



## FINGER LAKES RUNNERS CLUB

### BOARD OF DIRECTORS MEETING

December 17, 2014 5:30 pm  
170 Roberts Hall, Cornell University

*Robert's Rules Tip of the Month: Debate & formal vote are not required. Non-controversial matters can be resolved through "general consent" – ex. "Is there any objection to approving \$200 for the board retreat?"*

In attendance:

Board members: Sue Aigen, Denice Cassaro, Joel Cisne, Maria Costanzo, Charlie Fay, Chris Irving, Andy Jordan, Alex Kleinerman, Nancy Kleinrock, Rob Kurcoba, Bruce Roebal, Rusty Russell, Mickie Sanders-Jauquet, Steve Shaum, and Gerrit Van Loon.

Club members and guests: Michael Allinger, Boris Dzikovski, Eric Sambolec, Jeffrey Juran

(5:33) Welcome of Board

(5:34) Review of Meeting Materials; Revisions to the Agenda

(5:35) Approval of the November Meeting Minutes

- Charlie moves to approve the November 2014 minutes; motion is seconded and approved.

#### **Current Events Reports & Business (5:40)**

Turkey Trot—Bruce Roebal

- 333 participants (including volunteers); \$2024 was collected for Loaves and Fishes; Bruce expects more donations next year now that people know to bring cash/check instead of cans.
- The race went smoothly and efficiently, with cleanup complete by 11:30; the volunteers were great.

Winter Chill—Joel Cisne

- Joel has been working with AthletePath for scoring, but is not entirely satisfied with their service. Steve is concerned that it might be the same company that timed the FL50s a few years ago to bad effect.
- Alternatively, Joel could have registration up and running very quickly (e.g., tomorrow) with WebScorer for timing, but WebScorer does not do payment collection; there are decisions yet to make, and Joel will make them in short order.
- Permits and course planning are complete.

#### **New Business (5:45)**

Proposal: "Super Frosty Loomis" 5K/10K Snowshoe Race, January 30<sup>th</sup> at Hammond Hill, 10 am start—Boris Dzikovski

- Boris reports that race planning is falling into place.
  - Has applied for permits, has a course laid out, has creative ideas for prizes, is getting beer sponsorship, has lined up help with volunteering, and is advertising via the *Ithaca Times*.
  - If the snow proves poor, he plans to cancel rather than change to a trail run.
  - There will only be day-of registration, with an entry fee of ~\$15.
  - The hope is to enlist a vendor to lend/rent snowshoes on site; he is pursuing this.
  - Has held discussions with members of the Hammond Hill XC ski community, and they are fine with us holding a snowshoe race.
  - Background on the race's name: *Super* because super bowl weekend; *Frosty* for winter; and *Loomis*, who is a Hammond Hill mascot of sorts.
- Unanimous approval of motion to conduct this race.
  - Rusty will guide Boris and Eric in their efforts.

### **Vice-President's Reports & Business (5:48)**

Trails—Rusty Russell

- Nothing to report.

Road—Charlie Fay (in his capacity as Hartshorne RD, not roads, per se)

- The Hartshorne Memorial Masters Mile is shaping up, with some 4:20-ish milers falling into place.

Track—Rob Kurcoba

- Adam is working through minor snags of the new timing system.
- Track meet fees have gone up: \$1→\$3 for nonmember students; \$3→\$5 for nonmember adults; \$25→\$20 for teams of ten or fewer; \$25→\$35 for teams of ten or more (**ambiguity regarding teams of ten exactly; Rob, want to address this?**); members still pay no fee.
- More requests for field events have been coming in, largely long jumps.
  - RRCA states specifically their insurance restrictions, which Rob will explore.

### **Committee Reports & Business (6:00)**

Finance—Sophia Darling (not present)

- No financial statements provided yet.
- The finance committee plans to meet early in the new year.
- Donations:
  - Charlie moves (and is seconded) to renew past year's annual donations (Wilderness Search and Rescue, Ithaca Youth Bureau, and others).

Membership—Melissa Hubisz (via email)

- family, 169; individual, 198; life, 27; total: 394
- Also via email, Melissa asks to step down from this role the beginning of 2015, or as soon thereafter as possible, suggesting that perhaps one of the members at large might be interested in stepping up, or alternatively put it out to the listserv for a volunteer; she offers training to a new membership coordinator.
  - Maria notes that a new website (see below) should facilitate the membership process.

Club News & Outreach—Joel Cisne

- The club's Loaves & Fishes donation from the Turkey Trot is worth publicizing.
- Girls on the Run: Gerrit reports that Lorrie is in discussions with the Moravia School District; GIAC was interested until learning the per-child fee of \$125.
  - Thoughts of how the club might support this program: Could subsidize scholarships, pay half of each child's fee, etc.
  - Gerrit suggests that instead of subsidizing the CT50 and Virgil Crest aid stations, could use those funds for Girls on the Run, noting that those races are for-profit and Girls on the Run is not.
    - Maria notes that we are helping out Ian, who has done a great deal for the club and the local running community, often selflessly.
    - Alex notes that Cayuga Medical Center provides substantial cash sponsorship of the Cayuga Tri; should she pursue something like this for Skunk Cabbage to increase revenues?
- The Marketing Committee should develop guidelines for race directors regarding sponsorships.
- The finance committee should develop a set of expectations of income (loss) for each race on a case-by-case basis.

Marketing & Programming —Maria Costanzo

- Yassine Diboun and his partner Willy at Animal Athletics are interested in conducting trail running clinics in association with the Cayuga Trails 50 miler, as they did in 2014.
- In 2014, had 45 unique attendees, who really enjoyed the experience, as did the instructors.
- Timing in 2015 would again coordinate with the Cayuga Trails 50.
- In 2014, the club paid their airfare and car rental; they collected fees, from which the club recouped some of its costs.
- Maria will review the precise financials and report back before the board decides plans for 2015.
- Steve suggests that, since the clinics were timed to lead into the CT50 race, the club could ask Ian to co-sponsor the clinics, perhaps covering car rental.
- Denise suggests that, as a board, we should establish a preplanned, principal-based structure for budgeting for programming.
- Conclusion: We as a club are interested in having the Animal Athletics clinics again in 2015, and more discussion will take place in future weeks/months about how to support it.

Web Presence—Maria Costanzo

- The survey to the club showed that the website is of great value the club's constituents.
- The way the website was customized, the theme side of the website cannot be updated, which is a security problem.
- Maria would like to completely redo the website and has created a wish list of what the site should have; she put out a request for proposals to several local website designers.
  - The first three would develop the site in Wordpress; the final one, in Drupal.
    - Flourish Designs, \$6000 to do the full wish list.
    - Knowledge Town, \$6000–\$7000.
    - St. John Designs, \$15,000.
    - Gorges, no proposal submitted yet.
    - Alex notes that Keith Kubarek of One Bad Ant designed the Cayuga Tri site
      - ITC uses a different company for race registration.
      - All club membership and volunteer activities are conducted through the Tri website.
      - It is suggested to request a proposal from One Bad Ant to consider alongside the other proposals.
- Steve and Michael offer to help Maria with design decisions.
- Maria will have firm numbers for the January meeting.

#### *Equipment*—Gary McCheyne

- The new timing clock and associated system was purchased and used at the first indoor track meet; there was a problem with the timing gun transducer, which has since been resolved.

#### *Elections*—Denice Cassaro

- 40 people voted, a large jump in participation over the 2013 election.
- The 2015 slate of officers was approved and is as follows:
  - President: Mickey Jauquet
  - Executive Vice President: Joel Cisne
  - Treasurer: Bruce Dunham
  - Secretary: Nancy Kleinrock
  - VP Roads: (no candidate)
  - VP Trails: Rusty Russell
  - VP Track: Rob Kurcoba
  - Members-at-large:
    - Mike Allinger
    - Wendy Cremeens
    - Chris Irving
    - Pam Millar
    - Gerrit Van Loon
    - Scott Wehrwein

#### **Unfinished Business (6:30)**

##### Board Retreat review & follow-up—Assembly

- Highlights from the retreat:
  - The club should do a better job of telling our story.
  - The club do a better job of conducting business via committees; the following committees should meet via email or offline early in 2015 (names in upright font mentioned during this board meeting; additions in *italics* were submitted by Mickie email Jan 8, 2015, and are included here for completeness):
    - Finance, to address fees and expenses—Bruce D, Chris, Lorrie, Gerrit, Steve, Sue, *Gary*.
    - Marketing, to address strategy, outreach, endorsements, website, partner organization outreach, creating greater visibility, “telling our story”—Maria, Mickie, Steve, Scott, Bruce R.
    - Volunteers, to address finding, recruiting, welcoming, and training volunteers—Denice, Shelly, Bruce D, *Pam, Gerrit*.
    - Executive, to address bylaws—Joel, Nancy, Lorrie, Gary, *Mickie*.
    - Programming, to address the annual meeting, nonrace activities, workshops, group runs—Shelly, Gary, Andy, Chris, Mickie.
- New proposed mission statement: “The FLRC, a volunteer-driven, non-profit organization, conducts and facilitates races and running-related events to promote fitness, health and community for people of all ages and abilities.”

- Denice plans to summarize the results of the survey to post on the website; she will also develop a statement to make clear that the club is responsive to desires made clear through survey results.
- Some philosophical issues:
  - What should we be financing?
  - Budget (what should be financing?)—Finance committee
  - Sponsorship, logos, outreach, role of website—marketing committee

**Good of the Order (6:35)**

- Resolution of appreciation, initiated by Maria: Whereas great and selfless service has been rendered over the years in the service of running, be it resolved that the board extends its extreme gratitude to the outgoing members of the board.

Maria moves to adjourn at 6:56 pm; the motion is seconded and approved.

**Next Board Meeting: *January, 14 2015***