



FINGER LAKES RUNNERS CLUB

BOARD OF DIRECTORS MEETING

January 14, 2015 5:30 pm

170 Roberts Hall, Cornell University

In attendance:

Board members: Sue Aigen, Michael Allinger, Joel Cisne, Maria Costanzo, Wendy Cremeens, Bruce Dunham, Karen Ingall, Andy Jordan, Nancy Kleinrock, Rob Kurcoba, Pam Millar, Bruce Roebal, Mickie Sanders-Jauquet, Steve Shaum, Gerrit Van Loon, Scott Wehrwein
Club members: Adam Engst

(5:30) Welcome of Board

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

- Joel has an addition regarding the Club Cup (Club News and Outreach); Karen and Steve each have an addition (Trails).

(5:32) Approval of the December Meeting Minutes

- Gerrit moves to accept; the motion receives a second and is passed, with a minor change requested by Gary.

Current Events, Reports, and Business (5:35)

Winter Chill—Joel Cisne

- 22 participated in first event of the 2014–2015 winter season.
- Joel anticipates close to double the participation in this coming weekend's event at Cass Park.
- Mickie and Shelly ran the outdoor course twice for a 10K.
- All went well.
- FLRC's Winter Chill will no longer include the Island Health & Fitness 5K as its final race.
 - Mickie notes that the IH&F event lists FLRC as a cohost, but Joel states that FLRC will not be participating in timing, etc.

Super Frosty Loomis—Joel Cisne (for Boris Dzikovski)

- DEC permits and insurance are in place.
- There will be a course run-through on Sunday, Jan 25, 2015.
- Registration will only be available on race day; Boris will make a cancellation announcement a few days prior to the event if conditions are insufficiently snowy (there will not be trail run instead).

Hartshorne Memorial Masters Mile—Mickie Sanders-Jauquet (for Tom Hartshorne)

- All preparations are in place for this event.

Vice-President's Reports & Business (5:40)

Trails—Steve Shaum and Karen Grover (for Rusty Russell)

- Steve: Registration for the 2015 Finger Lakes 50s closed out at 250 runners in 10 hours; 70 additional people are already on the waitlist.
 - Roughly 75 have registered for the 25K, with the remaining 175 registered for the ultra distances; and the waitlist is also heavily weighted toward the ultra distances.
- Karen: Monster: Karen and Tim are considering altering the Monster Marathon.
 - They propose to hold the event on Saturday, Aug 22, in Treman State Park and Lick Brook, still as a double out-and-back for the full marathon and a single out-and-back for the half and retaining the

handicapped-start format. Monster would take place the same weekend as Ian's Lucifer's Crossing 10K (Sun Aug 23), making for an epic and fun weekend.

- Karen might consider discussing switching Sat/Sun with Ian, so the marathon is the second day.
- The primary impetus for moving the event is the fragility of the Virgil section of the Finger Lakes Trail toward the bottom of the monster hill, as well as the stretch of trail just west of the first creek crossing; moreover, with the presence of the four-wheeler trails, it is difficult to keep all runners properly on course, even with careful marking of the trail.

Road—no current VP

- To help fill this position, it would be constructive to pull together a job description; Charlie, when asked, had little to offer, feeling as though he didn't do much as Road VP, although the sentiment of the board is that he contributed much, particularly with respect to 2014's Skunk Cabbage Classic.
- Rob Kurcoba plans to approach a friend about the possibility of filling this position.

Track—Rob Kurcoba/Adam Engst

- The Jan 2015 track meet had 204 registered with 200 runners.
- A concerning event: At the end of meet, a woman pulled off the track in the last leg of the relay, saying that she "felt like someone was stabbing me in the eye," raising worries about a stroke.
 - Cornell emergency personnel were contacted first; a 911 call was placed second. Ultimately, the individual refused ambulance transport and instead received a ride to the hospital from other runners, where she was diagnosed with a "retinal migraine."
 - She followed up with a very appreciative email.
- In retrospect, Adam, Rob, and Carl Franck considered that they handled things calmly, professionally, and generally well, although they should have called 911 initially; their primary takeaway is that it is important that we as a club is better prepared for emergencies.
 - The club should have up-to-date first-aid kit, ice, and an easy-to-find/easy-to-read information sheet attached to the orange supply box (which goes to every event).
 - Many of our events have fire police, search & rescue, or similar, but not all, making it important for RDs and volunteers to have ready access to necessary information.
 - It would be useful to have basic EMT training for race directors.
 - A decision was made to approach Will Fox and request that he provide board members with a workshop on dealing with emergencies.
- Timing/watches issues:
 - Gary expresses concern regarding the current status of the handheld Seiko timers; at present, four are fully functional. Gary is looking into repair options for the remaining Seikos.
 - Adam notes that, during the track meet, the time machine's printer failed, so the timing crew ended up using a combination of hand timing and reading data directly off the time machine's display, event by event; all results were successfully accessed, which is a testament to the timing crew's resourceful improvisational skills.
 - Adam adds that the wireless grip switches worked "brilliantly."

Committee Reports & Business (6:20)

Finance—Bruce Dunham

- Sophia Darling has agreed to stay on as co-treasurer, sharing responsibilities with Bruce; Sophia will also remain on the finance committee.
 - Mickie formalizes this adjustment to the position of treasurer through an executive order.
- The finance committee will meet this coming week.
- There is a need to update bank account information with signatures of appropriate officers.
- Bruce instructs race directors to send requests for reimbursement of expenses to both Bruce and Sophia; the use of treasurer@fingerlakesrunners.org will deliver the information to both of them.
- Bruce is lobbying Sophia to move to the online version of Quickbooks, rather than continuing with the client-side software.

Membership—Mickie Sanders-Jauquet (for Melissa Hubisz)

- Current memberships: family 150, individual, 196, life 27; total 373.
 - Membership increases are anticipated for two reasons: Melissa was finally able to send out renewal notices, and the Winter Chill and track series are bringing in new people.
- Katie Stettler has agreed to take over as membership coordinator.

Club News & Outreach—Joel Cisne

- Programming committee met last week; Gary will chair the committee. Upshot of the meeting:

- Girls on the Run: The committee enthusiastically supports this activity and recommends offering sponsorships as necessary; Lorrie will head this initiative on behalf of FLRC.
- Animal Athletics workshop: This event was well received last year; see the Programming Committee entry, below, for proposals to grow the program and do more outreach/advertising.
- Annual meeting: FLRC must hold one; see the Programming Committee entry, below, for more.
- Club Cup: This is an interclub marketing activity among seven Upstate NY running clubs (including FLRC) to grow awareness of events in the region and attract runners from area clubs to one another's events.
 - Participating clubs: Finger Lakes, Chargers, Kickers, Trekkers, Striders, Roman Runners, and Roadrunners.
 - Participating clubs will enroll at most one race to be part of the series.
 - FLRC's event will be the Skunk Cabbage Classic (RD Alex Kleinerman has agreed to participate).
 - More details will follow; series awards come in the form of bragging rights.
 - A proposal among the organizers is to determine club rankings in each race by the top four age-graded performances by members of each club.
 - Steve notes that Ian proposed drawing together a variety of local half-marathons into a distinct series; no one present has updated information to add, but it is agreed that is a fine idea.

Marketing—Maria Costanzo/Mickie Jauquet

- The Marketing Committee met last week:
 - Sponsorship discussion: As per the prior FLRC board meeting, a discussion ensued on whether to devote club funds toward nonprofit or for-profit operations.
 - There were differing opinions among committee members:
 - For-profit: On the one hand, the club is flush with money and supporting Ian's events by both staffing and purchasing food for an aid station is a positive good-will gesture for a long-time friend to the club and the local running community; on the other hand, Ian is operating his races as an explicitly for-profit enterprise via Red Newt Racing.
 - Nonprofit, specifically Wilderness Search & Rescue: This organization is undergoing a reorganization, and Steve suggested providing an additional one-time monetary donation to help them continue their operations, especially considering the 480 person-hours of services they provide to us annually on a volunteer basis.
 - WS&R is looking for funds to purchase insurance, repair vehicles, and acquire parking for their vehicles, and find a building to call home.
 - Steve moves to make a one-time \$1000 additional donation to Wilderness Search & Rescue; the motions is seconded and passes.
 - It is agreed that it is up to each race director to decide which individuals/businesses to welcome at his/her race (e.g., massage).
 - Regular column in a local publication: Maria approached Ithaca Journal and the Ithaca Voice about (re)initiating a regular column; the Ithaca Journal is restructuring their features and may be interested at a later time; the Ithaca Voice responded positively, but would like to see a sample column before committing.
 - To carry this idea forward, Pam agrees to head up this effort.
 - Nancy agrees to edit; Wendy agrees to contribute on roughly a monthly basis.
 - It is suggested to approach local coaches (e.g., Cornell's Zeb and Artie, IC's Eric Sambolec, and high school representatives) for news.

Web Presence—Maria Costanzo

- Online race registration: Andy asks about having all (but FL50s) using the same online registration.
 - Joel is exploring low-cost Athlete Path, but has experienced frustration with the need to directly interface with the owner for what should be automatable tasks.
 - Karen has had a very good experience with RaceIt.
 - Steve notes that Maria, Mike, and he will be exploring reworking the website, including incorporating online registration as a feature of the site.
 - This team is in discussion with several local Web design firms and will report back in February.

Equipment—Gary McCheyne

- Gary needs to order bib numbers; he will email RDs to learn of their respective needs. All RDs, please respond promptly.

- Adam notes that bibs with high numbers (e.g., in the thousands) is problematic for volunteers entering finishers with Race Scorer software.
 - It is decided to buy several bib runs, each with relatively low numbers, rather than a single long, continuous run of bib numbers.

Volunteer—Mickie Sanders-Jauquet for Denice Cassaro

- Denice will send out an email to committee members.

Programming—Gary McCheyne

- Annual meeting will tentatively be held March 22, 2015, 4–6 pm, at Joe’s Restaurant; the price will be based on number of preregistrants.
 - The cost for the same venue in 2014 was ~\$1000.
 - Gary put out a request to Jack Daniels as a speaker; Daniels responded with a high appearance fee for an hour-long presentation.
 - Gary will enter into a negotiation on fee and length of talk to see whether the annual meeting is an appropriate fit
 - An alternative is to explore a separate event with sole focus on a Daniels presentation.
 - Such an event would require extensive marketing to ensure good turnout.
 - Other proposed speaker: Andy Getzin; Gary welcomes additional suggestions.
- Volunteer-of-the-Year award:
 - Nancy, as secretary, will send out an email to the full membership list, and text for the website.
- Animal Athletics: In 2014, Yassine Diboun and his partner Willie McBride conducted six sessions in a single week, covering conditioning and trail-running particulars; this year they are looking to conduct 13 sessions over the course of two weeks; Yassine and Willie would lead a small number of no-charge group runs and a no-charge kids-only clinic. Ian would also host a meet-and-greet at the store associated with the series of workshops.
 - Work is still underway to nail down fees and reimbursements to Animal Athletics for their services. In 2014, FLRC’s net outlay was \$860.
 - Most of the expenses would be similar to last year (airfare, car rental, and \$40/hour to the company for time devoted to teaching sessions), although due to the extended schedule, car rental would double.
 - The program was well received last year, but there is a goal to have it not be such a money loser.
 - Based on 2014’s actual gross outlay of ~\$1700 and income of ~\$900, it is estimated that two-weeks gross outlay would be ~\$2700 and better/longer marketing should result in better attendance and therefore income.
 - Maria notes that FLRC ran a net profit based on event registration fees vs. hourly payment to Animal Athletics (net loss was from incomplete recovery of travel expenses).
 - From an outreach perspective, many children participated in the kids-only, no-entry-fee session.
 - Joel moves allowing up to \$2700 for Animal Athletics events during May 2015; the motion is seconded. In favor, six; opposed, four. Abstain, no one overtly abstains, although three board members did not register any vote. (Note that a quorum of the FLRC board was indeed present (although two board members had left the meeting prior to this vote.)
 - Motion passes, but barely, marking the feeling among several members of board that more information is needed on matters related to budgeting and costs.
 - Gary agrees to take things carefully, and not commit to a plan that would cause the club to lose too much; Gary emphasizes that the \$40/hr would not be paid if fewer events end up taking place.

Bruce moves to adjourn the meeting at 7:29 pm; the motion is seconded and passes.

Following items not addressed, although they appeared on the agenda:

Unfinished Business

Webscorer/Timing of Smaller Races—Joel Cisne

New Business

Magnets of Calendar-Marketing Committee

Next Board Meeting: February, 11 2015