



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

February 12, 2014 5:30pm
170 Roberts Hall, Cornell University

In attendance: FLRC board members Sue Aigen, KC Bennett, Denice Cassaro, Joel Cisne, Bruce Dunham, Charlie Fay, Will Fox, Gina Giambattista, Andy Jordan, Nancy Kleinrock, Rob Kurcoba, Alan Lockett, Shelly Marino, Gary McCheyne, Bruce Roebal, Rusty Russell, and Steve Shaum; Sue, Denice, Will, Andy, and Shelly all arrived somewhat late; also in attendance were FLRC members Adam Engst and Katherine McCheyne

Joel called the meeting to order at 5:33

5:33 Welcome

5:33 Review of Meeting Materials; Revisions to the Agenda

5:33 Review + Approval of the January Meeting Minutes

- Nancy moves to accept the minutes as submitted; seconded, and approved.

Previous & Upcoming Races; Current Activities

5:35 – Winter Chill 5K (Joel Cisne)

- There were a total of 85 participants in the January races and 113 for the Island Health and Fitness Hawaii 5-0.
- Main lessons from the Hawaii 5-0 are that we need more help from our volunteers and/or from IHF; a few folks crossed the finish line more than once, and a few registrations went missing.
- Summary: The 2014 Winter Chill was a very positive experience, but Joel is ready to pass the series on to a new director in future years.

5:40 – February Track Meet (Rob Kurcoba/Bruce Roebal/Adam Engst)

- Race management software:
 - Things went very smoothly using the MeetPro software and Direct Athletics signup.
 - The Direct Athletics platform is really only useful for track meets, rather than other races, due to how it is configured (i.e., targeted at high school and college).
 - An alternative meet management software, Hy-Tek Meet Manager, is available to try from Cornell, but would require extra \$100 and licensing to hook up with the Time Machine and would not otherwise be advantageous compared to MeetPro, so Adam not looking into it further at present.
 - Adam is also looking into an iOS app developed for European trail races, Race Splitter—website plus app; he is considering doing alternate timing for Thom B as a test; can do multiple loops with splits, and multiple distances.
 - There were somewhat fewer runners than in January, but not hugely so.
 - Nancy and Aaron entered results during the meet, since Adam had pre-printed the heat sheets.
 - Two issues were (1) that the GIAC coach had mis-seeded her kids (all 2-min 800s), and (2) that the software inadvertently combined the open 1500 females and high school 1500 females, and Adam had to massage the lists appropriately.
- High school coaches and kids were grateful to be able to run races during our meet and thereby qualify for states.
 - The schools officially joined FLRC as member teams, thereby boosting membership units and joining our “family”—a definite plus.
- For the March meet, a Corning High School girl is looking to run 17:15 5000-m race as a freshman, which would break a national record; we would like to accommodate her by offering her event. We would have to put up the rail—Rob will coordinate this with Cornell Asst Coach Artie Smith—and she might have to run with only high school girls or by herself.
 - If it can be open and/or mixed gender, we should advertise it as a hot heat and get some other fast folks to run with her.

5:45 – Skunk Cabbage Classic (Gina Giambattista)

- Registration is live.
- Gina requests suggestions for where to put hard copies: Finger Lakes Running and Triathlon Company, EMS, Teagle, Helen Newman, IHF, all gyms (Mickie might help with gym distribution).

- Joel has put together a one-pager to send to Fleet Feet and will send a copy to Gina for review.
- Paper registration forms: These will be addressed to the club PO box; if Joel and/or Sophia collect any, they will pass them on to Gina.
- Permits:
 - Non-Cornell permits: Alan will take care of these.
 - All set with Tompkins County; he has submitted forms to the DOT; he has submitted permit forms for food.
 - Road safety: The Tompkins County Highway Dept is offering light-up signage during the week prior to the race, as was the case last year to alert drivers of the upcoming event.
 - Last year such signage was placed at the intersection of NY Rt. 336 and Game Farm Road; other useful locations would be along Ellis Hollow Road.
 - Gina is moving forward with details of coordinating with Cornell.
- Volunteers: Alan is serving as volunteer coordinator.
- Timing:
 - Pat Leone is doing online registration and timing.
 - There will be two colors of bibs: one for the 10K, one for the HM; Ian is donating these, and Pat Leone will attach transponders and labels.
- The course:
 - There will likely be two separate start lines, and there might be a need to adjust start line position of the HM because of the plan to exit campus to 366 on Caldwell (at the traffic light) instead of one block further west on Tower Road.
 - If it is deemed uncertifiable to post-certify this course variation, we will revert to prior, certified course.
- Marketing:
 - Given that the race will take place during Cornell's spring break, Gina is making a special effort to market it to the community at large and to IC.
- Extras:
 - Gina is arranging to get medals from local a vendor—A&B Awards—for first 650 HM finishers.
 - Finger Lakes School of Massage will be present.
 - Contact Carl Franck to line up ham radio operators.
 - Will tap into 1160 AM Cayuga Radio Group as DJ.
- Equipment:
 - Gina and Gary will coordinate on what equipment is needed.
- USATF Sanctioning:
 - Gina has been in touch with Sophia about the process.
 - Steve can provide additional insight, since he is currently wrestling with it for the FL50s.
- Slow participants:
 - Gina received a request to walk the 10K by Amelia; she will be permitted to take as long as needed, perhaps offering her an early start with a special waiver.
 - Currently there are no cutoff times established for either race; Gina will confer with Lorrie about past cutoffs, if any, and how best to manage particularly slow HM'ers.

5:50 – Annual Meeting (Board)

- Thanks go to Gary and Maria for organizing a wonderful event.
- Joel and Gary both very much appreciate being honored with the Hartshorne Memorial Volunteer Award.
- Upshots from Charles Guttman's legal presentation:
 - We should keep requiring waivers.
 - We need to keep them for three years for adults and until-age-18-plus-three-years for kids.
 - Personal liability of board members: We need to revisit our bylaws to structure them to reduce liability for board members, and should also get insurance to cover us.
 - On a separate track-related, liability-related issue, Rob has received requests to provide some field events (e.g., long jump, triple jump, high jump) during FLRC meets; our RRCA insurance does not cover field events, but he would like to investigate getting USATF insurance for this purpose, if it provides appropriate coverage.
- Gary provided overview of finances from Sophia's data, Maria graciously presented the volunteer-of-the-year award(s), Joel spoke a bit about the club's activities and accomplishments this past year, Joel spoke about the Chris-and-Joe fallout, and Evan gave a great presentation on his Grand Canyon Rim-to-Rim trip.
- Shelly suggests that it might be nice to build in a bit more time for informal chat among attendees.

Committee Reports

5:55 Finances – Sophia Darling (in absentia)

- Finance report provided.
- Sue suggests scheduling a finance committee meeting.
 - Sue, Gary, Chris Irving, Sophia, Lorrie, and Joel have been the makeup of the committee.
 - Sue will contact all of these people, make sure they want to continue to serve, and arrange a meeting time/place.
- The Hartshorne Memorial Volunteer-of-the-Year award was split between two people, Gary McCheyne and Joel Cisne.
 - Nancy moves that both recipients receive the full measure of the prize. Seconded and approved.

6:00 Membership – Melissa Hubisz (in absentia)

- **Final numbers are pending**; FLRC has in the neighborhood of 400 members, with ~60 signups during the Winter Chill.

6:05 News & Outreach

- Community Grants (Joel Cisne)
 - Joel proposed at the annual meeting that the club should invest in the running community by offering competitive community grants.
 - He suggests convening a committee to flesh out this idea.
 - Bruce Dunham, Shelly, Evan, Sue, and Joel volunteer to sit on the committee.
- FLRC + FLTC (Nancy Kleinrock)
 - Jennifer Hopper (fltcoffice@frontiernet.net), office manager of the Finger Lakes Trail Conference, will put FLRC on the roster of the Forever Society (donors promising a minimum of \$1250 spread over five years), upon receipt of the 2014 donation, provided it is accompanied by a statement of this intention; then all we need to do is follow up with the subsequent annual donations.
- Cayuga Trails 50 Aid Station (Joel Cisne)
 - Joel has let Ian know that the club will again host an aid station and solicits volunteers among the board to head this up. No firm volunteers tonight present themselves, but Bruce Dunham, Gary, and Maria have already told Ian that they would volunteer in some capacity, but not yet been assigned a job.

6:15 Marketing & Programming

- Program Proposal (Gary McCheyne)
 - Gary and Maria propose bringing in Yassine Diboun and his Animal Athletics business partner Willie McBride to do a series of running/training clinics during the week leading up to the Cayuga Trails 50.
 - Suggested timing: at least two clinics per day, with perhaps a total of six or eight sessions; Tues May 27 through Sat May 31. Yassine proposed the dates.
 - In lieu of direct payment, which Yassine is not requesting, Gary suggests paying for their airfare, food, etc. (likely not lodging, since they'll stay with family or camp).
 - There would be a per-person, per-session fee to participate, most likely aligned with Yassine's pricing guidelines.
 - FLRC would receive the fees.
 - We would go into this not anticipating it to be a profit maker.
 - Maybe it would break even, but Gary/Maria are requesting up to \$3500 to put this together, acknowledging this as a high-end estimate and intending to be fiscally responsible.
 - The motion is in the form of the Animal Athletics Clinic handout. Seconded, and approved.
- Steve wants to specify, however, that we should exercise some caution in multiple large-scale expenditures and be fiscally responsible.

6:20 Web Presence – Maria Costanzo (in absentia)

- Joel reports: We all know that there exists a problem with speed of page loading; Maria is consulting with an individual to explore improving this.

6:25 Equipment – Gary McCheyne

- Adam is looking into track management software, as reported in the February Track Meet bullet point above.
- Gary is ordering 1000 track bibs, and he suggests ordering all race bibs now, as well, with race names (as desired) on them so that we're all set for the year.
 - Race directors who will need bibs should let Gary know how many and include any special requests by the end of February.

- Different colors will be available for track, trail, road, pacers, but RDs need to communicate with Gary to be included in this order.
- A listed agenda item that did not receive attention: Dedicated IT Equipment: Laptop/Screen/Projector?

6:30 Other Vice President's Business

- :00 Trails – Evan Kurtz (in absentia)
 - Evan would like to see the club give presentations to local organizations (rotary, girl scouts, boy scouts, etc) about club as an outreach activity.
- :05 Road – Charlie Fay
 - Skunk preparations are chugging along, as reported above.
- :15 Track – Rob Kurcoba (Meet Management: Adam Engst)
 - See above (Feb Track Meet)

6:50 Old Business:

- none

7:00 New Business:

- none

6:56 KC moves to adjourn. Seconded and approved.

Next Board Meeting: 12th of March, 2014