



FINGER LAKES RUNNERS CLUB

BOARD OF DIRECTORS MEETING

August 12, 2015 5:30 pm

170 Roberts Hall, Cornell University

In attendance:

Board members: Michael Allinger, Joel Cisne, Maria Costanzo, Bruce Dunham, Karen Ingall, Tim Ingall, Nancy Kleinrock, Alan Lockett, Gary McCheyne, Steve Shaum, Katie Stettler, Lorrie Tily, Gerrit Van Loon
Club members and guests: Eamon Ingall

(5:30) Welcome of Board

(5:31) Review of Meeting Materials; Revisions to the Agenda

- Addition: Cayuga Lake Triathlon

(5:32) Approval of the July Meeting Minutes

- No quorum, so cannot currently approve minutes; postpone this item until quorum is achieved.
 - This must be readdressed during the Sep 2015 meeting.

Unfinished Business (5:34)

Board Governance Recommendation: (continued discussion/decision)—Lorrie Tily

- Lorrie suggests postponing more discussion until we have greater attendance.
 - The board agrees and tables this matter until Sep 2015.

New Business (6:00)

Race Calendar and price listing of all races (gathering of information for possible discounting of entry fees)—Maria Costanzo

- Maria created a Google Doc with the proposed 2016 race calendar and implores all RDs to check their dates and let Maria know if a change is desired; she will also alter the permissions to make the document editable by RDs.
- Maria also suggests discussing prices for races, since prices are all over the map; FLRC discounts vary, as do youth discounts.
 - Have one \$5 race, two \$10 races, and the remainder have higher prices.
 - Maria is concerned that people will be confused or unhappy with price differentials.
- Discussion ensued about instituting consistency among discounts.
 - Things to consider setting as standard across races: \$5 FLRC club discount, age-18 and under half price, no price cut for same-day registration, family pricing, series registration, and family pricing.
 - The Programming Committee will discuss these matters and bring considerations back to the board for further discussion.

Use of a club credit card—Bruce Dunham (discussion/decision)

- Gary and Bruce had discussed getting a club credit card primarily to rent U-Hauls, as well as to make online purchases.
- The bank agrees to \$500/transaction, \$1000 total; the card must bear an individual's name along with FLRC.
- Bruce could place orders with the card on behalf of other board members, as needed (the intention is not to pass around the credit card number for others to use).
- Sophia did not like the idea of club credit card.

- Her concerns:
 - oversight (having a card would reduce incentive for RDs to turn in receipts)
 - fiduciary responsibility
 - use of a card could be a red flag as a nonprofit
 - sales tax issues
 - how to determine who gets a card
 - how to manage return of card with board member turnover
 - need a written policy document to cover the use of cards
- Bruce and Gary believe that all of these matters are a nonissue.
- Michael notes that the Tri club has two of its board members holding cards.
- Bruce will write a managing document for credit card use and submit it to the board for review.

Sponsorship of the Telluride Mountain Film Festival with FLRTC—All

Note: the Film Festival has been postponed to a future date.

- Ian's original idea was to hold the film festival in conjunction with the Monster/Lucifer/Volunteer Picnic weekend.
- Tentatively rescheduled for Dec 6, 2015 at CSMA (or perhaps Cinemapolis); the proposal is for cosponsorship among Red Newt Racing, Old Goat, and FLRC.
- The question is whether FLRC should cosponsor in an amount up to \$1000.
 - Katie suggests that marketing materials clearly show the Finger Lakes Runners Club is a sponsor; Katie would be happy to be on hand tabling for the club.
- Maria moves as follows: FLRC will contribute up to \$1000 to cosponsor this film festival.
 - Motion is seconded.
 - Joel agrees to communicate with Ian that we expect to be well represented in the marketing material, have a table at the venue, and be informed on matters of revenue and expenses.
 - Motion passes unanimously.

Current Events Reports & Business 6:15)

FL50s—Steve Shaum

- The race was *muddy*.
- The number of people at the race was much higher than in past year; Joe Marnell cooked all his food (Joe probably fed 30% extra meals), the kegs were drained, etc.
 - There was a party atmosphere, which is great, but Steve needs to consider whether to police who is eating to ensure sufficient food for late-finishing 50 milers.
 - Suggestion: have a tip jar to help cover expenses; note that this doesn't solve the problem of having enough food on hand.
- 50 mile: 69 started, 22 finished; 50K: 90 started, 111 finished (including people dropping down from 50 mile); 25K: 84 started, 81 finished.
- Steve has submitted a race report to Ultrarunning Magazine.
- The cow carver has said he is not interested in doing it again next year; a new carver will need to be found.
- Trail maintenance is a ton of work; next year, Steve will ask for help on trail prep from people with weed-whackers.
 - The National Forest is doing trail maintenance on the section going north from the horse camp.
- Net proceeds: ~\$7000.
- Steve has already ordered shirts for 2016.
- The campground is reserved already for 2016.
- There was an issue at the Outback with a landowner during the race.
 - It was an unpleasant scene; Steve has arranged with Tim Noon of the National Forest for it not to be a problem in future years.

WDF—Sue Aigen/Denice Cassaro

- Race report submitted by email on 8/12/16 with the following details:
 - 85 people registered through Webscorer, with 7 additional race day registrants; 22 no-shows, and one DQ for wearing earbuds.
 - Low same-day registration numbers can be blamed on a severe weather forecast, which played out with a hard rain throughout the race.
 - Volunteers and runners all managed the conditions well.

- Webscorer registration was easy and successful, although the RDs are still resolving a discrepancy between fees collected and deposits by Webscorer into the FLRC account; the discrepancy might be due to race day proceeds.
- Profit: ~\$386, with \$240 collected as direct donation to the Advocacy Center.
- Many participants expressed appreciation for the opportunity to support this organization.

Forest Frolic—Melissa Hubisz

- Race report submitted by email on 8/12/16 with the following details:
 - 127 total runners, with 19 no-shows and one DNF; 30 race day registrants.
 - About 12 preregistered with paper forms.
 - Webscorer worked well for registration and timing, although one more finish line volunteer would have been beneficial.
 - Several people got lost, but not severely; no one running the 7K got lost, but several 15K runners got lost during the 7K section.
 - Next year, Melissa plans for more confidence markings to keep runners on track.
 - She will also ask Wilderness Search & Rescue if they are able to assist at Forest Frolic.
 - If so, the club should consider increasing the donation to WSR.
 - One runner did the 8K loop twice; to avoid confusion at the trail intersection, Melissa will seek a course marshal for that position.
 - Color blindness was the source of one runner's confusion, with white and blue blazes appearing the same to this individual.
 - Pink and orange flagging is most visible to colorblind and normal-vision people, alike.
 - High temps led to lower consumption of postrace food; next year, she will either omit bagels or get higher quality bagels.
 - There was a challenge with the portajohn firm; Melissa seeks feedback on Portable John Rentals, Lisle, from other RDs.
 - Net proceeds: ~\$600

Fillmore 5K—Lorrie Tily

- Fillmore was easy this year; a race in a box—in and out of there in under two hours.
- 70 or 80 runners; quite a few kids did the fun run on the track and had a great time.
- Made \$1400 for Four Town.
- Next year will be the 20th anniversary.

Forges—Jessica Kerns/Joel Cisne

- A formal race report is forthcoming from Jessica.
- 143 finishes across both events; the short distance is increasingly popular.
- The middle section of trail is washed out; ran as an out-and-back this year due to a washed out section of trail in the gorge section.

Monster—Karen Ingall

- So far there are 80 registered; numbers are low.
- There are absolutely no hotel rooms available, due to the race occurring during Cornell orientation weekend; lack of lodging is a considerable problem.
 - There are, however, campsites available.
 - Karen is considering moving back to Labor Day weekend next year because of this.
- Everything is ready to go.

5&10—Alan Lockett

- The 5&10 course is set; the bridge on Lake Street will not be out (as previously reported); there will be some work going on on Cayuga Street, but it should not be a problem.
- The 5K will be rerouted; Alan will set up a meeting with Liz Vance and other appropriate people to finalize 5K plans.
- Shirts and medals have been ordered; there will also be 1" lapel pins for the 40th anniversary.
 - With 500 pins ordered, need to up the participation.
 - Alan intends to advertise, likely with radio.
 - A suggestion is made to contact Denice about getting the word out on Cornell's campus.
 - A suggestion is made to have Adam and/or Scott get the word out with the Cornell Running Club.
 - A suggestion is made do an email blast through GetEntered to the Skunk Cabbage participants to invite them to participate in the 5&10.
- The date (Sep 13) is the same day as the first Upstate XC race, unfortunately.

Cayuga Lake Triathlon—Joel Cisne

- The race went well.

Virgil Crest—Joel Cisne

- There will likely be new directors for the race beginning in 2016; the race will remain part of Red Newt, but with Ian handing over the reins as director.
- Maria will coordinate volunteers for the Hitching Post aid station.

Annual Picnic—Joel Cisne and others

- Good attendance is expected.
- There will be many raffle prizes available to all attendees, plus five \$25 gift certificates raffled off only to volunteers.
- FLRCT donated two shells (jackets) to the raffle.
- Each volunteer will receive a pint glass (please include lifetime members into the batch).
- 69 people are preregistered to date, and Joe Marnell will be prepared to feed 80 people.

Readathon—Mickie Jauquet

- FLRC is signed up to read from 4:30 to 5pm on Friday, September 25th.
- An announcement will be posted to the listserv, along with a group run to follow at 5pm and drinks and/or dinner thereafter.
- Anyone interested in reading, contact Mickie, along with a proposed book/selection to read.
 - Mickie needs to gather this info to let the library know our intentions.

Vice-President's Reports & Business (7:00)

Trails—Rusty Russell

- Absent; no report.

Road—Mickie Jauquet

- September 26th is the Cayuga Nature Center's Fox Trot 5K.
- Organizers would appreciate anyone interested in helping out, particularly at the finish line.
- Mickie will be taking the timing equipment to the race.

Track—Adam Engst

- The August track meet was relatively small, with dubious weather forecasts probably scaring off a few people.
- Still, there were 49 runners on what turned out to be a gorgeous evening.
 - Notably, some sprinters from two-hours away came and ran some serious times.
 - One guy hit 10.78 to win the 100m, and their 4x200m team ran a 1:37 for 800m (and could have gone faster if they'd had blind handoffs).
 - Another woman drove down from Syracuse for the meet because none of the Syracuse meets ever have a 5000m on the track.
 - As usual, nearly half the runners were Team PREFO from Corning.
- Michael notes that the Barton Hall track will be resurfaced summer–fall 2016.

Committee Reports & Business (7:00)

Finance—Bruce Dunham

Financial Statements (submitted by email).

No immediate changes were mentioned.

Membership—Katie Stettler

27 life members; 250 individual; 224 family; total of 501—a record high number.

Membership forms can be forwarded to Katie at 227 Renwick Drive, Ithaca, NY 14850. Alternatively, forms can be sent to her husband, David Deitcher, via campus mail at W125 Mudd Hall.

- When people renew as a family with GetEntered they run into issues; Katie is not sure how to fix the issues.
 - Joel and Maria will help Katie resolve the issue.
- Most renewals are being processed as GetEntered transactions.

Programming—Gary McCheyne

No report.

Marketing—Mickie Jauquet

Orders have been placed for hats and shirts, with the hope to have both for the Annual Picnic. Two of each will be used as raffle prizes. Maria and Gary picked up the pint glasses, for a shipping savings of >\$250; many thanks to them.

Web Presence—Maria Costanzo

An appearance draft is in place and behind-the-scenes work is proceeding.

Equipment—Gary McCheyne

All is here and in good order

Volunteer—Denice Cassaro

No report.

Board Governance—Lorrie Tily

No report

Good of the Order (7:08)

Please RSVP for the Annual Picnic. As of August 4th we have 51 members/volunteers signed up to attend. We need to know numbers to order food. You can RSVP to Mickie or on the google doc located on our website. Thanks for all for the great job at all our races this year. We've done a lot of work and should be proud of the results: great attendance, happy runners, and fun-loving volunteers.

7:12 pm: Steve moves to adjourn; seconded and passes.

Next Board Meeting: September 9, 2015