



FINGER LAKES RUNNERS CLUB

BOARD OF DIRECTORS MEETING

November 08, 2017 5:30 pm
170 Roberts Hall, Cornell University

In attendance:

Board members: Sue Aigen, Lesa Carter, Denice Cassaro, Joel Cisne, Adam Engst, Nancy Kleinrock, Pete Kresock, Daniel Longaker, Bruce Roebal, Mickie Sanders-Jauquet, Steve Shaum, Gerrit Van Loon, Scott Wehrwein.

Club members and guests: Chris Irving, Lorrie Tily

(5:33) Welcome of Board

(5:33) Review of Meeting Materials; Revisions to the Agenda

- The meeting will follow the most recently distributed version of agenda.

(5:34) Approval of the October Meeting Minutes

- Adam moves to approve; unanimously approved with one abstention.

Unfinished Business (5:35)

Volunteer tracking—Adam Engst

- RunSignUp could be used to track volunteers, although it would be cumbersome to use it to track volunteers, tasks, and hours, despite a goal of using the data to offer incentives for people to volunteer more. To do so would require creating a “race” and introduce all volunteers within it. “It would be a lot of work, and someone would have to stay on top of it,” says Adam. The coordinator would need to check in with every race director for each race. Extracting volunteers from race reports is deemed enough of a hurdle for now.
- It is decided to table this initiative for the time being, although Joel says he is considering taking on this task of volunteer coordinator if someone else would step up as Trail VP.

Volunteer Picnic 2018—Mickie Sanders-Jauquet

- In 2018, due to the date change for the Monster Marathon, the volunteer picnic wouldn't be attached to any race.
- Currently there are only two events in August (Forge the Gorge and a track meet).
- Mickie will explore dates for the picnic and consider the Upper Buttermilk pavilion as a venue.

Follow up on Volunteer of the Year Award—Nancy Kleinrock

- Four people have been nominated by members of the board.
- Nancy will consolidate bios and grab photos.
- Nancy will solicit nominees and associated bios from the club membership.
- After assembling these, Nancy will put out a ballot, noting that write-ins are welcome.
- This year, we will combine the volunteer-of-the-year balloting with the board balloting, and therefore Nancy will solicit nominees from the membership at once.

New Business (5:51)

Group Run Coordinator position—Adam Engst

- Stemming from a Marketing Committee meeting, the idea is to have scheduled group runs, with the schedule posted online, at local hotels, gyms, etc.
- The problem with group runs in the past has been that someone gets excited about coordinating, does so for a while, and then the initiative falls by the wayside.
- It is therefore suggested to have one individual coordinate leaders of group runs, rather than organizing the particular runs per se, optimally with a leader and sweep for each scheduled group run.
- The idea is to offer a “tour of Tompkins,” offering group runs in run leaders’ favorite spots.
- Adam suggests the Group Run Coordinator volunteer position as something that Shelly Marino (although she hasn’t been asked) or Tonya Engst might like to fill.
- Gerrit notes that, through discussions in his office, several people (Leslie Middleton, Rich Heffron, and Nora McIver-Sheridan) have expressed interest in participating as individual-run leaders, but not coordinator.
- Mickie will speak with Shelly.

Lifetime Membership recruitment (Announcement)

- Last year we nominated and voted in five people.
- Gerrit asks whether there are now people who meet the ten-year criteria who did not last year?
 - No one offers names.
- Mickie requests submission of nominations of worthy individuals who meet the criteria set last year.

Volunteers for 5K to support track team, Lansing—Gerrit Van Loon

- The Lansing Lighthouse 5K is the primary fundraiser for the Lansing cross country program.
- Gerrit suggests that we offer timing services for this race in return for the Lansing XC kids stepping up to volunteer at our races.
- Adam notes that we time quite a few different races, and there is a limit to how many races we (specifically, Adam) can time.
 - Adam has discussed timing a race in exchange for volunteering at our races, but generally the volunteers fall through the cracks and never fulfil their end of the bargain (or make some yet-to-be-determined payment, either to the club or to the timers).
 - Joel will consider tracking such tit-for-tat volunteers.
- Adam also notes that Lansing’s Becca Lovenheim is a special case that Adam will happy to step up for, since we’re using their track for the summer meets and Becca volunteers at each such meet.
- Adam’s bottom line is *not* that he doesn’t want to time others’ races, but there is a limit to what Adam is willing to volunteer himself for, but he’s also reluctant to say no.
- It is suggested to only offer Seikos and tick sheets, rather than doing Webscorer for such races.
- This issue is tabled until a future meeting.

Current Events Reports & Business (6:26)

Finance—Chris Irving in Mike’s absence

- Capitalization Policy to be approved
 - The finance committee moves to approve the Capitalization Policy as submitted. Approved unanimously (with no abstentions).
- Budget updates
 - The 2018 budget is almost fully prepared and will be ready to present at the Dec 2017 meeting.
- Mickie and Mike met with Paul Sypher regarding the club’s investment instruments.
- The registration count (and therefore revenue) for our races is going down because of the very large number of races that runners can choose from; this reflects the national trend.
- Race shirts during 2017 cost more than in past years.
 - An inventory will be conducted of the race shirts purchased, sold, given away, and remaining.
- People have been doing well at tracking sales (for sales tax), but this doesn’t account for inventory issues.
- It is suggested that RDs should organize their race shirt purchasing schedule to only purchase shirts specifically ordered by runners by a specified date prior to the race to reduce overage.

Nomination Committee—Pete Kresock & Geritt van Loon

- The full slate of recommendations is in place, except for VP of Trails, which is still being sought:
 - President: Denice Cassaro
 - Exec VP: Mickie Saunders-Jauquet

- VP Trails: (Gary McCheyne)
- VP Roads: Alan Lockett
- VP Track: Adam Engst
- Treasurer: Mike Allinger
- Secretary: Nancy Kleinrock
- Members at Large:
 - Sue Aigen
 - Lesa Carter
 - Tonya Engst
 - Emily Funk
 - Rich Heffron
 - Pete Kresock
 - Daniel Longaker
 - Steve Shaum
 - Gerrit Van Loon
 - Scott Wehrwein
- The nominating committee moves to approve the slate as written; approved unanimously with no abstentions.

Vice-President's Reports & Business (6:44)

Trails—Joel Cisne

- The FLRC calendar is set as per the October 2017 minutes.
- Thom B might have new distances: 5K, 13K, 26K, trail marathon—four distances, with different options than those of the past few years.
- Ian's Cayuga 50 will be on Jul 21, the same day as Fillmore 5K (and Vermont 100).

Road—Alan Lockett (Mickie in Alan's absence)

- Bob Talda and Sarah Drumheller will be codirectors of the Winter Chill series.
- Only club members may participate in the Winter Chill (and no entry fee for members); that is, to register for any Winter Chill races requires becoming an FLRC member.
- Both the Skunk 10K and HM will be RRCA New York State Championship races for their respective distances for 2018.
- Mickie will follow up with Gary about organizing a dinner for race directors to encourage sharing of best practices and troubleshooting issues.

Track—Adam Engst

- All is on track for the Jan, Feb, and Mar track meets in Barton Hall.
- Hartshorne:
 - Adam will start sending out notices to past entrants.
 - Adam and Tom H. are working on soliciting sponsorships from Morgan Stanley and Cayuga Medical Center (with Andy Getzin as CMC contact).
 - Adam will create a Facebook page for the Hartshorne Mile, structuring it under the FLRC account.
 - Adam and Tonya will again lead a mile training group on Tuesday evenings at Barton beginning the first week in December.

Committee Reports & Business (7:50)

Membership—Shelly Marino

- Total: 474 with 4 new and 3 renewals in October; 257 individual members and 217 family members.

Programming—Gary McCheyne

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Marketing—Adam Engst

- Sue notes that the Turkey Trot is featured on the front page of today's *Ithaca Journal*, but the article doesn't reference the club aside from the contact info.
- Adam requests new photos for the race flyer.

Web Presence—Maria Costanzo

- Maria would like all race directors to provide her with updates regarding their own webpages; she has the race dates, but needs any other information, including names of codirectors.
- 2018 webpages are up for races through August 2018, but the remainder need to be created.

Equipment—Gary McCheyne

- *Volunteer*—Mickie Sanders-Jauquet

- *Scholarship*—Gerrit Van Loon

- *Board Governance*—?

Good of the Order (7:xx)

7:04: Pete moves to adjourn; seconded; passed unanimously.

Next Board Meeting: *December 13, 2017*