



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

March 13, 2013 5:30pm
105 Kennedy Hall, Cornell University

In attendance: board members Lorrie Tily, Chris Reynolds, Joe Reynolds, Gerrit Van Loon, Charlie Fay, Steve Shaum, Nancy Kleinrock, Joel Cisne, Maria Costanzo, Gary McCheyne, Bruce Roebal; and FLRC members Rob Kurcoba and Denice Cassaro.

President Joel Cisne called the meeting to order at 5:37 pm.

Additions and deletions to agenda: none

Introductions: Rob Kurcoba, who will take over summer track (and thus will join the board), and Denice Cassaro, from the Awesome Committee, were introduced to the board.

Review and approval of the February minutes: Lorrie moved and Charlie seconded that the minutes be approved. Motion passed.

Upcoming races and current activities:

Winter track (Bruce): Rob asked if there were records. Lorrie said that perhaps records were kept in the 60s; they'd be in the archives. Rob also asked about growth in the track program. Bruce replied that the biggest issue is volunteers.

Bruce reported that the March meet had lots of kids. The Ingalls provided fun family activities. It was the kick-off for the Marathon Mile; Liz Vance is the contact person for this. Nancy noted that the Festival Mile is on Wed. this year, at the end of May. The festival theme is "heart". Joel is interested in having an FLRC float in the parade again; Lorrie suggested posting this on the listserv.

Skunk (Lorrie): Radio ads begin next week: 36 slots on 4 stations. 610 prereg so far, 80% of the shirts have been purchased, Bartels will be the headquarters, the massage school will provide insurance for its folks. Lorrie is redesigning the course with Eric Smith; it will start and finish at Bartels, and may be a little long. Volunteers are needed, especially for the water stops. A fund-raising group contacted Lorrie, and she will give them \$10 for each person they sign up.

Seneca 7 (Nancy): 7 people have signed up to work the FLRC aid station; 3 are new to FLRC.

Summer track (Rob): Rob has scheduled meets for 6/6, 7/2 and 8/15 at Kane Field. Events will be the same as in 2012, with some different relays.

Cayuga Trails 50: Tim Ingall is in charge of the FLRC aid station. Maria moved and Nancy 2nded that we authorize \$300 for the food budget for the CT50 aid station. Motion passed.

Community Coalition for Healthy Youth (Joe): Joe asked if FLRC might sponsor a golf-course hole for this fund raiser. He will bring more info on this to the next board meeting.

Committee reports:

Financials (Joel): See handout on updated procedures and policies. Also see balance sheet and profit & loss statement emailed by Sophia.

Membership: Melissa emailed: 191 family, 171 individual, 27 life, 1 team. Total is 390 people, an increase of 56 since December. Two teams dropped their memberships.

Newsletter: Rob may be willing to take this on. He will talk with Nancy.

Marketing/outreach/programming (Joel): The Awesome Committee met last week (see minutes). Joel started a list on the blackboard of target areas that could make FLRC more friendly and welcoming, i.e., reasons to join FLRC:

- 1) Build/give back to community
- 2) Have a say
- 3) Have FUN!
- 4) Gain and share experience
- 5) Spend time with friends
- 6) Contribute to a healthy life
- 7) Be part of something
- 8) Get discounts on race registration and at some stores
- 9) Meet people
- 10) Have access to the club library

How to target different markets?

Families: track meets

Police: mission of readiness

Students: Mark Furey was here last time as a liaison with CU Running Club

“Non-runner runners”: Denice initiated discussion of ideas to appeal to this group:

Special membership package (just articulate what we already offer into a package)

Hire a club coach

Help from Ian and his store

Hints and tips on getting started; advice for beginners

Host regular weekly runs

Have a beginners’ corner on the website

Have a special listserv group

Offer something special for beginners at FLRC races

Work to create connection and community

Rob said that he never thought about joining FLRC because he thought it was only for distance runners. He would love to build a sprint group here, for all ages. Charlie felt that would be popular with kids. Gerrit noted that Ithaca United (youth running group) was active for 8 yrs. It was suggested that Rob get in touch with Bert Bland.

Web pages (Maria): Bob Marteau is working on it, getting ready to move the site to a new host. It might be possible to start a forum for discussion on the site. The forum could have multiple topics, with a committed overseer for each. Steve asked about e-commerce on the site. Joel has used RaceIt and GetEntered.

Scholarship committee (Lorrie): So far, just 1 applicant. Deadline is 4/1. Lorrie asked Marie Fitzsimmons to promote it in her Ithaca Journal column.

Equipment: New sandwich boards were purchased for Skunk.

Other VP Business:

Trails: no report.

Road (Charlie): Helping Lorrie with Skunk.

Track (Bruce): See above.

Old Business:

2013 Race Calendar: Calendar is set.

New Business:

Life member criteria: Is there a need to codify criteria for life membership, or should candidates arise organically? Charlie and Gary felt that there need to be some basic measures as a starting point. Lorrie felt that the starting points were service, longevity and spirit. Gerrit suggested we sift through the current list of life members, looking for common ground. Joel asked Gerrit and Gary to look into this and report their findings at the next meeting.

Gary moved and Nancy 2nded that the meeting be adjourned. Meeting adjourned at 7:08pm

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