



## FINGER LAKES RUNNERS CLUB

### BOARD OF DIRECTORS MEETING

March 11, 2015 5:30 pm

170 Roberts Hall, Cornell University

*Robert's Rules Tip of the Month: Main Motions: The purpose of a main motion is to introduce items to the membership for their consideration. They cannot be made when any other motion is on the floor, and yield to privileged, subsidiary, and incidental motions. Subsidiary motions change or affect how a main motion is handled and is voted on before a main motion. Privileged motions bring up items that are urgent about special or important matters unrelated to pending business. Incidental motions provide a means of questioning procedure concerning other motions and must be considered before the other motion.*

In attendance:

Board members: Sue Aigen (lates), Michael Allinger, Denice Cassaro, Maria Costanzo, Bruce Dunham, Boris Dzikovski, Melissa Hubisz, Nancy Kleinrock, Shelly Marino (late), Gary McCheyne, Bruce Roebal, Rusty Russell, Mickie Sanders-Jauquet, Steve Shaum, Lorrie Tily

Club members and guests: Adam Engst

(5:30) Welcome of Board

(5:32) Review of Meeting Materials; Revisions to the Agenda

- No additional revisions

(5:35) Approval of the February Meeting Minutes

- Denice moves to approve the Feb 2015 board meeting minutes as submitted; the motion receives a second; the motion passes.

#### **Current Events Reports & Business (5:32)**

Skunk Cabbage—Mickie on behalf of Alex Kleinerman

- To date, there are 727 total registrants, with 562 in the half and 165 in the 10K.
- 300 shirts have been ordered and 280 presold, leaving only 20 for sale on race day.
- 700 medals have been ordered.
- Alex is looking for board input on thank you schwag for volunteers; she proposes trucker hats, but is concerned about the ~\$9/hat cost for the 50–60 major volunteers (not including aid station workers, who would inherently receive a neon yellow FLRC volunteer T-shirt).
  - Alex may well get hats for certain select volunteers and FLRC volunteer T-shirts for most.
  - Denice moves for Gary to purchase a new round of volunteer shirts (~250 shirts).
    - The motion receives a second and passes.
    - Many of these T-shirts will go to 2015 Skunk Cabbage volunteers; the remainder will go to volunteers at other races.

Thom B. Trail Runs—Mickie on behalf of Shelly Marino (who arrived to the meeting late due to work obligations)

- The DEC permit is in hand.
- This year's race will be limited to a total of 150 participants distributed over the three distances (13K, 26K, 52K), with no race-day registration.
- New this year: No alcohol will be permitted on Earth Connections premises.
- Shelly will begin WebScorer preparation shortly.

#### Annual Meeting—Gary McCheyne

- The event will be held on March 22.
- 45 people are currently registered.

#### Girls on the Run—Lorrie Tily

- A training session for coaches will be held this coming Saturday (Mar 14, 2015) in Lansing, with CPR training to follow; roughly 15 people intend to participate.
- Three sites have committed to putting on the Girls on the Run program for girls in grades three to five.
  - Moravia: Will accept 15 girls and has 13 already registered; the two coaches are teachers; afternoon program.
  - Beverly J. Martin: Will accept eight girls and will give a full scholarship to each; a program liaison is in place at BJM, but coaches still need to be recruited for that site; the program will take place during afterschool hours.
  - Lansing Community Recreation Program: One woman has expressed interest in serving as a coach and wishes to conduct the program during evenings and weekends; other details have yet to be worked out.
- In addition, Yvette DeBoer might also initiate a track program for girls in grades six to eight.

#### Website Proposal—Steve Shaum

- Maria, Mike, Adam, and Steve have been meeting to consider development of new website.
- Maria sent out wishlist to a few companies, which came back with bid for each project component.
- The committee recommends that the club accept the proposal by Steve Mohlke of Knowledgetown; he is the person who assisted us when the site was hacked.
- Appended to these minutes is the proposal with a quote of \$4100–8500 (note that race registration functionality would not be part of the package).
- Knowledgetown's was not the least expensive proposal, but the committee believes that this firm is the best equipped of the bunch to technically meet the complicated needs of our site.
- Knowledgetown would use Wordpress and has extensive experience extending basic Wordpress functionality.
- Concerns:
  - Nancy voices a concern about the potential to require another major redo of the site at considerable expense in a few years.
    - Committee members assure our ability to apply necessary security updates, etc., without breaking the site, suggesting that will not require a substantial outlay of funds a few years hence.
  - Lorrie voices a concern about search engine optimization, noting that Mark and Amanda Shenstone's gardening site, built by Knowledgetown—but powered by Gorges, which others believe would be the responsible party—encountered problems in this regard.
- Knowledgetown anticipates 3–4 months to complete the website reconstruction.
- Mike suggests that this price include a testing phase by some general club members to assess the utility of new site and for Knowledgetown to resolve any issues.
- Denise moves to allocate up to \$8500 to have Knowledgetown rebuild the website to the specifications in the proposal. The motion receives a second and passes unanimously.

#### **Vice-President's Reports & Business (6:20)**

##### Trails—Rusty Russell

- There have been requests by people wishing to help with trail maintenance.
  - The Friends of Hammond Hill are working with the DEC to establish new trails and maintain existing trails, and would appreciate volunteers for this purpose soon.
  - Joe Dabes is looking to pass on responsibility for his stretch of the Finger Lakes Trail in Virgil.
    - Rusty will look into how much of the FLT is located on private vs. public land and report back.
  - The club has already committed to cleaning East Hill and South Hill recways.
    - Shelly suggests we see the response we get when putting out a call to work crews on the recways before taking on more responsibility.

##### Roads—Mickie Jauquet

- Mickie makes a request to allocate funds to train people in course marshalling; specifically, the Town of Ithaca's Road Marshal Certification Course.
  - The immediate need is three certified people to serve as marshals on Game Farm Road for this year's Skunk Cabbage races; this is the minimum number needed to secure the road's closure.
  - The club could either pay to hire certified marshals or to certify our own people.
  - The per-person cost to attend the six-hour certification course is \$125; certification would be valid for four years.
    - Volunteers to get the training: Bruce Roebal, Rob Licht, Gary McCheyne, Joel Cisne.
- Maria moves that the club allocate funds to send a maximum of six people to the Road Marshal Certification Course; by accepting the club's payment of the course's fee, the attendee commits to serve as a course marshal at minimally one event per year as long as the certification remains valid (i.e., 2015–2019).
  - The motion receives a second and passes.

*Track*—Adam for Rob Kurcoba

- The mile and 400 went well during the March 2015 indoor meet, with ~120 runners participating in the timed events.
- Every prior indoor meet had issues of one kind or another, but everything went smoothly this time.

**Committee Reports & Business (6:35)**

*Finance*—Bruce Dunham

- General comments:
  - Bruce offers the reminder to use tax-exempt forms for all club/race-related purchases.
  - Bruce requests a list of oft-used vendors so the club can set up direct-billing accounts with them.
- Financial Statements (distributed prior to the meeting by email)
- Finance Committee Meetings
  - The committee has discussed setting up a budget, establishing an investment strategy, transferring 20% of race profits to the scholarship fund, and similar matters.
- Updated Finance Policy
  - Melissa moves to accept the Feb 26, 2015 update to the policies.
    - The motion receives a second and passes.
- WebScorer: Bruce set up a PayPal account, which Adam tested and is ready to use with WebScorer for race registrations.
  - Adam will be working with the Belle Sherman 5K folks to use WebScorer.
    - This 5K has many specialized quirks in terms of payment structure, and WebScorer was sufficiently flexible to meet the event's complicated needs.
  - The club will have one login to WebScorer (with [president@fingerlakesrunners.org](mailto:president@fingerlakesrunners.org) as the email contact), which each RD will use.
  - Adam will help each RD set up WebScorer for his/her respective race.
    - Adam will walk each RD through the setup process, with the RD using the prior year's template in subsequent years.
  - To offer discount to registrants, can give discount code (e.g., to members).
  - It is easy with WebScorer to send out email messages to all race participants.
  - Proposed policy: Every RD should build the online registration fee into the race fee, rather than having registrants pay for this service overtly.
    - For 2015, some RDs have already set up payment structure in the alternative manner; this discussion will continue during the April board meeting.

*Membership*—Mickie for Katie Stettler

- 27 life, 232 individual, 184 family; total of 443.

*Programming*—Gary McCheyne

- Annual meeting is coming up on Mar 22 at Joe's Restaurant, 4:00–6:00 pm.
- The committee is putting together the flyer for the Animal Athletics program.

*Marketing* —Mickie Jauquet

- Our tower available for us to fill at Ian's store; requesting flyers, entry forms, calendar, poster, etc., to provide a welcoming FLRC presence in the running store.
  - Lorrie suggests printing 50 of each entry form and putting them in the tower.

*Web Presence*—Maria Costanzo

- The website is “moving along,” as is progress toward website redevelopment.

*Equipment*—Gary McCheyne

- Equipment is in good shape.

*Volunteer*—Denise Cassaro

- The committee is coming close to setting a date to meet.

Board Governance—Lorrie Tily

- The committee has held one meeting; nothing to report now.

**Unfinished Business (7:10)**

Programming Philosophy

- Will discuss this next month.

Request for Timing Equipment from outside the Club—Policy?

- Need a board member present at any non-FLRC event to loan out equipment.
- If a board member agrees to help, that individual will have to arrange for equipment with Gary.

Medical Emergency Policies/Update First Aid kits

- [no discussion held]

**New Business (7:12)**

Volunteer Picnic

- This will potentially take place during Monster/Lucifer weekend in August 2015.

Summer Picnic event for entire Club

- [no discussion held]

**Good of the Order (7:13)**

“Start with good people, lay out the rules, communicate with your employees, motivate them and reward them. If you do all those things effectively, you can't miss.” [Lee Iacocca](#)

7:13 pm: Denise moves to adjourn; seconded; passed.

**Next Board Meeting: April 8, 2015**

# Proposal by Knowledgetown for FLRC Website Renovation

3/11/2015

Install different, updatable Wordpress theme: \$2,000 - \$3,000

- Regular updates possible (necessary for security)
- Responsive (usable on phone, tablet, or computer)

Move site to different host: \$200 - \$500

- Hosting service with better security, automatic backups, and performance enhancement

Create a streamlined system for entering race results: \$1,000 - \$3,000

- Allow site visitors to go to one place for all race information and easily browse results from previous years
- Will explore possibility of creating a central database for all results

Write a script for receiving submissions for non-FLRC races and posting them to a calendar: \$300-\$600

Create a membership database: \$300-\$600.

- Members can access their own profile to change their contact info, see when membership expires
- Authorized users can access all data

Shopping cart: \$300 - \$800

- Add and configure PayPal payment system

Total: \$4100 - \$8500

Knowledgetown – Steve Mohlke

- Enjoys long-term relationships with his clients and looks forward to working with current clients on updates, troubleshooting, and future needs