



FINGER LAKES RUNNERS CLUB

BOARD OF DIRECTORS MEETING

March 9, 2016 5:30 pm

170 Roberts Hall, Cornell University

In attendance:

Board members: Sue Aigen, Mike Allinger, Joel Cisne, Maria Costanzo, Adam Engst, Mickie Jauquet-Sanders, Nancy Kleinrock, Alan Lockett, Dan Longaker, Gary McCheyne, Bruce Roebal, Steve Shaum, Katie Stettler, Bob Talda, Gerrit Van Loon, and Scott Wehrwein
Club members and guests: Liz Vance, Mike Blakely-Armitage, and Mickie's son

(5:36) Welcome of Board

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

- .

(5:35) Approval of the February Meeting Minutes

- Katie moves to approve the minutes; seconded.
 - Joel clarifies that he said he would look into getting stickers and shirts, rather than committing to doing so.
- Minutes are approved unanimously with this revision.

Unfinished Business (5:40)

Town of Dryden update on rails-to-trails trail—Nancy Kleinrock (10 minutes)

- Guest speaker was going to be Linda Lavine from the Town Board; she is unable to attend due to illness, and Nancy presents instead.
 - Nancy presents the case for the purchase of the 15-acre property on Pinckney Road directly across Fall Creek from Campbell Meadows Park.
 - Signatures (some improperly witnessed) have been collected by particular townspeople who are opposed to the purchase.
 - The Town Board is in unanimous support of purchasing the parcel and has been intending to purchase it at a net cost to the town of \$55K from recreational reserve funds; the county is contributing \$15K, underscoring its support, as well.
 - An alternative is to sidestep the referendum by instead using general reserve funds in the hope of fast-tracking the purchase, avoiding the cost of holding a special referendum vote, and casting doubt in the mind of the seller as to the town's good intentions to buy.
 - The Dryden Town Board will decide on how to proceed at their regular business meeting March 17, 2016.
 - Joel moves to draft a letter voicing FLRC's support of purchasing the 15-acre lot on Pinckney using general funds. Seconded. Approved unanimously.
 - Nancy will follow through.

New Business (5:45)

IYB presentation by Liz Vance and Mike Blakely-Armitage (15 minutes)

- Liz and Mike have come to discuss the various track programs the Ithaca Youth Bureau puts on and to thank FLRC for our many years of financial support; they hope for an extension of this relationship.

- Liz says that the track program has grown dramatically since its inception nine years ago; it initially served 35 kids and now involves 129 kids, ages 5–13.
 - Age-appropriate activities get kids excited about running and culminate in running the Festival Mile.
 - Coaches use an established five-week curriculum for the track program; similarly for the XC program.
 - The focus is not on competition per se, but rather on participation and learning to enjoy running and helping kids recognize it as an activity they can do.
- Mike describes the track program, which takes place during the spring at Cass Park on weekday evenings.
 - Ten coaches, plus an additional three who are inclusion specialists, lead the children in a variety of activities.
 - Some of the coaches and volunteers are FLRC standard bearers (Yvette, Shelly, Brian Lee, Bob T).
- Mike describes the XC and various other running programs IYB puts on.
 - The XC program takes place in the fall for kids ages 9–18.
 - Junior Olympics program serves kids ages 5–13 and is held in collaboration with high school varsity track teams; this setup enables the young kids to see what the high schoolers are doing.
 - It also is a fund raiser for the high schoolers.
 - The little kids get to try all sorts of track and field events and come away with a bunch of ribbons, and all have a great time.
 - Marathon Miles: Kids run a mile or two each week throughout the spring, culminating in running the Festival Mile to make 26 miles total.
 - This program has grown to encompass the broad participation of entire schools or entire classrooms.
 - It is similar to a couch-to-5K program, but starting at a young age.
 - As a bonus, parents often get involved, too.
 - Each year, the program kicks off at the March FLRC track meet.
 - Festival Mile: Has grown into a marvelous community event.
- Kids are eligible for scholarships if they receive free/reduced lunch, and additional funds are available if a family still is not able to afford the IYB programs.
- FLRC's sponsorship helps make all of this possible; Liz and Mike thank FLRC for the club's support.
- Questions:
 - Steve asks whether Liz/Mike will add family fun day to the March 2016 track meet; not this year.
 - Adam asks about whether there is data/evidence of kids continuing to run after going through the IYB programs, since we don't see them at the track meets.
 - Many of the kids do continue to participate in the IYB program for many years and go on to run on the track/XC teams in high school.
 - The IYB has not been advertising the FLRC track meets to its participating families, but Liz says she could.
 - Katie comments that, having had two kids go through the program, it's a great program.

Recreate a new FLRC Safety Policy—Adam Engst and Scott Wehrwein (Discussion/Decision) (10 minutes (6:15pm))

- Very occasionally an incident occurs at one of our events where someone gets hurt; it is important for volunteers on hand to know appropriate action to take.
- To guide race personnel, Adam and Scott have drafted a document of what to do in certain situations (most default to calling 9-1-1 (but some events suffer a lack cell service)).
- RDs should be aware that Wilderness Search and Rescue limit their medical activities to first aid only.
- Adam and Scott also suggest that RDs should receive safety-oriented guidance well before race day so that they can prepare accordingly; it is considered that this would be best as something for VPs to cover with each RD.

Finger Lakes Invasive Pest Strategy (FLIPS) project—Steve Shaum/Nancy Kleinrock (Discussion) (10 minutes; 6:26 pm)

- The Finger Lakes National Forest is concerned about invasive pests and is instituting a program to manage the Forest in advance of pests like the emerald ash borer and hemlock pests.

- Tree clearing will begin in 2017 and will affect the trails the FL50s uses.
- Public comment period goes through March 28, 2016.
- Nancy will draft a letter on behalf of the club stating the importance to our organization that the passability of the trails remain a priority of the Forest during and after this process.

Current Events Reports & Business (6:35)

Winter Chill Series—Bob Talda (3 minutes)

- The series was a great success, largely due to the help from the likes of Gary, Maria, Mickie, Steve, etc.
- Lots of new runners participated.
- Bob intends to reach out to these new members and encourage them to participate in our other events.
- From a marketing perspective, Dan suggests making it even chillier by getting sponsorship from Purity.

Frosty Loomis—Boris Dzikovski (3 minutes)

- Joel on behalf of Boris: sunny and frigid.
- There were 16 starters; 14 finishers.
- No one died of exposure.
- A full race report is appended to these minutes.

Annual Meeting—Maria Costanzo (3 minutes)

- Gary: 100 people attended, quite a few were new.
 - Attendees gave great feedback.
- Sue received feedback that the business meeting part of the evening lasted way too long.

Financials—Katie Stettler (20 minutes)

- Katie's report and financial statement are appended to these minutes.

Vice-President's Reports & Business (7:05)

Trails—Joel Cisne

- Gary presents on behalf of Joel, who had to leave.
- Thom B prep is underway.

Road—Alan Lockett

- Prereg for Skunk Cabbage is 882; there will be a meeting with crucial staff this weekend.

Track—Adam Engst

- February track meet
 - Adam submitted his report via the form he created and is appended.

Committee Reports & Business (7:08)

Finance—Katie Stettler

- Katie's report is appended to these minutes.

Membership—Katie Stettler

- 233 family members; 222 individual members; 25 life members; total: 480 members.
- Going forward, all mail-in memberships should go to the post office box; cash and checks will be collected; thereafter, forms will be mailed to Shelly Marino, who will be taking over as membership coordinator.

Programming—Gary McCheyne

- No report

Marketing—Mickie Jauquet

- Changed the look of forms and the race calendar
 - New entry forms and calendars have been prepared, printed, and posted online as PDFs.
 - Adam requests additional photos for the poster-style calendar.

- Advertising the Club in FLRTC
 - Ian has offered a wall for FLRC use for announcements/marketing; the plan is to utilize it and create a 11x17" poster of the calendar.

Web Presence—Maria Costanzo

- Maria has been working with Adam to coordinate forms.

Equipment—Gary McCheyne

- There is a need to replace the finish line chute; it is falling apart.
- Gary wants to rebuild five first aid kits; funds for this can come out of the “supply” budget.

Volunteer—Denice Cassaro

- (not present)

Board Governance—Lorrie Tily

- (not present)

Pete Kresock wishes to be appointed as social media coordinator

- Gary moves to approve Pete K for this position; seconded. All approves aside from one abstention.

Good of the Order (7:20)

Thank you! We had great attendance by the Board at the Annual Meeting.

Gary moves to adjourn at 7:20 pm; seconded. Unanimously passed.

Next Board Meeting: April 13, 2016

FLRC Race Report for Super Frosty Loomis Snowshoe Race—Boris Dzikovsky

timestamp:

username:

Race Name:

Super Frosty Loomis Snowshoe Race

Race Details:

Race Date:

2016-02-13

Number of Runners (Preregistered, Day-of-Race, and Total):

18, 4, 17

Race Income (Preregistered + Day-of-Race=Total):

\$215 + \$80 - \$30 (PayPal and Webscore fees) = \$265

List of Volunteers (Name, email address – one per line):

David Kania: dk264@cornell.edu

Gary McCheyne: gary@cayugamusic.com

Maria Costanzo: mariaccostanzo@gmail.com

Adam Engst: ace@tidbits.com

Martin Moravek: mm129@cornell.edu

Race Evaluation:

Notable performances:

Eric Sambolec, one of the race directors set the new 10K course record at 45:32. This beats by 1:24 the previous course record by Cole Crosby. Matt Westerlund from Lacona, NY took the second place and first masters with 51:57. The female winner at 10K race was Marina Mann (1hr 06:44) from Cortland followed by the masters winner

Dawn Leone from Mexico, NY with 1hr 12:18. Second year in a row Sarah Ridenour of Ithaca won the 5K race and improved her finishing time by more than 4 minutes.

Publicity:

There was no media coverage for this race; publicity was mostly notifying people through FLRC mailing list/website, USSSA web resources and Facebook.

Weather:

The weather was an important issue for this race. It was rescheduled from the initial date 2/7/16 because there was no snow on the ground at this time with temperature well in 40s. Fortunately, the winter made a strong comeback on the days preceding the race and provided sufficient snow cover. However, an intense blast of Arctic air on the race day created an opposite issue which deterred some potential participants. The temperature at the start was about 0F. Its fall through the race to -4F was accompanied by gusty winds. The official wind chill reading at Game Farm Rd. at the finish time was -26F and likely even lower at Hammond Hill. Additionally, two pre-registered participants were not able to make it to the race because of treacherous road conditions at lake-effect areas.

On the bright side, all participants braved the cold, finished in good spirits and made amazing pictures of abominable snowmen and snow queens at the finish line.

Food:

We provided at the Hammond Hill warming hut (Hammond Hilton) coffee, hot apple cider, breakfast bars and bananas. After-race party was held at Dryden Hotel.

Awards:

Awards were provided by Finger Lakes Running and Triathlon Company and personally by its owner Ian Golden.

Supplies and Personnel:

The timing system by Webscore proved to be very useful. We had sufficient number of volunteers. We provided a Port-a-Potty for the race which will stay for a month or more at the parking lot on the top of Hammond Hill Rd. to be used by cross-country skier and other State Forest visitors.

Problems:

Nothing major went wrong. We had a scare of the expensive timing system being knocked down by the wind from its tripod but the clock survived without damage. Three runners arrived late for the start and we decided to make for them an additional start with a delay of three minutes rather than to make other runners wait in the cold. Boris made some spectacular pictures of frost-covered runners at the finish line but missed a couple of finishers because of fogging of the camera.

Overall Impressions:

The race was a success, despite the weather problems which affected the turnout. So far this season most snowshoe events in NY were cancelled or turned into trail runs while Loomis was a rare one that enjoyed wintry conditions and sufficient snow cover. The volunteers all did great work, we received compliments about the course and organization from participants.

Looking Back and Forward:

Comparison with Last Year:

It was the second year of the race and the weather conditions were harsher on the day of the race. The experience from the last year helped us to save some effort and time by not over-marking the course. Also, we are grateful to Finger Lakes Runners and Triathlon Company who provided all awards this year.

Changes:

Compared to the first Inaugural year this year we made some changes. (1) We encourage people to pre-register and used Webscore technology for timing. Last year there was only Day-of-Race sign up. (2) We offered as race food coffee, hot apple cider, bananas and breakfast bars. It seemed to be a better choice for cold weather than bagels, apples and beer offered last year. (3) We moved the after-race party to Dryden Hotel from last year's Plantations. It has more convenient sitting and located on the way home for people arrived from Rt.81.

Next year:

In 2017 we also plan the race on the Super Bowl weekend (Feb 4 or 5 TBA) with an option to reschedule for a later weekend in case of insufficient snow cover or other weather-related problems. We'll ask for a DEC permit lasting a month, not just a day, from the beginning. We'll keep advertising the race through FLRC, USSSA resources and Facebook as well as via fliers at other snowshoe events and trail races.

Timestamp

Tue Feb 23 2016 17:25:48 GMT-0500 (EST)

Race Name

Winter Track February Meet

Race Date

2016-02-21

Number of Runners (Preregistered, Day-of-Race, and Total)

222, 37, 213

Race Income (Preregistered + Day-of-Race = Total)

\$408 (all race day)

List of Volunteers (Name, email address—one per line)

Bruce Roebal Carl Franck Julianne Quinn Alexander Looi Michael Lam David Keifer Mickie Jauquet
Jonathan Klus Scott Wehrwein Tom Rishel

Notable Performances

The FLRC February meet was once again a huge success, and set a recent years record for the number of runners, with 213 competitors across 6 events, including 8 teams: Corning Track Club, Team PREFO, Owego Free Academy, Elmira, Cortland RFC, Chenango Forks, Auburn Pulsars, and the GIAC Navigators. The performances were stellar as well, with numerous high school athletes competing for qualifying times at the New Balance Nationals Indoor meet that's coming up on March 11-13 in The Armory in New York City. Early reports from coaches indicate that at least 8 runners qualified during Sunday's meet. The meet kicked off with the 2 mile race, won by Maine-Endwell's Dan Schaffer in 9:42, with Ithaca's Jake Avery holding back until the end and kicking into second place in 9:50. On the women's side, Cornell vet student Rachel Hilliard ran an 11:14 and Karen Simmons-Brady of the Auburn Pulsars was second in 11:31. In the 800m, Kevin Moshier of the Corning Track Club took the honors with an amazing 1:59.3, beating out Clayton Wolfe of Owego Free Academy, who finished in 2:01.5. Alexi Deiseroth (2:30.1) and Brynne Ketchum (2:31.0) led for the women. The 200m race saw some fast times across 12 heats, with Daniel Harden winning in 22.9 seconds, followed by Tor Wildenstein in 23.4. Abbey Yatsko won for the women, in 27.1, with Ava Pellor of Elmira taking second in 28.1. The marquee race of the day was the 1500m, though, with 82 finishers across 7 heats. Corning Track Club's Peter Kane won with a commanding 4:06.8, with second through fifth places separated by only 1.6 seconds. M-E's Dan Schaffer took second in 4:10.1, just ahead of Corning's Jack Ustanik (4:10.9), and Corning's Brian Bates (4:11.4) outleaned Pat Hazlitt (4:11.7). On the women's side, Jordyn Nalyon of the Genessee Valley Harriers battled with Corning's Kate Mertus the entire race, but pulled it out in the end to win in 4:52.0, compared to Mertus's 4:52.7. In the relays, two unattached teams went well under 2 minutes for the 2-by-400m relay (compare to an 800m run), finishing in 1:51.9 and 1:52.4. And in the 4-by-400m (imagine a mile time), five teams went under 4 minutes, with the winning time being Elmira's 3:41.5. Full results are available at: <http://fingerlakesrunners.org/2016/02/february-indoor-track-meet-2016-results/>

Publicity

I sent email to Nick Reynolds of the Ithaca Journal and got a nice, if somewhat confused article beforehand (no, I didn't say I was FLRC President). I also sent the writeup to Nick, and will reportedly be getting another article from that. Email messages to various Ithaca Times editors weren't replied to. <http://www.ithacajournal.com/story/sports/2016/02/17/flrc-announces-february-track-meet/80464172/> I also posted to the FLRC list, the High Noon list, and the Ithaca XC Parents list. Plus, I emailed a number of

area high school coaches, and passed the news on to the Syracuse, Rochester, and Buffalo running clubs. I can't tell if the Ithaca Journal article helped, but I'm pretty sure that reaching out to the coaches increased attendance.

Weather

The weather was warm and precipitation-free and didn't cause any travel problems.

Food

I brought a half-dozen bagels and cream cheese for volunteers. The food was appreciated and scarfed quickly - next time I'll bring a dozen.

Awards

There are no awards at track meets.

Supplies and Personnel

The only supplies I forgot to bring were paper towels, which were acquired on the spot when someone threw up in lane 6. The rest of the roll has been retained for the next meet. I'd also like a meet photographer - personal mail to a parent I know and last-minute mail to the list didn't turn anyone up. I almost ran out of bib numbers - we had 37 extra and exactly 37 day of race registrants (though it would have been OK with a few more, since coaches turned in bibs from their runners who didn't show). I've asked Gary to order more bibs, which he has.

Problems

The main problem we had was the runner throwing up in lane 6, which was dealt with by Mickie bravely getting some paper towels from a bathroom and blocking it with cones until I could go clean it, which really wasn't a big deal. Meet director and janitor! We had a few confusions with coaches handing out the wrong numbers to their runners, which I'll see if I can resolve next meet by changing how I print rosters - MeetPro's default format isn't very readable when there are a lot of them. We also had a few heats where the timing was confused by kids not finishing between the cones like they're told, and a couple of heats where so many runners came in so fast that it was hard to keep them in order. Julie Quinn did a great job with that nonetheless, and then Mickie and Michael Lam and Scott Wehrwein sorted out the confusion while entering results.

Overall Impressions

Overall, the meet went extremely smoothly, starting on time at 9 AM and finishing at exactly 1 PM, despite what I believe was a record number of runners (213) and a lot of heats (33 heats across 6 events). I received numerous thanks, particularly from the coaches, for making the event available and having it run so smoothly. I think the volunteers did just as well as in the previous meet, given how smoothly things went. Runners and coaches both appreciated having the results available at the meet too.

Comparison with Last Year

Compared to last month, the number of runners was up to 213 from 177, revenue was up to \$408 from \$359, there were 8 teams instead of 7, and the performances were even more impressive, thanks to kids trying to qualify for New Balance Nationals.

Changes

Changes this month included: * Signs for the tables indicating bib pickup vs day-of-race registration. That helped organize registration better. * Putting estimated times next to the estimated number of heats on the schedule of events. Amazingly, my guesses were spot on. That reduced the number of questions about when heats would go off. * Getting a bigger PA system with a wireless mic from Gary, which made it easier

for people to hear my announcements. * Printing two seed sheets so I could better announce winners. * Bringing bagels for volunteers. * Mickie came, and was a huge help in handling day-of registrants, entering results, and selling FLRC shirts and shorts. She sold 4 shirts for \$80 and 1 pair of shorts for \$10, for a total of \$90. I could have done a better job of announcing the clothing for sale earlier too. * Lisa Holt came and had brochures for FLRTC, but it wasn't a big win - people were too focused on the meet and the events, and there wasn't a good reason for her to be there. We'll have to talk with her about how to do this better next time.

Next Year

Planned changes for next month include: * Setting up the events slightly differently in the software so the seed sheets are in time or bib order and thus easier for me to read when announcing the races. * Printing and posting a seed sheet for runners to read to cut down on "Which heat am I in?" questions. * Bringing more bagels for volunteers. * Being more explicit about how many volunteers I need and for what tasks. * Getting a photographer. All that said, next month's meet will likely be a lot smaller, since the school teams will be in between seasons then.

TREASURER'S REPORT, MARCH 2016—Katie Stettler

Announcements:

Check writing

Chris has schedules time for FLRC on Tuesday mornings. All invoices received by Monday evening will be paid on Tuesday, and signed and mailed on Wednesday.

All checks received by race directors at home can be batched and mailed to the post office box- monthly, bi-weekly, or weekly depending on the volume. Chris and Katie will make all bank deposits.

Membership

All paper membership applications and renewals should be mailed to the club's post office box with payment. (FLRC, attn.: Membership PO Box 4984 Ithaca, NY 14852)

Checks will be deposited and applications forwarded to Shelly.

Membership applications received at races should be marked "paid", circling membership type and amount. Payment and form can be returned to the cash box.

February Financials:

I will prepare actual to plan financials quarterly- March 31, June 30, Sept 30 and December 31st- and comment on plan differences in each month's finance report.

Income statement by class

In the past two months, the club has hosted two track meets, the Hartshorne Masters Mile, the Winter Chill series, the Frosty Loomis, an annual retreat, and our annual meeting and has been actively preparing for the Skunk Cabbage Classic, the Twilight 5k, and the Finger Lakes 50s.

The club agreed in 2014 to contribute \$1700 to the Hartshorne Masters Mile each year. Because the 2016 plan was put together using historical unaccrued race numbers in the absence of RD 's input, the Hartshorne was

planned at a net contribution of \$900. So we are "over" plan by \$800 in this event. This error is not a mistake of the RD, it has to do with past accounting practices and inadequate review of the plan.

In the past, the true cost of events have been masked by timing differences. We are now accruing costs for the Hartshorne, Skunk, Twilight (if necessary), and FL 50s. These race directors will benefit from this better information.

All other races are doing better than plan. Retreat was on plan. Annual meeting was on plan. Here are the details-

Banquet fees 855 (82 adults @\$10, 7 kids @\$5, 13 complimentary)
Raffle tickets 89 (arm's length @\$10, 6 @\$5, 1@\$1)

Total revenue 944

Celebrations 3770 (100@ \$37.70)
Speaker 200
Postage 10
Printing 6 + 23 copying

Total expenses 4009

Net cost 3065

Under 5, included Ian's youngest (Clara), Emma Jones, Eamon Ingalls, and Boris' new born. These guests were free.

Some "general" membership dues were from WC- sign up and payment and collection of membership information needs some streamlining next year.

\$2000 contribution to GOTR.

Discounts for youth runners

Membership discounts

Taxable dividends

Balance sheet

Cash on hand- two cash boxes w/ \$80 each

Net increase in checking \$26,000 (\$53-27)

Investments net **decrease** (\$80 dividends-\$1046 unrealized loss)

Investments has a \$2700 unrealized loss at 2/29/15

Sales tax payable \$212

Sales Tax

Return year is 3/1/15-2/29/16

Chris and I are doing the return tomorrow

Chris and I discussed clothing sales during this period and the low clothing sales numbers. As part of preparing 2016 sales tax return we reviewed the past four years of sales tax returns. We noticed that sales taxes remitted were 12% of clothing sales. With further analysis, we determined that that club has OVERPAID sales tax on the 2015, 2014, 2013, and 2012 returns in the amount of \$2500.

We determined that the overpayment is the result of several mechanical errors preparing the return-not using Schedule H, reporting sales under the calculation of use tax, and not recording sales properly in our system. The problem also existed in 2011 and 2010 when the club paid 8% and should have paid 4%.

Mickie, Chris and I met. We considered amending these returns. However, we have little to no sales records for clothing or race fees during this period. Chris's advice is to forego amending the returns because the amendments act as a red flag and could make us more likely to be audited. All of our other race entry income could be at risk of being subject to sales tax.

Because the club has not complied with the minimal record keeping required by NYS as a registered vendor since 2008, Mickie and I recommend that we follow Chris's advice.

I have created an apparel sales record keeping form for us to use to record FLRC clothing and race shirt sales at races.

In addition, all other race and event deposits will be supported with appropriate sales detail.