be brought to the board. Joel said that the board could be emailed for approval if there arose a need for immediate funding.

**Membership (Melissa):** 207 family, 164 individual, 27 life, 1 team.

**Newsletter:** See above.

**Online registration (Joel):** Joel is working with the RaceIt platform, a stop gap till we have online signups on our own website, including memberships, for one-stop shopping. In theory even FLRC clothing might be sold through the site, though shipping & delivery could pose problems.

Bottom line: The system is evolving.

Transaction fees were discussed. Nancy suggested that they be wrapped into the total when possible, rather than tacked on at the end of the registration process, and that the fees should also be included in paper registration. There's a question of consistency across all races. The FL 50s uses UltraSignup.

**Sprint Group (Rob):** Rob wants to build a group for short distance runners. We can't offer field events as our insurance won't cover them, but he can feature the group in the newsletter, and develop a Track & Field page on the website, as well as publishing a list of local meets.

**Spring FLRC Social? (Joel):** There has often been an informal get together at 6 Mile Creek Winery after Skunk. After a Tortoise & Hare preview run it was suggested that there be an informal gathering at Ithaca Beer.

**Web pages (Maria *in absentia*):** See email from Maria.

**Scholarship committee (Lorrie *in absentia*):** See email from Lorrie. 15 candidates to consider.

**Cornell Runners Club (Mark Fuhry):** The CRC would be interested in a Mon or Wed evening run. They liked Ian's message about planned weekly runs. CRC members probably wouldn't be interested in joining FLRC as individuals. Perhaps join as a team?

**Equipment (Joe):** Believe it or not, we need more safety pins! Gary M. requested 20 large orange cones for the 5 & 10. Joe will purchase them.

#### **Other VP Business:**

**Trails (Joe):** It's time to count the broken boards on the Hector trails, to prepare for replacing them.

**Road (Charlie):** Helping Lorrie with Skunk.

**Track:** No report.

#### **Old Business:**

**Life member criteria (Gerrit):** See attached handout. Gerrit came up with a host of amusing titles for a large variety of volunteer areas. These could be put on the website. It's a great way to advertise the areas in which volunteers are needed. The board will review the list and discuss it at the next meeting.

**Community Coalition for Healthy Youth (Joe):** The board discussed sponsoring this event. Joe felt it would be good publicity for the club, and would provide support for youth and for the golf course. Gary agreed. Melissa pointed out that we use the golf course, so supporting it is not out of line. Charlie was bothered by the lack of relationship to our mission. Mark pointed out that part of the mission is improving the overall health of the community. Joel called the question: Should FLRC support two holes, for a total of \$70? Motion carried with 2 opposed.

Bruce moved and Gerrit 2nded that the meeting be adjourned. Meeting adjourned at 7:00pm.

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