



## FINGER LAKES RUNNERS CLUB

### BOARD OF DIRECTORS MEETING

May 10, 2017 5:30 pm

170 Roberts Hall, Cornell University

In attendance:

Board members: Sue Aigen, Mike Allinger, Harris Bockol, Denice Cassaro, Joel Cisne, Maria Costanzo, Adam Engst, Nancy Kleinrock, Pete Kresock, Alan Lockett, Gary McCheyne, Bruce Roebal, Mickie Sanders-Jauquet, Steve Shaum, Gerrit Van Loon, Scott Wehrwein  
Club members and guests: Aaron Wightman

(5:33) Welcome of Board

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

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(5:35) Approval of the April Meeting Minutes

- Gary moves to approve; seconded. Approved (with three abstentions).

#### **Unfinished Business (5:40)**

Hosting a RRCA Coaching Certification Workshop—possible dates for this event?

- Mickie contacted Laurie Cuomo and another individual at the YMCA with the hope having them host the workshop, but YMCA never got back to Mickie.
- The Varna Community Center, however, said they would permit us to use their facility.
- The RRCA would like us to propose four dates to hold the workshop.
  - It is suggested to propose one date each in November, December, February, and March.
  - Mickie wants to send proposed dates to RRCA soon for this weekend-long workshop.

Discounts from Runner Friendly Businesses—Mickie Sanders-Jauquet

- Two businesses have said they would like to be considered runner friendly; that is, to provide discounts to runners, permit runners to park in their lots, use bathrooms/water fountains, etc.):
  - Island Health and Fitness will offer a discount for paid events to FLRC runners; they will also permit use of parking lots, bathrooms, and drinking fountains.
  - Vicki Taylor Brous (Ithaca Bakery, CTB, Rulloff's) will offer discounts to FLRC members if the club takes on management of Ithaca Eat and Run events, as well as permit runners to use its facilities.
    - She currently provides 20% off on food during an Eat and Run event.
  - Both businesses want FLRC members to present a membership card to receive benefits.
    - It is suggested to not have a physical card but instead a phone-based identifier.
    - Adam mentions that he and Shelly are considering using RunSignUp for membership.

#### **New Business (5:50)**

Arnot Research Forest Race—Aaron Wightman (arw6@cornell.edu)

- The Cornell Maple Program intends to include a 10K this year as part of its Maple Syrup Open House on Saturday, Oct 7, in the Arnot Forest.
  - Aaron a runner, but not yet a member of FLRC.
  - The Cornell Maple Program supports all aspects of maple syrup production in NYS, including research and extension projects.

- This spring they made 1500 gallons of syrup from 5000 tapped trees (will be adding 2000 taps soon).
- The Program primarily consists of Aaron and two others.
- The proposed event is the same day as the Danby Down and Dirty.
  - It is suggested to move the event to Sunday or even the afternoon on Saturday to not conflict with the DnD.
  - Aaron will discuss with his associates moving the event to Sunday.
- Aaron has mapped out a challenging race loop—a combination of trail and dirt roads, which includes some of the Mountain Madness race when it was on dirt roads in Newfield area.
- There are several points of interest along the race route.
- After the race, people could tour the sugar shack.
- Awards will be maple syrup.
- Aaron would like input on how to put the race on.
  - Registration: It is suggested to use Webscorer and permit preregistration only (no race day) to simplify operations.
  - Race day volunteers.
  - Aid stations: It is suggested to have one aid station and perhaps go cup-free.
  - Insurance provisions: With the Arnot Forest owned by Cornell, the event will need to work through Cornell's risk-management department.
  - Shirts/goodie bags: FLRC can provide bibs.
  - Entry fee: It is suggested to charge \$15–\$20 so that potential entrants know it will be an affordable yet quality event.

#### Ithaca Eat and Run—proposal by Vicki Taylor-Brous

- Vicki is not present; postponed to later.

#### Strava for schedule runs/trainings—Pete Kresock

- Strava is a social media platform for tracking runs and bike rides.
- They recently created an option for creating “events”; could publicize group runs in this manner.
- When planning a group run, Pete will strip info for group runs off the email list, or people planning group runs can send info directly to Pete for him to include information as a Strava group notification.

#### Board Member opening—Mickie Sanders-Jauquet

- Harris will be moving to Cambridge in June.
- Denice has a friend, Lesa Carter, who is interested in being on the board: an African American runner (and pickle ball and basketball player) who would add diversity to the board. Lesa will come to a board meeting soon and decide whether she would like to join.

#### Approval for a new order of volunteer shirts—Mickie Sanders-Jauquet

- The club has run out of volunteer shirts.
- If the club buys 250 shirts, the cost would be \$4.70/shirt (including printing) from T-Shirt Express on the Commons (prior order two years ago was for 250 shirts).
  - It is decided to stick with the neon yellow color.
- Gary moves that the club purchase 250 volunteer shirts (multiple sizes) at \$4.70/shirt; seconded.
  - Unanimously approved.

### **Current Events Reports & Business (6:30)**

#### Finance—Mike Allinger

- Mike presents the financial report, noting that Skunk Cabbage is not yet closed out.
- Mike is wanting to know whether he should be forwarding insurance certificates that he receives to race directors.
  - It would be a good idea to forward each certificate to the respective RD when sending it to the relevant authority.
  - Mickie will send Mike a list of all races and respective RDs and contact info.

#### Archiving—Pete Kresock

- On the new website, there is a section for race results for years 1998–2009.
  - Pete is in the process of archiving old race results, creating a CSV file for each race and year as a Google Docs spreadsheet.
    - Older records are all on paper in the Cornell Archives; these would need to be scanned to post old results on the website.

- Adam has a document scanner, which could be used for this purpose.

### **Vice-President's Reports & Business (6:40)**

#### Trails—Joel Cisne

- Thom B
  - 151 are registered plus another dozen from the waitlist have been invited into the race, including 29 for the 52K.
  - Awards will be laminated paper medals for the 13K and 26K, and a bit more for the ultra-distance winners.
- Tortoise & Hare
  - Preparations are as needed.
- Trail series bandanas are in the works.
- Hammond Hill Trail Maintenance weekend

#### Road—Alan Lockett

- The post-race debrief for Skunk Cabbage was very useful.
  - Alan makes a statement of appreciation of Alex; and notes that she's looking for volunteers for the Cayuga Tri.
- Volunteer safety info: Alan will email the doc he put together to the board for use at other races.
- Twilight 5K
  - There was a brief scare that on June 21 the race wouldn't be able to use the Ithaca High stadium, but that issue has resolved.
  - Green Layer has yet to mail out shirts (co-ordered with the Finger Lakes 50s); Green Layer will receive shirts on May 16 and will get them to us May 21; they will then need to be printed.

#### Track—Adam Engst

- Winter Track meets
  - It was a busy season, but all went well.
- Summer Track meets
  - Due to construction at the Ithaca track, the summer track series will need to move to another area track.
  - Becca Lovenheim is excited about us holding the summer meets at Lansing.
  - Adam is still waiting for insurance certificates, which are necessary before receiving approval from the Lansing Board of Education.
    - Adam will look into other options (Cornell, IC, Dryden) if necessary.
- Mithacal Mile: Adam has posted interim results for the series.

### **Committee Reports & Business (6:55)**

- *Membership*—Shelly Marino
  - As of 5/8/17, we have 475 members: 230 individual members, 215 family members, 30 life members.
- *Programming*—Gary McCheyne
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- *Marketing*—Adam Engst
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- *Web Presence*—Maria Costanzo
  - There are still things that Adam and Maria would like Steve Molke to do, and they hope he will move forward on them after the end of Cornell's semester.
- *Equipment*—Gary McCheyne
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- *Volunteer*—Mickie Sanders-Jauquet
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- *Scholarship*—Mike Allinger
  - Three scholarships will be given out this year.
- *Board Governance*—?

### **Good of the Order (7:06)**

Joel moves to adjourn; seconded. Unanimous approval.

Next Board Meeting: *June 14, 2017*

## **Tortoise and Hare Race Report**

### Timestamp

Wed Jun 07 2017 07:47:19 GMT-0400 (EDT)

### Race Name

Tortoise & Hare

### Race Date

2017-06-04

### Race Director(s)

Mickie Sanders-Jauquet

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

143

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

\$300 race day + \$1380 preregistration

### List of Volunteers (Name and email address)

Ally Jauquet Bryce Jauquet Butch Sanders Brigid Shipman [bms2@cornell.edu](mailto:bms2@cornell.edu) Karlene Smith [kks23@cornell.edu](mailto:kks23@cornell.edu) Gerrit Van Loon [gvanloon@twcny.rr.com](mailto:gvanloon@twcny.rr.com) Kelly Makosch [kelly.makosch@gmail.com](mailto:kelly.makosch@gmail.com) Rachel Clabby [rachelclabby@gmail.com](mailto:rachelclabby@gmail.com) Lesley Kay Middleton [lkm53@cornell.edu](mailto:lkm53@cornell.edu) Maria Costanzo [mariacostanzo@gmail.com](mailto:mariacostanzo@gmail.com) Chris Irving [irvassoc@aol.com](mailto:irvassoc@aol.com) Joel Cisne [joel.cisne@gmail.com](mailto:joel.cisne@gmail.com) Denice Cassaro [denicecassaro@cornell.edu](mailto:denicecassaro@cornell.edu) Pete Kresock [pete.kresock@gmail.com](mailto:pete.kresock@gmail.com) Steve Ryan [sryan004@twcny.rr.com](mailto:sryan004@twcny.rr.com) Liz Kinast [lizkinast@hotmail.com](mailto:lizkinast@hotmail.com) Mark Jauquet [markjauquet@ecovillage.ithaca.ny.us](mailto:markjauquet@ecovillage.ithaca.ny.us) Jullien Flynn [jullienflynn@yahoo.ca](mailto:jullienflynn@yahoo.ca) Scott Wehrwein [swehrwein@gmail.com](mailto:swehrwein@gmail.com) Gary McCheyne Adam Engst [ace@tidbits.com](mailto:ace@tidbits.com) Brett Shelton [sheltonbc72@gmail.com](mailto:sheltonbc72@gmail.com)

### Notable Performances

Ved Gund has a fast race at 45 minutes but it's not the fastest on the course. Joe Reynolds to a spill and got the award for "best blood". Ron C. also took a spill but didn't receive any major injuries. Ved Gund and Melissa Hubisz -open winners Maeve Wheeler and Jeffery Billiot- 18 & under winners Lisa Wilcox and Kenny Makosch- masters winners Clydesdale: Sarah Drumheller and ? youngest runner got an award ?

### Publicity

pre-race publicity: social media and listserv use

### Weather

Chilly and Rainy. Started raining 10 minutes before the start of the race, but no major down pours nor thunderstorms as was predicted.

#### Food

Donated by GreenStar with some supplement food (cheap sugary stuff, chips and soda by the club). Lots left over because of the rain and chilly temps.

#### Awards

This year we gave out FLRC baseball caps as awards. Will use the caps as fun awards only next year and get something else for finishers.

#### Supplies and Personnel

We had plenty of supplies and enough volunteers.

#### Problems

Bath house was not unlocked again this year. I made a point of making sure this was unlocked but there may have been confusion on the need. As the ball field bathrooms were open.

#### Overall Impressions

The race went well. I have some concern for the small attendance but will be moving the race back to Saturday morning so hope to see the numbers go up again.

#### Comparison with Last Year

Race has greater attendance but didn't have all the equipment nor volunteers needed. Bath house was locked and didn't open until after the race got started. The weather was much better.

#### Changes

This race we moved the start and finish of the race around the playground. We used the finisher chute this year. Tents were up as it was rainy. I marked the trail with flags and arrows only. I didn't use the streamers and runners had positive feedback for this. Had doughnuts and coffee for volunteers.

#### Next Year

Some more and earlier marketing. Think of some unique prizes for next year. Come up with a couple of fun awards.