



FINGER LAKES RUNNERS CLUB
BOARD OF DIRECTORS MEETING

May 14, 2014 5:30pm

170 Roberts Hall, Cornell University

In attendance: board members Denice Cassaro, Joel Cisne, Gary McCheyne, Steve Shaum, Charlie Fay, Rob Kurcoba, Lorrie Tily, Bruce Dunham, Bruce Roebal, Maria Costanzo, Gerrit Van Loon, Rusty Russell, KC Bennett, Mickie Jauquet, and FLRC guest Eric Silverman

Meeting was called to order at 5:33 pm by President Joel Cisne.

Revisions to agenda: Add Twilight 5k and add approval of the February minutes.

Review and approval of the February and April minutes: Lorrie moved that both months' minutes be approved. Minutes approved with 1 abstention.

Previous and upcoming races; current activities:

Thom B Trail Runs (Joel and Shelly): There were 134 runners: 14 in the new 52K (two of whom stopped at 39k), 90 in the 13K, 30 in the 26K). Adam tried out RunSplitter on his iPhone for timing, which led to quick posting of results, though he will ask the developer to add age and city. Race went very well and made a profit.

Ithaca Festival Mile (Joel): Scheduled for Thursday, May 29. Bob Talda is getting IYB to help to corral children finishers at the finish line.

Animal Athletics (Gary): 4 online signups thus far. Posters are available. The fun begins Tues, 5/27 with a free meet and greet at Ian's store.

Tortoise and Hare (KC): Race will be held Saturday, June 7. Mickie is co-directing. There are about 30 preregistered thus far. Their new sponsor is Green Star.

Cayuga Trails 50 (Joel): Race date is Sunday, June 1. FLRC will again provide an aid station at the Old Mill, managed by Tim and Karen. Contact them to get on the schedule. No theme as yet.

Twilight 5k (Maria): To be held 7pm, Wednesday, June 11. 25 are pre-reg thus far. Mickie is Volunteer Coordinator. They are selling especially nice women's tanks and men's shirts for \$25.

Finger Lakes 50s (Steve): Pre-reg closed in 32 hours, with 90 people on the wait list. New (and continuing) sponsors include Darn Tough, Gimme, Roosterfish and Hammer. There will be all new awards. Gary noted that there are about 200 old 50s shirts (from various years) in storage. Steve will sell/give these away at the race.

One potential problem is ice: This will be Ithaca Ice's busiest weekend, so they cannot keep an ice truck on site. Gary will buy a couple more big coolers. If the coolers are filled Friday afternoon then the ice should last through the race. There will be at least 1 ice chest at each station and 2 at home base.

Joel raised a point of order: Twilight is being held on our scheduled Board Meeting night. Discussion ensued to determine the best replacement date. It was agreed that the Board meet one week early, on Wednesday, June 4.

Ithaca 5 & 10 (Maria and Gary): A 5k has been added to this year's race, in addition to the customary 5 mile and 10 mile distances. Alan Lockett is the race director; Maria has been taking care of permits, etc.

Committee Reports

Financials (Joel): Sophia, not present, submitted the Profit & Loss statement, which Joel reviewed. Gary pointed out that Track made more money than indicated.

On behalf of Sophia, Joel brought up a list of important financial policies that all Race Directors need to follow:

1. Use a Tax Exempt form for all purchases.
2. No petty cash reimbursement.
3. Never self-reimburse.
4. If possible, always send invoices to the treasurer.

Gary noted that we have an invoice account at B&W Supply. If Race Directors need any equipment or supplies, please let him know.

Membership (Melissa): 200 individual, 193 family, 27 life, 420 total. Joel is seeking a way to make the membership list more available to the Board.

News and Outreach: Joel introduced our special guest, Eric Silverman, from ESPN radio, a local station owned by Todd Mallinson. The station is interested in growing its partnership with local sports. ESPN has broadcasted from the Cayuga Lake Triathlon, and most recently from the Chris Bond event in Binghamton. Eric wants to know how they can be of help to FLRC.

We need to get our name out there, and bring in new volunteers, and also educate the public about our specific race dates. We're interested in attracting both new couch-to-5k runners as well as current runners who aren't members. Maria noted that if ESPN were to have a presence at the Twilight and 5 & 10, they might want to broadcast from Stewart Park, where they could play music without garnering the complaints of IHS neighbors.

Eric sees their work as engaging their audience: talking to them, not at them. They use local interviews, and a soft sell approach. We could have a campaign of ads over the course of a week; repetition is critical. Their station broadcasts on AM and FM, with a focus on Schuyler, south Seneca, south Cayuga, west Cortland and Tompkins counties. They like to align with local businesses as sponsors, to help cover expenses.

After discussion, we concluded that our primary need is to broaden our volunteer base.

Adopt a Park Trail (Joel): Copies of the Adopt-a-Park agreement were distributed. KC and Shelly expressed interest. Bruce D was deterred by the required training. Joel will check to see what is involved in the training. Joel read a list of areas that the Town is seeking to cover. Maria suggested that our involvement should be running-related. The East Hill and South Hill Recways would be appropriate.

Marketing & Programming:

Promoting and sponsoring events: Last year we sponsored two holes on the golf course for an event supporting the Community Coalition for Healthy Youth. The board felt that though it was a worthy cause, it

was tangential to our mission, so we will not be supporting it this year. Charlie suggested that perhaps we should establish general guidelines for sponsorship. Other board members felt that we could continue to deal with such requests on a case-by-case basis, though any request should have something to do with running.

Web presence (Maria): The web site is wonderfully responsive now. It turns out that it had been hacked! Our theme had been customized, so it was impossible to apply updates without messing everything up. Steve Mohlke has spent 5 hours thus far correcting the problems, at \$100/hr, and anticipates spending 5 more. Gary moved that the board approve \$700 for deferred maintenance to make the site updatable. Denice seconded. Motion carried.

Equipment (Gary): Gary requested approval for the purchase of four 10'x10' canopies with sides at ~\$300 each. Approval was granted. The current storage space contains junk that is being cleared out. One piece of equipment was determined to be a bar code reader based on a program written by Joe Dabes. It should go to the archive. Other items included a cash register (to go to Reuse Center), and really old (Prefontaine age) aluminum starting blocks, which will be disposed of. Gerrit asked about buying an inflatable finish line arch. Gary estimates the cost at \$2000-\$4000. No decision was reached.

Scholarship (Lorrie): Lorrie requested \$500 more, so the total that would be granted this year is two \$1000 scholarships and three \$500 scholarships. Gary moved and Maria seconded that the board agree to provide an additional \$500 for scholarships this year. Motion was approved. Lorrie has written a press release and will mail it out. Bruce D. suggested she also send it to Eric at ESPN. This year there were 19 scholarship applications, down from last year's 33.

Other VP Business:

Trails: Concerning the open VP position, Joel spoke with Jim Miner. In light of Jim's substantial racing schedule, it was determined that he could best serve the club as an ambassador for FLRC trail races, rather than VP of Trails.

Track (Rob): Dates for the summer meets have been set for 6/19, 7/29 and 8/14, and Maria has put them on the web calendar; Adam will put them on DirectAthletics.

Old Business:

Charlie reported on the possibility of insuring with USATF rather than RRCA. The key issues are that with RRCA we renew in November and then must wait to get insurance certificates, and often this doesn't work well if permits (which require current certificates) must be requested well in advance. Also, if we want a race USATF-sanctioned, there's another step to follow. With USATF insurance, the fee for sanctioning pays for the insurance. We don't know if there is a possible saving with this. Joel will ask Sophia what we currently pay. Lorrie said that we pay based on the number of club members. There is an extra policy to cover race directors and the board.

Steve asked if Barton had been reserved yet for next year's Skunk Cabbage. Joel will follow up with Gina.

Meeting adjourned at 7:33pm

Submitted by Shelly Marino, Secretary, FLRC

Next meeting is Wednesday, June 4, 2014