



FINGER LAKES RUNNERS CLUB
Minutes of BOARD OF DIRECTORS MEETING
January 8, 2014 5:30pm
105 Kennedy Hall, Cornell University

In attendance: board members Shelly Marino, Lorrie Tily, Bruce Dunham, Bruce Roebal, Maria Costanzo, Gary McCheyne, Joel Cisne, Melissa Hubisz, Steve Shaum, Nancy Kleinrock, Denice Cassaro, Gerrit Van Loon, Sue Aigen, Will Fox; and FLRC member Adam Engst.

Meeting was called to order at 5:36 pm by President Joel Cisne. Those present introduced themselves.

The president gave a recap of November's meeting.

Review and approval of the November minutes: The minutes were approved by the board.

Previous and upcoming races; current activities:

Winter Chill (Joel): The first race had 44 runners, with 32 new or renewing signups. The second race will be on January 12 in conjunction with the track meet at Barton Hall, which will include a 5000m event. Joel will also set an outdoor course. The remaining races will be on January 19th and 26th back at Cass Park, with the last race (the Hawaii 5-0 presented by Island Health & Fitness) on Feb 1. The first 4 races are free for FLRC members; or runners pay \$15 for the series, and that includes membership. The Hawaii 5-0 race costs \$20 for FLRC members, \$30 for non-members. Island H&F has its own course, insurance and permit for this race. Club volunteers are needed.

January 12 Track Meet (Adam Engst): This will be a very large meet: it will serve as both the FLRC January meet as well as a Section 4 high school official meet, probably including runners from Elmira and Corning schools. FLRC was asked to take this on as a number of high school meets have been canceled, and the students need to run enough meets to qualify for the state competition. There will be many heats, with each FLRC event followed by a high school event with separate male and female heats. We will need lots of volunteers. Gary and Maria will provide bright-colored volunteer shirts for Adam and Rob.

Adam has created a google-doc checklist for track equipment. Gary suggested that it be broken into two sections: one for strictly-track equipment, one for equipment that is also used at non-track races.

Donation to Finger Lakes Trail Conference (Maria): Maria brought a copy of the FLTC Magazine. They have a page devoted to listing members of the Forever Society, individuals or groups who donate \$1200 or more to FLTC over 5 years. FLRC is not on this list, even though FLRC donates more than that. Why? Answer: We don't pledge the money, we allocate it annually. Maria moved and Sue seconded that we pledge the money so FLRC will be recognized as a member of the Forever Society. Maria will follow up with FLTC.

Main Topic: FLRC Annual Business Meeting (Maria & Gary): The annual meeting will be held on Sunday, February 9, 2014, from 4pm-6pm at Joe's Restaurant, 602 W. Buffalo St, Ithaca. Board members will be introduced at 4pm, followed by a brief talk by guest presenter Charles Guttman Esq. speaking on "Rights and responsibilities of a Non-Profit", with a question and answer period afterward. Sophia will supply a treasurer's report, awards will be given, Joel will give the president's report, and the event will end with a special presentation by Evan Kurtz, "The Grand Canyon Rim to Rim."

The cost of the appetizers and soft drinks Joe's will provide is estimated at \$1000 if 60 people attend. The event is free for FLRC members; non-members will pay \$15, which will include the cost of an annual membership. Nancy moved and Bruce D. seconded that we approve the plan for the annual meeting to be held as described (Feb. 9, 2-4pm, approximate cost \$1000). The motion carried with one abstention.

Questions for Mr. Guttman, who volunteered to look over FLRC's bylaws, articles of incorporation, etc., in advance of the event, should be submitted to Maria and Gary as soon as possible.

Since the annual meeting is being held so close to the monthly meeting date, will we need to have the monthly meeting? Consensus was that we would have more to discuss than would be appropriate at the annual meeting. The date of the next meeting is up for debate and will be settled via email in the next few weeks.

Committee Reports

Financials: No report. Lorrie asked if it would be possible to request that financials be distributed a few days before each meeting to give board members time to review them in advance.

Membership (Melissa): 193 individual, 208 family, 27 life, 1 team.

News and Outreach:

ESPN Partnership with FLRC? (Joel): Radio 1160 ESPN has worked on marketing for the Ithaca Triathlon Club. They'd like to work with us as well.

Providing info for out-of-town runners: Pamphlets for local hotels (Will): Will suggested that FLRC distribute info (quarter-cards or pamphlets) to local hotels for the benefit of runners. Denice suggested that we might also be able to provide a slide listing our website and contact info for use on their lobby monitors. Will will check with local hotels.

Trail Runner Magazine (Bruce D.): Bruce noted that only two 2014 FLRC races are listed. In the past the problem with getting our races listed has been that our calendar isn't set by their October deadline. Nancy suggested that we finish setting our calendar by September. The board agreed. Bruce will act as the central repository person for this. He will also check with Trail Runner Magazine (and perhaps other online venues) about getting our races on their websites.

Marketing & Programming:

Website (Maria): Maria has put up new pages, provided by Steve, for the FL50s. We need new info for all other races. The web has been noticeably sluggish lately. It is unclear if this is the fault of the host. Adam has met a WordPress expert at a local business, Knowledgetown, who is willing to take a look at the workings of the site and see if there are some simple fixes that could speed it up. The exploratory work would cost \$100-\$200, with no charge if there's nothing he can fix easily. Dreamhost is currently hosting the mailing list, so there's a possibility that the site could be moved there. Sue moved and Lorrie seconded that we accept Adam's recommendation to have the exploratory work done by Knowledgetown's WordPress expert for up to \$200. Motion passed.

Skunk: No report.

Equipment (Gary): Most of the inventory is done, and some of the shelving has been put up. We'll be buying more track equipment, and possibly a computer. We will need new bib numbers soon, and tick sheets. Track will now have its own cashbox.

Other VP Business:

Track (Adam): In order to accommodate the huge number of track meet participants that we sometimes have, the basic registration procedures will need to change. Pre-registration is a must. Adam spoke with Pat Leone about Hy-Tek's MeetManager. Cost is \$700, and it will connect to the Time Machine. Adam sees two problems with it: It is 1990s Windows software, and it can be used on only 1 machine.

What we need is an online registration service as well as management software. Adam checked out DirectAthletics and their MeetPro software. It's \$200/year, and can be used on up to 5 machines. Though not as full-featured as MeetManager, the developers are very responsive: Overnight they added an age group feature at Adam's request. They don't handle track sprints yet, and the software might not work for trail races, but the software does connect to the Time Machine for XC events. We're currently missing a cable needed for a TimeMachine-to-computer connection. Adam is asking runners to preregister for Sunday's meet, which will be a good chance to test.

Trails (Steve): The FL50s closed out in 30+ hours (vs. 9 days last year).

Sue moved and Gary seconded that the meeting be adjourned.

Meeting adjourned at 7:19pm. Next meeting will (tentatively) be held Wednesday, February 12, 2014.

Respectfully submitted by Shelly Marino, board secretary