



FINGER LAKES RUNNERS CLUB

BOARD OF DIRECTORS MEETING

February 13, 2013 5:30pm

105 Kennedy Hall, Cornell University

In attendance: board members Sue Aigen, Joel Cisne, Maria Costanzo, Charlie Fay, Will Fox, Melissa (and Maple) Hubisz, Chris Irving, Nancy Kleinrock, Gary McCheyne, Joe Reynolds, Bruce Roebal, Steve Shaum, Kim Szpiro, Lorrie Tily, and Gerrit Van Loon; and club members Mark Fuhry and Ian Golden; minutes recorded by Nancy Kleinrock

5:33 Opening + New Board Member Introductions

5:35 Additions or deletions to the agenda

- Annual meeting comments from the banquet.
- Seneca7 Exchange Point (Nancy Kleinrock)

5:36 Review + Approval of the January Meeting Minutes

- Steve moves to approve, a second is offered, and motion passes with very minor adjustment to position of tree under Trails VP business.

5:40 Upcoming Races & Current Activities

- FLRC Banquet Recap (Board)
 - The evening was a good, positive time for the club, although there was relatively high board-to-member ratio; 3 or 4 new members joined, plus the evening brought several renewals.
 - One person at the banquet commented that she felt unwelcome as a slow, nonracing runner, but most felt the opposite, i.e., that the club was inclusive.
 - Some commonly held impressions:
 - Should develop a way to regularly dispense information about group runs to the community (more on this by Ian, below).
 - The meeting part of the evening went on too long.
 - Could have done the raffle faster.
 - No dancing, which was a disappointment for some.
 - In future introductions of the board, could include photos of each board member, as well as history of each person's service, specifically for the purpose of getting others to volunteer and lighten the load.
 - Kim heard feedback from some at the banquet who want to get more involved.
 - To enjoy the same camaraderie but in the form of a lower cost event in the future, perhaps hold dish-to-pass dinner or picnic.
 - Annual picnic has served this purpose, as well as Lorrie's Xmas party.
 - Perhaps plan an event a couple of weeks after a big race, such as Skunk and Twilight.
 - Anyone who wants to revive the Recway 5K? (no takers now)
- Freeze 5K Series (Joel Cisne)
 - This has again been a "raging success."

- Roughly 40 individuals and 5-10 families; 96 total entrants; several came to the brewery after the last 5K; Joel chatted/connected with half a dozen new folks.
- He wants to do it again next year, but would be happy to pass it along to another RD.
 - Lorrie suggests having rotating directors on a week-by-week basis.
- Winter Track Meets (Bruce Roebal)
 - Jan 27 and Feb 10 had ~190 participants at each meet, with lots of young people, including high schoolers.
 - Plenty of volunteers; everything went well.
 - One more meet yet this winter: Family Fun Day.
- Skunk Cabbage (Lorrie Tily and Ian Golden)
 - USATF sanctioning is now in place.
 - Sponsors:
 - Chobani Yogurt is sponsoring with 36 cases of yogurt.
 - TriChips won't be there because they're now managing a vineyard.
 - Beaten Path will be there.
 - Lorrie has not yet heard from Ithaca Sports.
 - She is arranging advertising.
 - 350 registered as of now, mostly in the half marathon.
 - Cornell approval is partially complete.
 - Lorrie and Ian have been discussing promotion opportunities, with Ian presenting to the board a very detailed summary of proposals (attached along with these minutes):
 - At his store, he would like to feature the club more strongly, including a framed poster of events, info on what the club does for the community, volunteer opportunities, photos, entry forms.
 - People in the store are saying they would like to be able to join the club online.
 - He can offer store personnel to help with the following things that he suggests:
 - Group runs with social event afterward.
 - Three weekly group runs/training events; could make it required to be a club member to participate, for insurance purposes and to increase club membership.
 - Tuesday night workouts
 - On his handout, he has plugged in all Tuesday night workouts, with these designed to build up to races directed by Ian or by FLRC.
 - He suggests Lorrie as a potential coach/planner for the workouts and invites others to volunteer.
 - Start at the store, do workout, end at the store and then go out for dinner or drinks afterward.
 - Thursday night trail runs; plugged these in to the calendar, as well, including trail maintenance as a feature of these events.
 - Ian has been receiving feedback that more trail maintenance is needed, and to get this done we should collectively tap into the club's membership to do the (literal) heavy lifting
 - Saturday morning mid-to-longish runs, beginning at shop and then a postrun breakfast.
 - Movie nights.
 - Club nights at the store, perhaps with guest speakers, perhaps tied into gallery night art walks, adventure runs (the next two

will be Sun March 31 and Apr 21, with Molly Huddle at one of these).

- Prerace registration at the store; he volunteers his staff to do packet pickup for or with the RD, according to RD's preference.
- Get race shirts through Ian (he provides a list of brands and pricing) as well as bib numbers; he could provide sponsorship toward a race in the form of bibs, or could use funds instead in other promotional ways.
- Cross country: Ian would like to help keep competitive talent here in the community, by the store pitching in to sponsor competitive runners.
 - Discussion ensues about what it might take to get people involved with XC.
 - Some in the club see XC as too competitive for their ability or preference; could promote XC as inclusive (as we already do).
 - Nancy notes that National Snowshoe Championships will likely be at Highland Forest in 2014, and that it might be nice to have a strong FLRC presence there.
- These are all things Ian would like to become more involved with.
- It is suggested to form a committee to pursue this; Joel suggests Tuesday evenings at Viva Taqueria at 5:30 pm.
 - Joel, Gary, Ian, and invite others via the listserv; Joel will send out the email.
 - Mark Fuhry is new volunteer and will be involved with this.
- Seneca7 Exchange Point (Nancy Kleinrock)
 - Event coordinator Jackie Augustine has asked/invited FLRC to host the relay exchange point at the Sheldrake Winery tasting room on NY 414 between 1:30-3:30 pm on April 21 (realistically, 1:00-3:30), tracking athletes and attending to traffic issues.
 - Will Fox, Bruce Roebal, Nancy Kleinrock, and perhaps Gerrit Van Loon say they'll be there; Nancy will solicit more volunteers through the listserv to round out the 7-to-8 people we'll need.
 - To promote FLRC, we'll fly the club banners and maybe do costumes or wear club garb.
- Cayuga Trails 50M (Board)
 - Tim Ingall will organize the Upper Treman aid station on behalf of the club; Gary and Maria will help; Nancy will help race day if she isn't running the race.
 - At the covered pavilion at the top of the park, there should be 6-8 people at all times during 9 am-8 pm; Ian can fill in more people as needed if club resources fall short.
 - Joel suggests posting sign-up forms at Skunk.
 - Ian will provide Gu Brew and gel, with the club providing remaining refreshments.
 - Ian will interface with Tim on this matter.
- Summer Track Meets (Bruce R. & Rob Kurcoba)
 - Rob Kurcoba will take over summer track meets, because Bruce will be planning his upcoming wedding(!).
 - Bruce reads a bio that Rob provided.
 - Bruce requests dates that would be bad for meets so that he and Rob can work around such dates appropriately.

Committee Reports

- 6:45 Finances – Sophia Darling
- Review of financial statements provided by Sophia (not present).
- 6:50 Membership – Melissa Hubisz
- Melissa has many membership forms to process and will provide numbers via email.
- 6:55 Newsletter
- Do we still want to do a newsletter? To continue, we would need someone to devote the time to being editor (~20 hrs/month) or move to noneditor postings online.
 - Joe will do research on having people to do the newsletter, perhaps retirees.
- 7:00 Marketing/Outreach/Programming
- There is a sense among the area’s “nonrunning runners” being somewhat unwelcome within the club – a feeling we would like to mitigate.
 - Will F. can reach out to such folks, since he got into running without realizing it, from a ball sports background.
 - Joel suggests Will write something up about being a nonrunning runner.
- 7:xx Web Page – Maria Costanzo
- Everything is running fine.
 - Maria will discuss enabling online membership and race registration (i.e., implementing a shopping cart plugin for WordPress) when porting the website to a new host; Ian will also speak with Ed Eddington about setting this up.
- 7:xx Scholarship – Lorrie Tily
- To date, Lorrie has received one application.
 - As more come in, Lorrie will distribute applications to the committee members.
- 7:xx Equipment – Chris Reynolds
- The club is going to need more bib numbers and pins.
- 7:xx Other Vice President’s Business
- Trails – Joe Reynolds
 - Trails are okay.
 - Road – Charlie Fay
 - Charlie welcomes discussion with anyone about road races.
 - Lorrie can put Charlie to work setting up the course, filling the aid stations, etc., at Skunk Cabbage
 - Track – Bruce Roebal
 - All is going fine.
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- 7:xx Old Business:
- 2013 Race Calendar
 - We should plan to set up the calendar in time to get it into national calendars and magazines, so it would be good to address the entire annual calendar in August and finalize it in September, and also suggest that RDs set date for following year immediately after conclusion of race whenever possible.
 - FLRC Member Banquet Update
 - Group run organization: Gary suggests having jug of Gatorade or other refreshments set out at the conclusion of group runs to get people to hang out a bit and socialize.

- Mark suggests having things that would attract younger runners; group runs would attract younger runners (especially if there's beer involved, e.g., go out afterward).
- Need someone to take responsibility for being there consistently to lead group runs.

7:xx New Business: THESE MATTERS WILL BE ADDRESSED IN MARCH

- Life Member Criteria
- Annual meeting comments from the banquet.

7:15 Meeting concludes

Next Board Meeting: *March 13, 2013*