



FINGER LAKES RUNNERS CLUB

BOARD OF DIRECTORS MEETING

February 10, 2016 5:30 pm
170 Roberts Hall, Cornell University

In attendance:

Board members: Sue Aigen, Mike Allinger, Denice Cassaro, Joel Cisne, Maria Costanzo, Adam Engst, Mickie Jauquet-Sanders, Nancy Kleinrock, Alan Lockett, Gary McCheyne, Steve Shaum, Katie Stettler, Lorrie Tily, Gerrit Van Loon, and Scott Wehrwein.
Club members and guests:

(5:32) Welcome of Board

- Congratulations to Alex Kleinerman and Jon Hohm on welcoming their new baby boy this week!

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

- No revisions.

(5:35) Approval of the January Meeting Minutes

- Adam moves to accept; seconded. Unanimously approved.

Unfinished Business (5:40)

Conflict of Interest Policy—Mickie Jauquet (Action) Board Members need to sign and copies will be kept on file.

- Board members present fill out and sign copies of the conflict-of-interest policy previously used for use; Steve collects them to store for the year on behalf of the secretary.

Volunteer-of-the-Year Awards—Katie Stettler (Action)

- Steve Shaum and Gerrit Van Loon were honored by the club membership as 2015 volunteers of the year.
- Katie will prepare an award check for each of them.

Resolution to Amend the Bylaws—Mickie Jauquet (Decision)

- Katie moves to accept the bylaws as amended to be put before the club's membership at the annual meeting for a vote. Seconded.
- Discussion:
 - Mickie gives a quick overview of the substantive changes in the proposed bylaws, compared to version currently in place.
 - Issue to discuss, since the governance committee could not come to a consensus: Should the equipment coordinator be inherently an elected position?
 - Several reasons are proposed to have equipment coordinator inherently be on the board—or not; Katie notes that when she was equipment coordinator she did her job effectively without attending board meetings.
 - Secret vote on the following: a vote of yes is in favor of the equipment coordinator being a mandatory board position; a vote of no is in favor of the equipment coordinator being an opt-in–opt-out board position.
 - Tally: yes, 3; no, 9; abstain, 1: The proposed bylaws revision will reflect the equipment coordinator as an appointed-by-the-board position who can opt in to be on the board by running for a member-at-large position, as may all of the coordinator and RD positions.
 - This is now reflected in the bylaws to be proposed to the club membership for approval.

- Vote on motion to accept the bylaws as amended to be put before the club's membership at the annual meeting for a vote: in favor, 13; against, 0; abstain, 1. Motion passes.

Announcements (6:00)

- Mickie requests that board members sign up to attend the annual meeting.
- Joel is considering ordering FLRC stickers and a small run of trail series shirts.
- The Super Frosty Loomis snowshoe race will be delayed by one week and will take place this coming Saturday.
 - It is important to get the word out regarding this scheduling change.
 - A discussion ensues about safety issues, since race day temps will be bitter cold.
 - Adam and Scott have been drafting a safety document; prior to their respective race, each race director should think through how to manage safety contingencies.
- As Adam describes, several board members manned a table just outside the running store during the Feb 2016 Ithaca Chili Festival.
 - Collectively, they introduced several dozen people to the club, sold a few hats, encouraged families with kids to come to the track meets, and enjoyed a fun and an effective time.
 - For all the details, see the addendum below.

6:24 pm Joel moves to adjourn. Seconded. Unanimous approval.

The Annual Meeting will take place on February 27, 2016

The agenda for the Annual Meeting includes a review of financial statements, a vote to amend the bylaws, presentation of awards, and a president's report.

Next Board Meeting: *March 9, 2016*

Addendum dated Feb 12, regarding manning an FLRC table at Ithaca's Feb 2016 Chili Festival—by Adam Engst:

On Saturday, February 6th, FLRC hosted a table at the annual Chili Cook-off on the Commons, with help from Lisa Holt at the Finger Lakes Running and Triathlon Company (they provided the table and chairs, and the space in essence). We had assumed we'd be inside, but that wasn't the case, and we ended up outside, in front of the main doors to the Massage School. That was probably for the best since inside, I later learned, we would have had to be far in the back.

We did four shifts: Adam Engst from 11:30 to 1:00 PM, Mickie Sanders-Jaquet and Shelly Marino from 1:00 PM to 2:00 PM, Maria Constanza and Gary McCheyne from 2:00 PM to 3:00 PM, and Mike Allinger from 3:00 PM to 4:00 PM. (We all tended to overlap with one another as well.) Frankly, I had a really enjoyable time chatting with folks who stopped by, and others said they did as well. In particular, families with kids were quite interested in the track meets due to the indoor location and shorter distances (especially for little kids).

For the table, we had FLRC business cards and quarter-sheet calendars, FLRC membership forms, and race entry forms for Skunk, Twilight, and Monster. I also created a poster/info form for the winter track meets, and Gary brought down a large sign he'd had made some time ago.

We don't have counts on how many items were taken, but we kept track of how many people we interacted with, a grand total of 70. The breakdown was as follows - it looks like things quieted down during Mike's shift.

Shift 1: 24
 Shift 2: 19
 Shift 3: 22
 Shift 4: 5

Mickie brought hats and shirts to sell, and I think she said we sold 4 (or 5?) hats at \$15 each as well. We also had one person join the club on the spot.

We had a signup sheet for the FLRC mailing list, and 7 people asked to be added to the list. I've done so with 6 of them so far; 1 remains undone because I couldn't read the address completely and am querying the guy (Ken Pickens) to see if I got it right.

Overall, the event was a success, given the 70 interactions, 7 mailing list signups, 4-5 hats sold, and 1 membership. We're talking with Lisa Holt about repeating the effort at other Commons events like the Ithaca Festival in June (which would be huge for the summer races) and the Apple Harvest Festival in September (leading up to Danby and winter track), and possibly coupling it with a run for Thursday night concerts on the Commons in the summer.

We also saw some ways we could do tabling even better, and the Marketing Committee will be talking about those in the future. In particular:

- * We could use some sort of a table-sized banner. We have a big one that we hang up at the track meets, but I think it's too large for a table. (I'll check at the next track meet.) Gary's sign was a big help when he brought that over.
- * A variety of paper materials are good. People liked the business cards and the calendars, in particular, along with the track meet info forms (which were sort of calendars since they're advertising three meets). We'll be looking into how to improve these materials going forward.
- * It wasn't a problem that to be a single person at the table, but I think it was better to have two or more, since then there's someone to talk to during lulls in traffic.
- * It was a little cold for this, but modeling the FLRC clothing might have helped sales.

Any other comments from the folks who were there after me?