



FINGER LAKES RUNNERS CLUB

BOARD OF DIRECTORS MEETING

April 8, 2015 5:30 pm

170 Roberts Hall, Cornell University

Robert's Rules Tip of the Month: Voting on a Motion: The method of vote on any motion depends on the situation and the by-laws of policy of your organization. There are five methods used to vote by most organizations, they are: By Voice, By Roll Call, By General Consent, By Division and By Ballot.

In attendance:

Board members: Sue Aigen, Michael Allinger, Joel Cisne, Maria Costanzo, Alex Kleinerman, Nancy Kleinrock, Gary McCheyne, Bruce Roebal, Mickie Sanders-Jauquet, Steve Shaum, Gerrit Van Loon, Scott Wehrwein

Club members and guests: Aaron Proujansky, Charlie Trautman

(5:35) Welcome of Board

(5:37) Review of Meeting Materials; Revisions to the Agenda

- Additions to the agenda: Aaron Proujansky will speak about upcycling; Girls on the Run, reported by Mickie on behalf of Lorrie.

(5:39) Approval of the March Meeting Minutes

- Sue moves to accept the minutes; seconded. Approved.

Current Events Reports & Business (5:40)

Skunk Cabbage—Alex Kleinerman

- There are 302 preregistrants in the 10K and 669 in HM, as of today.
- Alex has secured 700 medals; if there end up being more HM finishers than medals, she intends to purchase more and mail them out as needed.
- Denice has been assembling volunteers, but some more course marshals are still desirable, largely to have a responsible club member be paired with college volunteers.
- No-headset policy:
 - For the past few years, this race has strictly enforced a no-headset policy.
 - Somehow the application and website omitted this detail for the 2015 race.
 - After this week's prerace email went out, Alex has received 10–15 complaints from runners saying that they would not have registered had they known they would have to run headset-less.
 - It is suggested that Alex offer a full refund to the unhappy entrants.
 - Alex's view will be to strongly discourage use of headphones, saying that individuals need to use good judgment, e.g., keep one earbud out.
 - Next year the information will be made quite overt.

Thom B. Trail Runs—Joel Cisne

- All is in place, or in the works, for this race.
- There are 38 pre-registrants thus far, with some interest in the 52K option.
- Joel and Shelly are looking into getting bandanas.

Tortoise & Hare—Mickie Jauquet

- With Adam helping, there will be WebScorer-based online registration.

Girls on the Run—Mickie Jauquet (for Lorrie)

- Moravia's *Register* weekly paper published a nice notice recognizing The Finger Lakes Runners Club.

- Moravia has 19 girls signed up for the program, which commenced this past week.
- Beverly J. Martin has 8 girls, as of 3/27/15, and will accept up to 10; the program will begin next week.
 - Lorrie will be the coach, along with one of the school's social workers.
- No count is yet available for the program in Lansing, although Lorrie believes it will start next week.

Summer Picnic/Volunteer Picnic—Mickie Jauquet

- A thought is circulating to include a picnic to celebrate FLRC's volunteers in conjunction with the Lucifer's Crossing/Monster Marathon weekend.
- Joel will speak with Ian to elicit his thoughts on this.
- A few of concerns were voiced:
 - What might be the cost to club is a large number of people attend?
 - Relatedly, how to ensure that this picnic would be for FLRC volunteers, rather than generally including the others in attendance that weekend? The Monster races include a post-race feed; is this weekend the best time to include another meal?
 - In contrast, our club picnics have historically been poorly attended; how best to get volunteers to show up for such a thank-you event?
- The triathlon club's volunteer picnic is always well attended and wonderful, and, as the point person for that event, Alex is willing to advise the Volunteer Committee on making plans.

Terracycle—Aaron Proujansky

- The Terracycle organization upcycles waste products like Gu packaging and granola bar packaging into useful items like backpacks.
- Collection is structured around "brigades" that collect a specific type of waste.
 - A successful Brigade receives incentives in the form of donations by Terracycle to charity of the brigade's choice.
- The "Gu Brigade" has open spots (doesn't have to be brand-specific; any gel packaging is acceptable), and the granola bar brigade has a waiting list, but we could get on and off it readily.
- Terracycle will cover shipping of the collected materials, but only if a 5-pound minimum is met.
 - The consensus is that 5 pounds of waste is a great deal to collect. Suggested that should do the collection and pass the stuff to Ian for his involvement.
- Ian has already established a Gu Brigade out of his store.
 - Rather than creating our own brigade, a better option would be to collect packaging and contribute it to Ian's efforts.
- Question of how to propose collecting the wrappers at, say, the 50s?
 - Have baggies at the aid stations to collect the wrappers; also educate the runners and aid station workers on the process.
- Joel will try (no promises) to make a box to have at the Hashers' aid station at the Skunk Cabbage races.
- On a related note, Maria says that the recycling center lends out recycling bins to events to make it easy to collect bottles and cans; Maria will send around info about this.

Vice-President's Reports & Business (6:10)

Trails—Rusty Russell (absent)

- *no report*

Road—Mickie Jauquet

- Last weekend there were five people who successfully took the class to become a course marshal; one paid out of pocket so as not to be obligated to four years of follow through.
 - Comments on the six-hour course by Gary and Bruce: The learning of the material could be done just as readily by reading a brochure, but also had a bit of a practicum and a movie to watch.
 - Gary will make sure that signage will be legally appropriate.

Track—Rob Kurcoba (absent)

- Gary mentions that Adam may well be willing to be on the board as asst track meet director.
- Mickie will reach out to Adam on this.

Committee Reports & Business (6:15)

Finance—Sophia Darling/ Bruce Dunham (both absent)

Financial Statements

- Financial statements are available and demonstrate fiscal health.

Membership—Katie Stettler (absent)

- 27 life, 230 individual, 190 family; for a total of 447 members.
- Verne Rockcastle (founding member of the club) passed away.
 - As secretary, Nancy will send card to his widow Madeline, care of Kendal of Ithaca.
 - (Via board email discussion Apr 9, the further decision was made to make a \$100 donation to the Finger Lakes Trail Conference in Verne's memory.)

Programming—Gary McCheyne

- *no report*

Marketing—Mickie Jauquet

- *no report*

Web Presence—Maria Costanzo

- Early work on the new website is underway.
- Every RD should carefully go over his/her webpage and, if needed, make changes or ask Maria to do so.

Equipment—Gary McCheyne

- New purchases: collapsible garbage cans and a new mile marker to replace the one that went missing.
- Two of the Seiko timers have been fixed and returned, with two more to go out shortly for repairs.
- Renting two vans for Skunk, with one devoted for refrigerator duty.
- When renting vehicles from U-Haul in the future, RDs and the equipment manager should do so in the club's name rather than in one's own name.
 - This will add more flexibility as well as connect properly to the tax exempt form.
- Gary reminds that board members should not agree to loan equipment to non-FLRC events without pre-reserving such equipment with Gary to make sure it is available.

Volunteer—Denice Cassaro (absent)

- She is working hard on Skunk.

Board Governance—Lorrie Tily (absent)

- *no report*

Unfinished Business (6:30)

Programming Philosophy—Joel Cisne/Mickie Jauquet

- The board considers how programming of nonrace events are to be managed, how to market nonrace events, and to create financial policies for these.
- Joel's proposal boils down to a goal of putting on financially responsible running activities within our community, while also being willing to take financial risks in putting on events.
- What Gary took away from the 2014 survey of club members is that people in the club put a lot of value on the sense of community, with the thought (his opinion) that races alone do not create that sense of community.
- Gerrit notes that Ian is already doing a lot to build community, such as film festivals.
- Sue notes that in the early years of the film festival, FLRC co-sponsored the program; she suggests that someone from the Programming Committee reach out to Ian and suggest co-sponsorship (note that the film festivals are currently being co-sponsored by Ian and the Old Goat store).
- Charlie suggests creating a short list of guidelines by which to assess programs as they arise; example guidelines:
 - Does the event fit our mission?
 - How does it work financially?
 - Is there public relations value for the club?
 - How many people does it reach?
- Guidelines like these could also inform acceptance of sponsorships for our events.
- Gary invites everyone to send ideas on programs to him as representative of the Programming Committee.

Medical Emergency Policies/ Update First Aid Kits—Mickie Jauquet

- Mickie has been trying to get in touch with Will Fox to brief the board on first aid issues, but has not yet been successful.
- The *Runnersworld* website has guidelines for creating first aid kits.
- We should determine what we want in our kits and outfit the kits.
- On the policy side, Mickie will speak with firefighters and former RDs Dave Burbank and/or Gill Sharp on what to do in case of emergency (aside from calling 9-1-1).

Sue moves to adjourn 7:10 pm; seconded and approves.

Next Board Meeting: *May 13, 2015*