



## **FINGER LAKES RUNNERS CLUB**

### **BOARD OF DIRECTORS MEETING**

January 10, 2018 5:30 pm  
170 Roberts Hall, Cornell University

#### In attendance:

Board members: Sue Aigen, Mike Allinger, Denice Cassaro, Emily Funk, Adam Engst, Tonya Engst, Rich Heffron, Nancy Kleinrock, Pete Kresock, Gary McCheyne, Mickie Sanders-Jauquet, Steve Shaum, Gerrit Van Loon

Club members and guests: Gary Cremeens, Fernando de Aragón

(5:30) Welcome of Board—Introductions and welcoming of new members

(5:35) Review of Meeting Materials; Revisions to the Agenda

- Agenda has been updated, as indicated in this document.

(5:35) Approval of the December Meeting Minutes

- Gary moves to approve the minutes as submitted. Seconded. Approved with 1 abstention.

#### **New Business (5:38)**

##### Ride Share—Gary Cremeens

- Gary works for Cornell Transportation; among his duties is to promote sustainable transportation. The community pays \$18K annually for Zimride (created by Lyft cofounder and Cornell alum John Zimmer).
- Enterprise-owned Zimride is a pay-as-you-arrange rideshare platform largely used by educational institutions. Many students and some faculty/staff use it. People beyond the Cornell (or other local educational institution) community are also permitted to use it. Anyone may post or accept a ride that begins or ends in Tompkins County. People find one another online and arrange rides. Basically, it's a souped-up bulletin board. Gary C. wishes to promote rideshares to/from our races on the Finger Lakes Rideshare Facebook page.
- Finger Lakes Rideshare is a coalition (developed by Fernando de Aragón) for rideshares; Zimride is the software/user interface.
- Gary/Fernando will provide us with a link if we wish to put it on our race registration pages for people to arrange rides to/from a race.
- It is suggested to be sure to include a disclaimer that FLRC is not affiliated with Zimride to avoid any liability.
- It is suggested to run the concept by a lawyer to make sure that we wouldn't incur any liability before agreeing to link to this service.

#### **Unfinished Business (6:00)**

- RD Dinner—Gary McCheyne
  - Fifteen of 30 RDs have replied to Gary's invite/date-time survey.
  - A dinner will be scheduled for February with the goal of sharing best practices and troubleshoot challenges associated with directing a race.

#### **More New Business (6:02)**

Discussion to explore Vicki Brous's proposal to bring Ithaca Eat and Run under FLRC umbrella and opportunities to work with her and New Park on various social and programming events—Mickie Sanders-Jauquet

- With FLRC interested in forming group runs on 1<sup>st</sup> and 3<sup>rd</sup> Saturdays, Vicki would host hers, some starting/finishing at New Park (on NYS Rt. 89) and others particularly associated with places to eat, on 2<sup>nd</sup> and 4<sup>th</sup> Sundays, with \$5/person brunch to follow.
- Vicki is in the process of negotiating access to the Black Diamond Trail from New Park.
- Vicki is very interested in the socializing aspect and drawing in new and nonracer runners.
- Vicki is interested in hosting a midweek run, as well.
- If the club expends programming resources on Ithaca Eat and Run events, Vicki would establish discounts for food purchased from Brous restaurants, such as Ithaca Bakery and Collegetown Bagels.
- The hope is to coordinate group run marketing and have the Ithaca Eat and Run events under the legal umbrella of FLRC.
  - Mickie has sent Vicki the RRCA guidelines as reference.
- Tonya expands on the email thread among board members regarding FLRC group runs: She wishes to begin marketing group runs (initially planned by Shelly to be Saturday mornings on the Black Diamond Trail), but Shelly is out of the country and Megan Powers, a run leader volunteer, can't do runs on Saturdays, but would be happy to lead runs on Sundays. To get marketing materials out there soon, as would be good to do, it is best to make a decision now. Rich suggests making the group runs the same day/time every weekend to help runners know when to expect runs to take place.
- There is also an intention for the club to host a Tour of Tompkins (and beyond) group run series to cover the hot places in the region to run; these would be held on the day opposite of the Black Diamond runs.
- It is suggested that if Shelly doesn't respond to Tonya's email inquiries within one week from now, Tonya will put out materials for Sunday on the Black Diamond Trail.
- Adam moves that FLRC adopt Vicki Brous's Ithaca Eat and Run series as an official FLRC event. Seconded. Unanimous with one abstention.

Request by Quinn Wright of the Finger Lakes Trail Conference—Nancy Kleinrock

- Quinn has requested that the club assist and/or direct a "short" trail race near Bath on July 27 as part of a weekend promoting the FLT.
- Gerrit suggests that Scott Magee would be a better coordinator; Nancy will communicate this to Quinn (and Nancy will further let Quinn know that donation links to the FLTC have been installed on all trail race entry webpages).

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

Financial Report—Mike Allinger

- Mike refers to and discusses the financial statements distributed through email.

Tompkins County Tourism Program Grant Opportunity—Denice Cassaro, as per a suggestion by Maria Costanzo

- Maria highlighted the opportunity to apply for a Tourism marketing and Advertising grant.
  - Pete notes that there is a workshop next Tuesday, Jan 16, 3:00–4:30 pm to learn more.

Update on financing for the Hartshorne Masters Mile—Adam Engst

- Adam applied for and received a \$1000 grant from the Community Foundation to support the even.
- He also secured sponsorships from Cayuga Medical and Morgan Stanley.
- Total grants/sponsorships/donations for the 2018 running of the Hartshorne Masters Mile will be \$6100.
- Adam is ideally hoping to keep the FLRC's contribution to not more than \$1700, as it was in past years.

FLTC "donate" button on trail race registrations—Nancy Kleinrock and Adam Engst

- Per prior FLRC board discussions and the updated Finger Lakes Trail Conference website, there has been an addition of a "donate" button to all the FLRC trail race registration pages. This will provide an easy opportunity for interested runners to help support the upkeep of the trail system.

Update on publicity materials for group runs—Tonya Engst

- Tonya noted that at the upper left-hand corner of the website, "races" are listed; she suggests that "events" should be the header instead.

- Adam will attempt to make this change, but considers that making the change in the interface might be nontrivial from a technical perspective.
- There are ways to put announcements on the front page of the website (specifically, in the newsfeed), and Adam will do this for nonrace events—for group runs, for the annual meeting, for the volunteer picnic, and so forth.
- Adam and Tonya will update the board in March.

Question of keeping people on the Board list who are not currently on the board—Adam Engst

- Adam is wondering about retaining Shelly and Maria on the board list; are there concerns?
- The club has no precedent for this issue, since prior to 2017 due to the revision of the structure of the board as per the 2016-approved bylaws.
- It is determined to alert them that final minutes are distributed once approved.

Field events at track meets—Gerrit Van Loon

- Becca Levenheim requests adding jumps and perhaps other track events to our meets; Becca is a level-one coach, which is the USATF requirement to provide insurance.
- This will be revisited in the future.

Winter Chill 5K Series, as per race report submitted by Bob Talda and Sarah Drumheller

- See race report included as an addendum to the Dec 2017 FLRC board meeting minutes; a few highlights:
  - Number of runners: Preregistered, 54; Day-of-Race, 62; Total, 80.
  - Income: \$170
  - Notable comments: 62 people showed up despite the conditions—all in good spirits and all ready to run. The fact that 61 finished—despite negotiating a car-based registration process, wind, extensive snow drifts and general cold—speaks to the determination of the runners.

New Race Directors:

- Eric Sambolec & David Kania: Super Frosty Loomis
- Sarah Drumheller: Winter Chill 5K Series
- Emily Funk: Tortoise & Hare
- Alex Kleinerman: Finger Lakes 50s
- Daniel Longaker: Monster Marathon
- Pete Kresock: Danby Down & Dirty

### **Vice-President's Reports & Business (7:00)**

Trails—Gary McCheyne

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Road—Alan Lockett

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Track—Adam Engst

- 50–60 middle schoolers from Corning will be at the first track meet, as well as the usual teams. It is sure to be a grand cacophony of runners. See report appended to these minutes.

### **Committee Reports & Business (7:03)**

Membership—Shelly Marino

- Report is pending.

Programming—Gary McCheyne

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Marketing—Adam Engst

- Adam has paper race forms and quarter-sheet calendars; he suggests board members take some and distribute them.

Web Presence—?

- The prior web developer, who is no longer working on web development, has recommended another individual for when we feel the need for major changes.

Equipment—Gary McCheyne

- The new clock should arrive next week.

Volunteer—Mickie Sanders-Jauquet

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Scholarship—Gerrit van Loon

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Governance—?

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At the next board meeting—February 14, 2017—Steve will take notes in Nancy's absence.

Mickie moves to adjourn the meeting at 7:08 pm; seconded. Approved unanimously.

### Good of the Order (7:08)

## Next Board Meeting: February 14, 2018

### Winter Track; January 2018 Meet

Race Name

Winter Track January Meet

Race Date

2018-01-14

Race Director(s)

Adam Engst

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

230, 15, 188

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

\$377

List of Volunteers (Name and email address)

Tonya Engst Carl Franck Zsofia Franck Hal Coghill Brenda Marchewka Jullien Flynn Tom Rishel Scott Wehrwein Aaron Proujansky Bob Talda Ximing Yin Bert Bland Lesley Middleton Lorrie Tily Bob Swizdor Becca Lovenheim Josh Brockner

Notable Performances

FLRC's first indoor track meet of 2018 is in the books, and there were some stunning performances! With 188 runners, attendance was down a bit from previous years, even though the previous day's high school meet was cancelled due to bad weather — the roads were still a bit treacherous and the SAS ATOMS team from Syracuse wasn't able to come. We still had 300 race entries across five events. Running for High Noon, Rich Heffron started the day off with a commanding win in the 5000m, running 16:40 to Jim Derick's 17:13. Not content with a single 5K for the day, Rich then ran down to FLRC's Winter Chill 5K, where he again took first in 19:05, albeit in extremely cold conditions. Claire Mason of Corning-Painted Post West took the women's race in 20:50, besting several of her teammates by almost a minute. Also note that Erin Taylor-Talcott clocked a 24:54 while race walking — that's about 5 minutes off the women's world record. In the 60m, Alex Spicer of Corning-Painted Post West ran a 7.25 for the win, just .3 seconds faster than Jesse Richard's 7.55 — two other men ran under 8 seconds. For the women, Charlie Slusser of Southern Tier SOAR won in 8.70, beating Lillian Jensen of the Candor CSD Club Runners by .29 seconds. Without Leon Atkins of the Auburn Pulsars to continue his historical dominance in the 400m, Alex Spicer picked up his second win, running 53.14 to Keegan Cochran's 54.00 and Lance Jensen's 54.85. Jillian Perrault of the B Team took the women's crown with a 1:05.21, handily finishing ahead of Leah O'Connell of the Candor CSD Club Runners, who came through in 1:08.64. The 1 mile race was the most exciting of the day, given entries from some of the top high school runners in the area. In the final and ninth heat of the day, Dan Gahagan of Corning-Painted Post West led for most of the race, and fended off numerous challenges from brothers Gabe and Aaron Planty of Watkins Glen. Gahagan ran a 4:31, with Gabe Planty

second in 4:32, Groton's Richard Moore a strong third in 4:35, Aaron Planty fourth in 4:40, and Jason Matthewson of Elmira fifth 4:42. But it didn't end there, with the next five runners also under 4:45! Alyssa Walker of the Crusaders won the women's race in 5:25, with Olivia Lovejoy of Elmira second in 5:30. In the middle of the mile, we were pleased to announce the news that Elmira native Molly Huddle set a new American record in the half marathon with a 1:07:25 at the Houson Half Marathon. She broke Deena Kastor's 2006 record of 1:07:34 by 9 seconds, and in the process also set unofficial records for the 10 miles and 20K. Speaking as someone who was once outkicked by a then 17-year-old Molly Huddle in the mile in Barton Hall, it's always great to see her running successes. With six heats of the sprint medley (400-200-200-800) relay, there were a number of good races as well, with the final heat pitting Keegan Cochrane against Corning-Painted Post West's Bryce Derick in the ultimate 800m. They traded leads several times in the four laps, and all eyes were on their furious sprint to the finish, with Cochrane outleaning Derick for the win by just a few hundredths of a second. As always, coordinating a meet with so many runners and so many heats was possible only thanks to the tireless efforts of volunteers. Jullien Flynn managed the essential computer tasks of race day entries, heat changes, and untangling of results with aplomb, with help from Zsofia Franck, who also helped line up young starters in the sprints. Tonya Engst, Becca Lovenheim, and Carl Franck wrangled all the heats, a task made trickier by needing to rearrange heats around the missing SAS ATOMS. Scott Wehrwein was head timer for most of the meet, ably backed by Josh Brockner, who took over running the Time Machine at the end. Aaron Proujansky did backup timing, Bob Swizdor and Hal Coghill recorded finishers, and Brenda Marchewka did a great job managing the lap counter for longer races. Lesley Middleton helped with registration, Lorrie Tily and Ximing Yin helped timed the 60m, Bert Bland and Bob Talda showed up early to help with setup. Thanks to you all!

#### Publicity

We just did the usual publicity of promoting to the FLRC and High Noon lists, and alerting local coaches. Pete also promoted it on Facebook.

#### Weather

The weather was very cold and the road conditions were bad, which definitely reduced attendance — the entire SAS ATOMS team didn't come. Inside Barton was nice!

#### Food

2 dozen bagels and 2 cream cheeses for volunteers, plus some gluten-free bagels for Jullien and vegan cream cheese for Brenda. All the volunteers were happy and we let the kids descend on the leftovers at the end.

#### Awards

No awards.

#### Supplies and Personnel

No, we have it pretty well down.

#### Problems

The SAS ATOMS didn't show, which threw a wrench into our seeding and made the meet run 50 minutes faster than anticipated by the end. In the future, we'll print our master seed sheets at the meet as needed, rather than trying to shuffle everyone in real time on paper. They also didn't seed their runners, which was annoying and slowed me down the night before. The electronic starting pistol starting firing randomly whenever it moved, so we had to fall back on the old starting gun. A couple of runners fell but no one was hurt. Wireless Button #2 is sticking slightly so should be only used for lane-timed races. We had a false start in one heat of the 60m and had to re-run it.

#### Overall Impressions

We received a surprising number of comments from coaches and parents about how smoothly the meet ran, which was good because that meant our shuffling of heats wasn't too confusing. We were able to get results out quickly, thanks to Jullien Flynn, and as far as I could tell, everyone went home happy.

#### Comparison with Last Year

The meet was quite a bit smaller than last year due to the weather. Otherwise, it went more smoothly, partly because of being smaller.

#### Changes

The big thing we discovered is that the belt speaker and headset from the electronic starting pistol worked really well for the head clear of course. The starter used the big handheld PA as necessary for the sprint starts. The new wireless mic for the PA system worked well and I'll recommend to Gary that the club keep it. Doing seeding the night before was helpful, as was posting the seed sheets before the meet. It would have worked even better if we hadn't had to shuffle heats.

#### Next Year

The big change will be to print the master seed sheets after we've made day-of-race changes in the computer. That would save some confusion later on in entering results. I also plan to ask coaches to text or call me if they're not coming so we could scratch their runners.

### **Hartshorne Masters Mile**

#### Race Name

Hartshorne Masters Mile

#### Race Date

2018-01-20

#### Race Director(s)

Adam Engst, with help from Charlie Fay and Tom Hartshorne

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

85 registered, 69 finishers

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

Basically break even

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

Tom Hartshorne Charlie Fay Bruce Roebal James Miner Megan Powers Steve Shaum Nancy Kleinrock Bert Bland Sean Nicholson Joel Cisne Aaron Proujansky Herb Engman

#### Notable Performances

Men Elite 40s Mark Williams of Columbia, NJ led from the start and held off challenges from Dave Welsh of Haddon Twp., NJ (second) and Scott Weeks of Groton (third) to win in 4:31.81. Women Elite 40s Sascha Scott of Syracuse ran away from the field for her third-straight Hartshorne win in 4:59.05, less than half a second slower than last year's winning time. Christy Peterson of North Wales, PA was second and Dianne DeOliveira of Brick, NJ was third. Men Elite 50s Kent Lemme of Pittsfield, MA defended his title from 2017 in 4:42.76, also about a half-second slower than his 2017 win. Second and third places repeated from 2017 as well, with Mike Nier of Rochester, NY taking second and Stuart Galloway of Fonthill, Ontario in third. Running in his first elite 50s race, Ithaca's Alex Colvin came through in fourth, improving on last year's time by 7 seconds. Women Elite 50s Running down with the elite 40s for more competition, Alisa Harvey wasn't able to match her 2017 time but still won the division easily in 5:26.44. In the actual elite 50s race, Anne Shafer-Nolan of McDonough, NY was first in 6:06.67, with Mary Swan of Jamesville, NY and 66-year-old Coreen Steinbach of Pompey, NY second and third. Men Section 1 This race proved one of the most exciting of the day, with 44-year-old Scott Dawson of Trumansburg running off the shoulder of Groton's Keith Eggleston (58) for most of the race before throwing down an impressive kick to win in 5:23.91. Eggleston was second in 5:31.32, and third place went to Jean-Luc Jannink of Ithaca, who also made up numerous places in the last lap. Men Section 2 Another kick for the win came from Steve Vanek of Ithaca, 46, who blazed through his final lap to hit 5:58.88 and to beat 62-year-old Mark Rybinski of Manlius, NY and High Noon alum Rod Garratt of Santa Barbara, CA, 54. Ithaca native Caleb Rossiter, 66, was fourth in his 25th — and last, he claims — Hartshorne Masters Mile. Men Section 3 Ithaca newcomer Joel Leff, 67, and 64-year-old Ken Hodges, also of Ithaca, battled to the wire in this heat, with Leff outlining Hodges by 7 hundredths of a second in 6:25.85. (The race was timed by Leone Timing with fully automatic timing, so we really do have accuracy to the hundredths of a second). Third place went

to Jack Salisbury of Tully, NY. Honorable mention to David Keifer (71) and Jim Miner (69), both of Dryden, who placed eighth and ninth, but were the oldest runners in the heat. Men Section 4 71-year-old Joe Reynolds of Newfield, a fixture at FLRC races for decades, powered through 8 laps to win handily in 8:49.92. He beat Harland Bigelow of Lisle, 73, and John Saylor of Brooktondale, 71. But the most exciting part of this race was when 93-year-old Dixon Hemphill of Fairfax Station, VA, outkicked 89-year-old Richard Sullivan of Buffalo, NY in the final 60 meters. Women Section 1 Kim Jackson of Cortland, 49, led the entire race, winning in 6:47.95, trailed closely the entire time by Newfield's Christine Reynolds, 47. The next four places were decided in the final 100 meters, with Louise Mahar of Ithaca, in third, Amy Dawson of Trumansburg in fourth, Tonya Engst of Ithaca in fifth (separated by less than 2 seconds), and Lorrie Tily of Locke in sixth. Women Section 2 Jane Leff of Ithaca, 67, running her first Hartshorne, ran away with this race, beating the Buffalo area Belle Watling team in 10:26.54. Sandy Baling of Tonawanda, NY (71) was second, Christa Maier of Williamsville, NY (77) was third, and at 83 years of age, Edna Hyer of South Wales, NY was fourth in her 22nd Hartshorne Masters Mile.

#### Publicity

We ran an ad in National Masters News. Our post-race survey will be determining if it did any good. We also sent 5 email messages to all previous competitors (275 people) to encourage them to come.

#### Weather

Entirely reasonable, so it wasn't a factor in travel to the race.

#### Food

We had a banquet after the race, attended by about 50 people. There was no food at the race.

#### Awards

Elite Sections (M40, W40, M50, W50) Cash awards were made to the top five elite men and women based on age-graded performance on the following schedule: 1st place \$450, 2nd place \$300, 3rd place \$150, 4th place \$100, 5th place \$50. The top three finishers in each race also received commemorative medals. Sections I, II, III (Combined Ages) Winners in 5-year age group categories (40 and up) received awards based on age-graded performance. These awards were 3-inch gold chocolate medals that people could keep or eat (they're a great way of doing awards). We also gave copies of "The Perfect Mile" book to the winners of the section heats. Women Newcomers In honor of long-time Ithaca running advocate Diane Sherrer's contributions to women's running and to encourage more women to give the track a try, we gave up to 10 cash awards for the top age-graded performances of women who make this their Hartshorne debut. Only 2 women were new, unfortunately, so they split the \$200, as donor Lennie Tucker requested.

#### Supplies and Personnel

We had everything we needed.

#### Problems

The only real problems we had were with printing the results for the banquet, which came out too small for easy reading, and with displaying the video of the races at the banquet. That was because we were given an 11 GB video file in an odd format that played poorly. We've also had trouble getting the edited videos in a useful format. We navigated a slight conflict with the two 60m hurdles heats for the heptathlon competitors in Cornell's meet easily.

#### Overall Impressions

Frankly, it all went swimmingly, and we've gotten nothing but compliments from runners.

#### Comparison with Last Year

The race was quite a bit smaller in terms of number of participants, but last year was the 50th anniversary, which helped, and there was uncertainty until October caused by the shift in race directors from Tom Hartshorne to Adam Engst. We also stopped comping elite entries and hotel, which significantly helped the budget, and acquired \$3000 in corporate sponsorships and grants, which enabled us to increase the prize money while still breaking even on the budget.

#### Changes

We did more pre-race promotion via email this year, and I think that was helpful. Raising the prize money might or might not have made any difference — we'll learn that from our post-race survey too. The special awards to attract women to run the race didn't seem to work either, which was disappointing.

#### Next Year

The main thing I want to change for next year is importing results from Excel rather than retyping them. That should make it easier to get results more quickly. There will be some work in getting our spreadsheets ready for that. We're also thinking about adding a team competition to encourage runners to bring their friends. We could pretty easily double the number of runners without even affecting the number of heats. We're also pondering putting the Women's Section 2 and Men's Section 4 heats together, since that's the oldest runners, and they are quite competitive with one another in terms of times.