



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

August 13, 2014 5:30pm
170 Roberts Hall, Cornell University

In attendance: board members Shelly Marino, Steve Shaum, Mickie Sanders-Jauquet, Lorrie Tily, Alan Lockett, Rusty Russell, Maria Costanzo, Gary McCheyne, Joel Cisne, Rob Kurcoba, Chris Irving, KC Bennett, Bruce Dunham, Charlie Fay, Gerrit van Loon, Nancy Kleinrock and FLRC member Adam Engst.

Meeting was called to order at 5:30pm by President Joel Cisne, who reviewed the July minutes, and asked for any additions to the evening's agenda. Additions included Strava and new waivers (Adam) and Lucifer's Crossing (Gerrit).

Gary moved and Bruce seconded that the July minutes be approved. The minutes were approved.

Previous and upcoming races; current activities:

Women's Distance Festival: no report.

Fillmore 5k (Lorrie): 102 registrants, 96 finishers. Awards were all donated, including items from the FL50s. Food was donated; also there was food leftover from previous races. \$1700 profit; ~\$1500 will be donated to the town. Lorrie queried the membership, using members' stated intent to volunteer, and acquired several new volunteers. The Locketts did well. The fun run was free, and each child got a coloring book, a fireman's hat and a medal.

Forge the Gorgeous (Joel): A success due to good management by Jessica. 150+ registered, 130+ ran the race. The last of the Trail Circuit shirts were sold.

Monster Marathon (Karen via email): 70 are registered so far: 34 for full marathon, 36 for the half. Awards are ready, shirts have been ordered, most of them already sold. Trails have been cleared by Joe Dabes and company. Gatherings' yard is undergoing work, but they will be open for this event.

Forest Frolic (Melissa/Jay via email): 45 runners completed the 7k, 89 the 15K. Gerrit directed runners at the new crossroad. Lennie Wieselquist was drafted into volunteering after she ran. Family helped. A great day.

Ithaca 5K and 5 & 10 (Alan and Maria): 42 registrants thus far: 2 for the fun run, 11 for the 5k, 9 for the 5 mile and 20 for the 10 mile. Directors met just before today's board meeting, and preparations are in the works. They're seeking volunteers. CU students will be helping. Nancy suggested the Ithaca Voice for advertising; also Daily Sun. Lorrie said that Fleet Feet will add a slide to their rotating advertising TV. It was suggested that what is needed (for all races) is a list of places to publicize races, and/or a publicity director. Gerrit suggested Mickie for this job, and she agreed to take it on. A web page can be created to house the list. Race directors should send to Mickie a list of where they advertise their races, and also where they drop off their entry forms. Race directors should also provide entry forms for the tower at Ian's store; membership forms should be there as well.

Danby Down 'n Dirty: No info.

Committee Reports

Finances (print-outs from Sophia): We're short by \$6k compared to last year. Skunk made less money, and we've purchased equipment and lots of shirts. For at least two races, shirt purchases include next year's races.

The question arose about invited vendors: If a vendor is invited to provide service at an event, should he/she be paid? It seems there should be some kind of agreement about this in advance of the event. Joel will send an email regarding this issue.

Membership (Melissa via email): 200 individual, 192 family, 27 life, 419 total (up 6 from last month).

News and Outreach:

Lucifer's Crossing (email from Ian): To be held 8/23, a 7 mi. race at Treman. Gerrit suggests we hold the annual FLRC picnic at this event starting next year. We could wear club clothing, bring Monster apps & membership forms. Joel suggests this as a discussion topic for the retreat.

XC (Lorrie): It's time to recruit for the FLRC teams.

Marketing & Programming:

STRAVA (Adam): Strava is a facebook-like social networking site where the unit of information is the workout. Users can upload workouts from their Garmins or smart phones. It's also social. Adam will set it up for FLRC and send a notice to the listserv list. It has a leaderboard and a good training log, and entries can be posted to Facebook. Maria noted that the FLRC FB group has over 800 members.

Retreat (Joel): Joel has spoken with the Cayuga Nature Center's Matt Sacco about our holding a board development retreat there. They are more about team building. Joel will meet with Matt next week. Adam has received notices from the Human Services Coalition about board development, which is what they do, so they might be able to provide info or guidance. Possible dates are the 2 weekends after Danby D&D.

Ian's email about re-imagining the club, including changing to having membership as all volunteer: Some discussion. In general it seems that the club as it stands, with paid memberships, works pretty well for the time being, although we'd like to develop a deeper base of volunteers.

Web presence (Maria): It's still there, and working better than it used to.

Equipment (Gary): We have a lot of soda and not-too-perishable food available.

Scholarship (Lorrie): Lorrie has received and shared the beautiful thank you notes she has received from the \$500 winners. None yet from Homer's \$1K winners.

Other VP Business: Online registration: Joel's vision is that we have 1 place for this: a membership database from which data can be pulled for whatever races the members wants to enter. Adam says that DirectAthletics works very well for track. He has used WebScorer for Frolic, Fillmore and Forge, and feels it works well for races with fewer than 300 runners. As usual it is easiest if runners pre-register: he can upload a spreadsheet. Race day registration takes a little time. WebScorer also has an online registration system. It will do handicap races and predictions, and will work with iOS and Android. Cost is \$10/wk or \$60/yr.

Adam would like to create a Timing Team to learn these systems. Query the membership for interested parties. He'd especially like to interest young people for race day registration as they tend to be quick at it.

Lorrie moved that we pay the \$60 annual registration fee for WebScorer. Gary seconded. Discussion ensued: Steve asked that Adam put together a list of equipment that will be needed. Adam noted that printing is a problem, but on the other hand he can get live results online. The bib board is still necessary as a check. Charges for

online registration were compared among Active.com, SignMeUp and WebScorer. The latter has the cheapest per signup cost.

Lorrie's motion carried.

Track (Rob left a note as he had to leave early): It might be a good idea to add VP business to an earlier point in the agenda. Adam noted that Direct Athletics has waivers and bibs. The problem is entering data on the spot for race day registrants. Adam made a new form that includes both the waiver and also events and seed times. Track could use a new big clock that connects to the Time Machine. It would also serve as backup for the existing big clock.

Roads (Charlie): Nothing to report.

Trails (Rusty): Rusty welcomes anyone with questions or needs concerning trails to reach out to him. Nancy said that she hasn't had a lot of info from Ian yet about the FLRC aid station for Virgil Crest. FLRC's station will be the first one, at a different location from previous years, and this will make for a very long day. Nancy moved that the board allocate \$500 to put on the Virgil Crest Hitching Post Aid Station. KC seconded. Motion passed.

Before the meeting closed, Steve mentioned that since classes will be starting at subsequent meetings we will need to get out of this room by 7pm.

Nancy moved and Chris seconded that the meeting be adjourned. Meeting was adjourned at 7:26pm.

Submitted by Shelly Marino, Secretary, FLRC

Next meeting is Wednesday, September 10, 2014