



FINGER LAKES RUNNERS CLUB

BOARD OF DIRECTORS MEETING

May 11, 2016 5:30 pm

170 Roberts Hall, Cornell University

In attendance:

Board members: Mike Allinger, Joel Cisne, Maria Costanzo, Adam Engst, Mickie Jauquet-Sanders, Nancy Kleinrock, Gary McCheyne, Steve Shaum, Bruce Roebal, Katie Stettler, Lorrie Tily, Gerrit Van Loon, and Scott Wehrwein

Club members and guests: Henry Deichter

(5:30) Welcome of Board

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

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(5:36) Approval of the April Meeting Minutes

- Gary moves to approve the minutes; seconded. All in favor, but with two abstentions.

Unfinished Business (5:34)

Need for a July Board Meeting?—Mickie Sanders-Jauquet (discussion)

- There is a lot happening in July; it is suggested that we should keep an open mind about skipping that board meeting and will play it by ear.

New Business (5:37)

Fundraising for other nonprofits via FLRC races—All (discussion)

- Three races currently participate in this practice: WDF is using the Webscorer platform to collect donations for the Advocacy Center (see issues with this, below), Turkey Trot fundraises for Loaves and Fishes (using an on-site collection jar managed by the L&F folks), and Fillmore 5K for the local community (included in entry fee).
- Neither of the WDF RDs are here, but we'll hold the discussion.
- With approval of the 2016 budget, we decided that we wouldn't fund other nonprofits directly through races, largely because it is cumbersome to properly account for this, which uses club resources (the treasurer's volunteer time and the bookkeeper's hourly wage).
 - From an accounting standpoint, the treasurer recommends limiting this practice as much as possible.
 - Note that for the Turkey Trot, the charity brings a jar, people put money in it, and the charity takes the jar—we don't need to account for the funds that Loaves and Fishes collects.
 - Fillmore 5K has a flat fee per participant incorporated in the entry fee; the race was set up for the purpose of fundraising for the local community, and this practice is grandfathered into the structure of the race.
- Lorrie notes that raising money for a charity unassociated with running is outside the club's mission.
- Note: Races that fundraise often have a lot of participants because of excitement around the chance to do good.
 - But do we want to stretch our volunteer resources in that direction?
- We have established that we can't change the basis of any race without board approval, so can consider fundraising on a case-by-case basis.

- RunSignUp is set up to permit the solicitation of additional donations to be handled independently of race entry fees; that is, donations through RunSignUp do not go through the FLRC books, but the use of RunSignUp is cumbersome from the timing point of view.
 - In contrast, if a race solicits additional donations through Webscorer, it does go through the club's books, which is the financially cumbersome issue.
 - Note that the use of RunSignUp for registration is a workaround for RDs who feel strongly about setting up donations without incurring any monetary/tax-reporting hassles for the treasurer and bookkeeper, but can be persnickety when coordinating with Webscorer for timing the race.
- Katie moves that the Finger Lakes Runners Club not take monetary donations intended for another organization.
 - Seconded. Yes: 8; No: 4; Abstain: 0. The motion passes.
 - Clarification in case there is any future confusion: The use of a service like RunSignUp could be used for donations—provided the RD clears this with the board ahead of time—but a service with a less-nuanced back end like Webscorer may not be used for donations.

Current Events Reports & Business (6:08)

Margaret Webb Visit—Gary McCheyne

- Friday evening 7:00, there will be a meet and greet at Ian's store, with a book signing.
- Sat morning, Webb will run Thom B.
- Sat evening, there will be a talk at the Unitarian Church, 6:00 pm reception, with talk beginning at 7:00.

Ed Hart's Trek Event (May 8th)—Lorrie Tily

- It was a lovely event; mellow, and nice to see many old-timers.

The Scholarship Fund—Lorrie Tily

- Committee members: Karen Ingall, Sandy Fitterer, and Chris Irving
- Total of 4 male and 14 female applicants.
 - Due to the gender imbalance, the committee would like to remove boy/girl consideration and simply give awards to the best candidates, rather than guaranteeing a major award to a boy and to a girl.
- 2016 Scholarship Award Recipients:
- \$1,000.00
 - Colin Pritchard, Owego Free Academy
 - Lifetime runner. Frequent volunteer, participates in many extracurricular activities, is an honor student, ranked 3rd in his class. Plans a career in the medical field.
 - Ashleigh Crawford, Tully Junior-Senior High School
 - Valedictorian of her class, frequent volunteer, will be running at the college level for Lehigh University. Ashleigh believes running is a lifestyle. From running she has learned determination, endurance, and leadership. But most importantly she developed life-long friendships.
- \$500.00
 - Abby Yatsko, Dryden High School
 - Graduating Salutatorian, has been running since 7th grade. She says, "My friends often joke that someday I am going to be 70 years old, wearing a tattered tracksuit, screaming at some modified track athletes, telling them to run faster." Abby will be attending Cornell, running on their track team and hopes to specialize in the 400-meter dash.
 - Abigail Everett, Horseheads High School
 - Believes running is a lifetime love and sport. Has learned from running: A bad run is better than no run at all. Break your new shoes in before you go for a run. Remember your highs when you are at your lows and your lows when you are at your highs.

GotR—Lorrie Tily

- Lorrie reiterates that the Moravia girls made delightful thank you cards.

Annual Picnic—Mickie Jauquet

- The date will be August 20, the time will be the same time as in 2015, but the picnic will be held at the north pavilion this year, by the playground before the creek crossing.

Financials—Katie Stettler (20 minutes)

- See financial statements submitted by Katie.
 - Skunk Cabbage incurred considerably higher custodial fees than in past years; next year the RD (or delegate) should have a discussion to properly set expectations on duties and cost of custodians.
 - Skunk Cabbage race committee members should review this year's financials/receipts regarding custodial and police expenditures to plan appropriately for the 2017 race.
 - Scholarship savings is earning a measly \$1/month. Katie suggests that Sue look into putting the scholarship fund money into a CD to improve the return on the ~\$17K in this fund.
- The 2015 tax return has been completed and filed.

Vice-President's Reports & Business (6:31)

Trails—Joel Cisne

- Thom B. Trail Run
 - Will almost certainly hit the cap of 150.
 - Overflow parking will only be permitted on the right side of the road facing downhill (toward Irish Settlement Rd) for those who don't fit in the parking lot.
 - The race will start on the road close to the final crossing from trail into the camp, not up by the parking lot.
 - Adam notes that this will be the first trail race with the wireless, battery-powered printer.
- Tortoise & Hare—Mickie
 - Mickie and KC are still looking for volunteers, notably to help with timing.
- Joel shows off the new batch of FLRC stickers.
- New tech trail shirts look great in neon yellow; each shirt costs \$11; the club will sell them for \$20 per shirt.
 - Adam will add the opportunity to buy shirts on the trail race entry pages.

Road—Alan Lockett (not present)

- Skunk Cabbage Classic Race Report; the report is appended to these minutes.

Track—Adam Engst

- Dates for the Summer Track Series at Kane Field, Cornell:
 - Thu Jun 9
 - Tue Jul 12
 - Tue Aug 2
 - Prereg is set up and ready to go on DirectAthletics (registration only; racers will pay at the track).

Committee Reports & Business (6:35)

Membership—Shelly Marino

- 466 total members: 25 lifetime, 220 individuals, 221 families.

Programming—Gary McCheyne

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Marketing—Mickie Jauquet

- Adam requests that anyone with 11x17 printing ability is invited to print some calendars.
- Should have quarter-page calendars for the Margaret Webb event.

Web Presence—Maria Costanzo

- Almost ready to go.

Equipment—Gary McCheyne

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Volunteer—Denice Cassaro

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Board Governance—Lorrie Tily

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Joel moves to adjourn at 6:48 pm. Seconded. Passes unanimously.

Next Board Meeting: June 8, 2016

SKUNK CABBAGE RACE REPORT—Alex Kleinerman

Skunk Cabbage Classic
4/10/2016

Number of runners:
pre-registered = 1186
day-of = 57
finishers = 1013

Race income (not including expenses):
registration fees = \$33,072
shirt sales = \$4,428 - \$3000 (cost of shirts) = \$1,128
total = \$34,200

List of volunteers: (Denice has this, it's quite long!)

Notable Performances: 13.1 female course record set by Ellie Pell (1:20:37)

Publicity: ESPN interviewed me the week of the race, I am not sure when they aired that or who makes up their audience. It would be great to get a story in the Ithaca Journal before and after the race.

Weather: Cool but sunny. I think we had less day-of then last year because it wasn't as warm (and because the day-of price was much higher). Because of the cooler temps it was very helpful to be back in Barton! Also impacted the experience of the volunteers, but they were wonderful and as far as I know stayed out until they were released.

Food: Too many apples and bagels (perhaps due to the food from Buffalo Wild Wings?), we will buy less next year. Otherwise pretty much on target. We will have gatorade at the Stevenson/Dodge aid station for the half marathoners.

Awards: Gift certificates from the running store (\$3022). Perhaps a little more expensive than we could get, but I feel very good about supporting the store and the local economy as a whole. Also finishers' medals for the 13.1 from Topstitch in Syracuse (\$2800). Could certainly do this cheaper as well but would lose the quality and many people choose races now based on the medal.

Supplies and Personnel: Denice did a phenomenal job coordinating the volunteers and making sure they were all where they needed to be; Gary did the same with the equipment. One of the CUPD was less informed than the others (didn't realize that Game Farm was closed and was letting traffic through), otherwise they were great, same with the HAM team. Looking into having a lead motorcycle next year to deal with some of the motorist issues.

Problems: One transport to the hospital due to breathing issues, HAM radio guys handled it smoothly. Difficulty in advance of race with DOT permit, Katie Stettler was a hero and solved it! Next year we will not get the permit. Traffic is always an issue, next year we will cone the trickiest parts of the course to keep runners out of the middle of the road, will make sure that the barricades for road closures are where they need to be and that all cops are informed of the correct road closures. Confusion over the headset policy which led to incorrect information on the paper registration form. In future, will be much more strict about not allowing them (and publishing that in advance!!).

Overall impressions: A lot of awesome people come together race today to make it run seamlessly!

Comparison with last year: about 100 more finishers than last year (1013 vs. 933), did a better job this year of ordering the correct number of medals and shirts. As such we made a little more money, although I think we got in

trouble this year by being handed a bill post race for about \$800 more for the use of Barton Hall than we had expected!

Changes from last year: Closed Stevenson, advertised a cut-off time, smarter ordering of awards and shirts, put food out sequentially so that 10kers didn't eat it all, had training for volunteers pre-race, put porta-pottys on course, had a few sponsors (Gimme! and Buffalo Wild Wings), 18 and under raced the 10k for free (about 23 took advantage of that)

Changes for next year: Better communication with the cops about road closures, cone key sections of the road, look into having a lead motor cyclist, new pricing structure to keep the race affordable but pull in more income and a better discount for FLRC members