



FINGER LAKES RUNNERS CLUB  
BOARD OF DIRECTORS MEETING

September 22, 2014 5:30pm  
170 Roberts Hall, Cornell University

Robert's Rule of the Month -- A 'Point of Information' can be raised by anyone at any point during discussion, requesting clarity on the matter at hand. A 'Point of Order' is raised to clarify proper procedure.

**In attendance:** board members Sue Aigen, Denice Cassaro, Joel Cisne, Maria Costanzo, Sophia Darling, Charlie Fay, Melissa Hubisz, Nancy Kleinrock, Alan Lockett, Gary McCheyne, Bruce Roebal, Steve Shaum, Mickie Sanders-Jauquet, Lorrie Tily; and club member Maple Hubisz.

Meeting convened at 5:38 pm

- 5:38 Welcome
- 5:39 Review of Meeting Materials; Revisions to the Agenda
- 5:44 Approval of the August Meeting Minutes
  - Gary moves to approve, seconded; approved.

Tonight's Main Business - 5:45 pm (:35)

Club State of the Financials -- Sophia Darling, Treasurer

- Sophia, in reviewing the club's financial status for 2014 and comparing it to prior years, is wary of the club embarking on a negative trend.
- The club has healthy savings, with substantial investments that are doing well, but the club's checking account balance is low; this concerns Sophia.
  - Specific areas of concern:
    - Fees paid to race entry services add up and become significant.
      - Potential remedies: consistent use of low-cost service; revert to paper sign-up with manual data entry.
    - Food (including board meeting pizza) is high
    - Award outlays are higher this year than in past
    - Rental for equipment storage is a new and recurring fee
    - Liability insurance is a new and recurring fee
    - Carrying an inventory of clothing is a sunk cost until it sells; should the club (and its races) do this?
  - Net loss for the year to date is \$8267 (note that some race clothing sales have not yet been accounted for and should moderate this number).
- Sophia's recommendations:
  - The finance committee should revise club financial policies to make clear to RDs how and what to report, and what to expect regarding reimbursement, notably that sales tax simply cannot be reimbursed.
    - A revised finance policy should include expectations of treasurer and of RDs.
      - The goal is to have this available in readily accessible online location.
    - As a 501(c)3, the club cannot legally reimburse RDs for sales tax.
    - Optimally, RDs should make purchases from vendors that the club is on file with and/or have vendors send bills directly to Sophia, rather than RDs making payments and submitting receipts for reimbursement.
      - Sophia is happy to work directly with vendors.
      - Action item for Sophia: Prepare and distribute a list of vendors with whom the club has accounts.
      - Action items for RDs: (1) Inform Sophia of vendors not on the list with whom they wish to transact business so that she can establish accounts and add them to the list; (2) Do their best to use approved vendors.

- Race entry fees increase mildly to cover increased whole-club costs.
  - Fixed expenses should be allocated across the various races.
  - Discussion:
    - Joel notes that our races are deliberately priced below market level, and we want to keep this, but can do so while still raising race fees, especially for Skunk Cabbage (many half marathons have entry fees four times that of ours).
    - Gary notes that the club is still in the black, just less so than in the past.
    - Expenditures this year: have spent more on shirts, more on awards.
    - Race directors need to provide shirt sale numbers to Sophia in a timely and clear manner.
    - More generally, RDs need to provide Sophia with the amount and source of income, as well as details of expenditures for the likes of gas, shirts, etc.
    - Charlie notes that the club has very significant assets; as Atty Gutman suggested at the most recent annual meeting, the club should spend down some of these assets.
    - Sophia notes that race fees must cover not only race expenses, but also contribute to the club's operating expenses.
    - To get a view of how race income/loss tracks with participation, Nancy suggests that each RD compile a historic record of the number of people in his/her race and then compare income relative to number of runners.
    - Turkey Trot: Bruce wants to make sure it's okay to collect and then directly turn over cash donations collected for Loaves and Fishes at the Turkey Trot.
      - Consensus is that this would be fine by using a L&F-branded donation jar—and preferably have a L&F representative present to attend to the collection.
    - Melissa suggests that we should target a dollar amount to retain in savings.
    - Sue notes that want to beware of having a negative trend persist over time.
    - Action item: Sophia will come up with numbers each RD should consider to cover whole-club expenses to the respective races.
- (6:27 pm) Elections Committee -- Shelly Marino, Bruce Dunham, Denice Cassaro
- Shelly (not present) sent out an email 9/22/2014 noting these three as the nominating committee and requesting all board members in elected positions send a message to the board email list indicating an intention to remain in the current position or step aside; also to suggest names of potential candidates.

#### Vice-President's Reports & Business - 6:35 pm (:15)

- Trails – Rusty Russell (not present) - FL50's race permit; Java Joe & trails stewardship
  - Steve: the FL50s operates under a five-year permit by the Finger Lakes National Forest (FLNF); it is time to renew.
    - The renewal process is slow, but is winding up; all is going smoothly and approval should come through soon.
    - Rebecca Wright, the FLNF ranger with whom the race interacts is retiring Oct 21, 2014; Steve and Nancy will get a card; Steve and Nancy anticipate that Rebecca's replacement, John Cody, will be good to work with, as well.
    - The 100-horse event, which tore up the trails when held in the spring, will now be moved to Labor Day weekend; this is good news for the FL50s and for the FLNF trails in general.
  - Joe Dabes requests someone else take over maintenance of FLT in Virgil area, and suggests that perhaps the club could do this in an official capacity.
    - Discussion suggests that the club won't take this on directly, but instead a request will be put out to the listserv and/or particular individuals who might be interested in taking on this responsibility.
- Road – Charlie Fay - Wheelchair racing
  - As follow-up to the pre-5&10 request by a disabled individual, Joel will make calls to RRCA to learn more about procedures to admit the occasional wheelchair participant into FLRC road races, noting that our goal is only to accommodate wheelchairs, but not to open a full-on wheelchair division.
- Track – Rob Kurcoba (not present)

#### Race Calendar- (6:40 pm) :05

- The race calendar must be solidified quite soon, and every RD must specify a 2015 race date.
  - The Skunk Cabbage date is particularly challenging because of how Easter, Cornell spring break, and Passover fall, combined with availability of facilities.
    - It is now provisionally scheduled for Saturday of Easter weekend (although it has historically taken place on a Sunday and never on Easter weekend).
      - Lorrie doesn't think that having it Easter weekend or a Saturday is good.
      - Cornell spring break is the week leading into Easter.

- Skunk taskforce members: Mickie, Joel, Charlie, Denice, Gary(will do the course placement/cleanup), with Gina Giambatista as overseeing RD.
  - First order of business will be to solidify a race date.

#### Current Events - 6:45 pm (:15)

- Monster Marathon (Karen Ingall; not present)
- Ithaca 5 & 10 (Alan Lockett, Gary McCheyne, Maria Costanzo)
  - Issues about following the certified course took place on the listserv in the period immediately following the race.
  - 89 runners in the 5K; 5K was a hit, will keep it for next year; numbers were also good for the 5- and 10- mile distances.
  - There is discussion underway about changing it to a 5K and 10K (instead of miles), and to change the course(s) to move away from downtown and all those thorny intersections.
- Danby Down 'n' Dirty (Andy Jordan; not present)
- Virgil Crest Ultras aid station (Maria Costanzo)
  - Of the allotted \$500, the club spent \$325 to put on a well-stocked and welcoming aid station.

#### Committee Reports - 6:55 (:25)

- Membership – Melissa Hubisz
  - Family, 177; individual, 192; life 27; total 396
  - Melissa reports problems with GetEntered online service for registering and tracking membership, leading to problems with renewals. She is working to resolve this, but recommends switching to a different service going forward.
    - Joel will look into being able to accommodate doing memberships through WebScorer.
- Club News & Outreach
  - Town of Ithaca Trails sponsorship -- KC Bennett (not present; information presented by Joel)
    - KC and Joel met with Rich Schoch, Town of Ithaca parks maintenance manager; Joel seeks approval from the board to commit the club to perform three trail-cleaning days per year of the South Hill and East Hill recways to clean up trash.
      - A suggestion is made to combine it with a group run, perhaps a FatAss.
    - Motion: Authorize Joel to sign a service agreement with the Town of Ithaca for a two-year commitment to clean up trash on the South Hill and East Hill recways three times annually.
      - Gary moves; seconded; approved.
  - EMS Club Day on 10/3-5 -- Board
    - EMS is inviting club representation at the EMS store to promote our club; no one expresses sufficient interest to move forward with this.
  - TCPL Magazine Sponsorship -- Mickie Jauquet
    - Joel is using his presidential discretionary fund to initiate a three-year subscription for Runner's World for the Tompkins County Public Library at the cost of \$25/year, i.e., \$75 total.
- Marketing & Programming
  - Retreat on 11/15 -- Joel Cisne
    - We have reserved the Cayuga Nature Center, with Denice serving as facilitator of group discussions.
    - Provisional topics: club mission, race fees, bylaws, finance (preferred vendor list, finance committee, scholarship endowment, policy update, goals)
    - It would be nice to convene at 8 am for a run to start the day.
    - Denice will prepare and send out a survey to local runners and club members to assess areas of interest.
      - Nancy suggests including a question to assess the degree of input from board members relative to that of general club members and nonmembers.
  - Ithaca Youth Bureau XC - 10/18
    - Lorrie will invite Joe Reynolds to represent the club for this low-key youth event at Lower Buttermilk, as he has in years past.
- Web Presence – Maria Costanzo
  - All's good.
- Equipment – Gary McCheyne
  - All's good.

7:09 pm: Adjourn: moved by Sue, seconded, approved.

Next Board Meeting: 8th of October, 2014