



FINGER LAKES RUNNERS CLUB

BOARD OF DIRECTORS MEETING

June 10, 2015 5:30 pm

170 Roberts Hall, Cornell University

Robert's Rules Tip of the Month: When an assembly wishes to do something during a meeting that it cannot do without violating one or more of its regular rules, it can adopt a motion to *Suspend the Rules* interfering with the proposed action—provided that the proposal is not in conflict with the organization's bylaws or other laws prescribing procedural rules applicable to the organization.

In attendance:

Board members: Sue Aigen, Michael Allinger, Denice Cassaro, Joel Cisne, Maria Costanzo, Adam Engst, Nancy Kleinrock, Gary McCheyne, Rusty Russell, Mickie Sanders-Jauquet, Steve Shaum, Lorrie Tily, Gerrit Van Loon

(5:33) Welcome of Board

(5:34) Review of Meeting Materials; Revisions to the Agenda

- No revisions.

(5:34) Approval of the May Meeting Minutes

- Lorrie moves to accept the May minutes as submitted. The motion is seconded; the motion passes.

Current Events Reports & Business (5:34)

Tortoise & Hare—KC Bennett/Mickie Jauquet

- 189 preregistered runners, ~40 no-shows, but quite a few same-day registrants, ultimately yielding 155 finishers. The race went well.

Twilight 5K—Gary McCheyne/Maria Costanzo

- Thus far there 120 people have preregistered; all race preparations are under control.

FL50s—Steve Shaum

- The National Forest required application for a new five-year permit, beginning with the 2015 race.
 - Rebecca Wright, the amenable National Forest ranger with whom we had been interfacing, retired last fall; the permit was issued only a few weeks ago, although before retiring Rebecca had let us know that issuing of the permit was just around the corner.
 - In contrast to Rebecca's assistance, the National Forest personnel are making no promises to clear downed trees obstacles on the course.
 - Will start weedwhacking and marking the course soon, most likely this weekend.
 - With dozens more applicants still on the waitlist, 258 are currently officially registered; 250 are permitted, but anticipate a small number of no-shows and would like to have a full field of starters.
 - With the race taking place July 4 this year, it has been more difficult than usual to gather volunteers; still looking for someone to do a run-through July 3 to check for vandalism of markings.
 - Wilderness Search & Rescue will be on hand to provide runner-tracking assistance and emergency help if required.

Women's Distance Festival—Sue Aigen/Denice Cassaro

- Sue and Denice pass out flyers for the WDF that request people to register by June 15 to ensure the proper number and sizes of shirts.
- In the past, Sue and Chris Irving had sponsored the cost of shirts, but will not be doing that this year. Instead, the the cost of the shirts will be unbundled from the cost of the race; race entry will drop to \$10, with shirts paid for separately (\$15 at or near cost).
- There will also be a place in the registration process to donate to the Advocacy Center, with the goal of broadening the scope of the run to a new group of participants.
- The race will also donate the net proceeds of the race (after having paid all obligations to the club, i.e., covering costs and scholarship donation) to the Advocacy Center.
 - Some discussion ensues about whether RDs need to come to the board for permission to donate net proceeds.
 - The sense of the board is primarily (with a different point of view expressed by Lorrie) that it is the RD's prerogative how proceeds (after obligations) are directed.
 - Gerrit suggests exempting Skunk, Twilight, 5&10, and FL50s from redirecting proceeds elsewhere, since FLRC relies heavily on those races for the general operating budget.
 - More discussion will be directed toward this issue during the Jul 2015 meeting.
- There will be online entry only.
 - It is noted that there was some pushback about lack of paper entry forms with T&H.
 - Lorrie expressed her belief that paper entry forms are very important; that there are some people who simply won't do online registration.
 - The published policy for this year is no race day registration, but Sue and Denice are reconsidering race day registration and will amend the entry information to include that as an option, but with a substantially increased day-of registration fee to discourage race day registration to ease race day logistics.

GOTR—Lorrie Tily

- The Moravia site has completed its program (the girls ran the Butterfly Run); Lansing and BJM will be finishing this week and will be running Twilight as their culmination race.
- The GOTR program served their millionth girl this year.
- Adam asks if there is a way to track the participating girls after conclusion of the program.
 - Lorrie notes that she received a very positive email from one parent.
 - Lorrie will ask Emily of GOTR about giving a survey to the parents.

Scholarship Fund—Lorrie Tily

- Lorrie and Joe Reynolds gave the awards to Ithaca High recipients.
- T-Burg XC coach Neil Clifford gave the award to the T-Burg recipient.
- Lorrie and Audrey are coordinating to let Jackie know of her award.
- Once all have been informed the press release will go out.

Summer Picnic/Volunteer Picnic—Mickie Jauquet/Joel Cisne

- Gary/Maria discussed with Karen/Tim that the picnic would be on the same day as the Monster races (i.e., on Saturday).
- The next step is to advertise, organize food, etc.
- Joel will speak with Joe Marnell about catering.
- Denice, as volunteer coordinator, is happy to help coordinate.
 - She will request a list of from RDs of their volunteers to send out invitations.
- Mickie suggests giving out gifts, such as pint glasses to each volunteer as a thank you.
 - The cost would be a bit under \$3/glass.
- Denice moves that we order 150 pint glasses with the club logo to give to volunteers.
 - The motion receives a second.
 - Gary suggests getting more if there is a price advantage.
 - Mickie will inquire of PSP.
 - The motion is modified to approve the purchase of up to 300 glasses, depending on price break, with Mickie authorized to use her judgment when ordering.
 - Motion passes unanimously with the modification.

Supporting Ian's Races: Reopen the decision on CT50 and talk about Virgil Crest; in particular, address the CT50 decision in light of FLRC having been published as sponsors of the race and put on/in all advertising—Joel Cisne

- As a prelude to the discussion, Gerrit notes that it might be appropriate for board members to be able to vote by secret ballot on sensitive matters.
 - Mickie says that no one should feel censored in expressing an opinion through conversation or vote.
- The issue at hand: Ian had already put out advertising with FLRC listed as a sponsor of the Old Mill aid station; was the May 2015 vote to renege funding (but not participation) of the CT50 aid station appropriate in light of this?
- Gary notes that putting on the aid station is about supporting the runners and providing a good experience for the volunteers, not about financially supporting the race.
 - Sue appreciates hearing this perspective, along with the fact that the club is getting PR benefit.
- Adam wonders if our perspective would change were Ian to be putting on so many local races that Red Newt Racing competed with FLRC's ability to attract runners/volunteers to club events.
 - Maria suggests that then it would be even more relevant to participate with the aid stations to promote FLRC.
 - Several people comment that FLRC receives benefits of various sorts when we partner with Ian, rather than pursuing an antagonistic relationship.
 - Joel identifies the sweet spot as the intersection of community support, PR/marketing/outreach, and philosophy ("Ian is for-profit, but is not profiteering.").
- It is a relevant question whether other aid stations listed as sponsors are paying for the food or just providing volunteers.
- The general sense of the room is that generating good will an appropriate use of marketing funds.
 - Prior to this Jun 2015 board meeting, Alex K. and Katie S. authored unsolicited email feedback in favor of paying for the aid station food.
- Gary moves that the club reimburses Tim for the expenses for the CT50 aid station, as a marketing expense.
 - (Before the motion is seconded, Denice suggests that the motion should include other values, such as building community.)
 - Initial motion is seconded.
 - The motion passes. FLRC has therefore fully sponsored the CT50 aid station for 2015.
- The matter of whether to sponsor Virgil Crest will be tabled until July.
 - Gerrit suggests that the Virgil Crest sponsorship discussion happen online.
 - Adam suggests that a Virgil Crest aid station falls into the same marketing category as CT50 (his goal is to take the emotion out of the decision-making and to make the decision on a marketing basis: Is the marketing benefit worth the financial outlay?).
 - Joel moves that FLRC authorize expenditures up to \$500 for the Virgil Crest 2015 aid station at Daisy Hollow Road as a marketing expense. The motion is seconded and passes.

Vice-President's Reports & Business (6:43)

Trails—Rusty Russell

- Rusty reached out to Ian about building the bridge discussed during the May 2015 board meeting; the permit for that bridge had not been issued by the NYS authority, but, impromptu, Rusty and Ian built a different bridge near King Road, which Joel and Lorrie say was appreciated by runners.
- Rusty will bring more info about trail work to the Jul 2015 board meeting.

Road—Mickie Jauquet

- Skunk process on closing Stevenson Rd for 2016—Nancy Kleinrock/Steve Shaum
 - Steve and Nancy attended the May Dryden Town Board meeting and presented Alex's proposal to close Stevenson for Skunk 2016. The Town was amenable and passed a resolution to this effect; Alex needs to get a permit from the Highway Dept director to formalize the matter.
- Nancy also reports that Dryden is planning to extend the Rails to Trails between the bottom of Mt. Pleasant Rd and Freeville, a 6.25-mile stretch.
 - Nancy suggests the club offer measure and mark quarter miles after the trail's construction.
 - The sense of the board is to agree to measurement, but is not currently committing to paying for or installing markers.

Track—Rob Kurcoba/Adam Engst

- The Jun 2015 track meet tomorrow evening.

- Adam reports that there is a runner interested in running an official fast 800 (~1:50), and Adam has lined up rabbits to help him achieve his goal.

Committee Reports & Business (7:00)

Finance—Sophia Darling/ Bruce Dunham
Financial Statements

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Membership—Katie Stettler (via email to Mickie)

Send membership applications to

- As of May 9: 27 lifetime members, 237 individual members, 194 family members, no team members; total membership is 458.
- Membership forms can be forwarded to Katie Stettler, 227 Renwick Drive, Ithaca, NY 14850; alternatively by campus mail to Katie's husband David Deitcher, W125 Mudd Hall.

Programming—Gary McCheyne

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Marketing—Mickie Jauquet/Joel Cisne

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Web Presence—Maria Costanzo

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Equipment—Gary McCheyne

- A tent broke at the CT50; Gary asks for approval to purchase two new tents (\$316 each, 10'x10').
- The FL50s needs a total of nine tents (in the event of rain).
- Steve moves to authorize Gary to purchase two such tents. The motion receives a second and is approved.

Volunteer—Denice Cassaro

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Board Governance—Lorrie Tily

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New Business (7:02)

- Fox Trot 5K Trail Run on Sept. 26th: Cayuga Nature Center looking to borrow clock/timers and volunteers with running the finish line.
 - Tentatively, Mickie will take the clock and timers, but FLRC will make no other commitment at this time.

Good of the Order (7:05)

Recognizing all the hard work our volunteers do in the community, at our races, and for other racing events to support runners and the club's mission.

Mickie moves at 7:06 pm to adjourn; the motion is seconded and passes.

Next Board Meeting: July 8, 2015