



## FINGER LAKES RUNNERS CLUB

### BOARD OF DIRECTORS MEETING

July 10, 2019 5:30 pm  
170 Roberts Hall , Cornell University

In attendance:

Board members: Sue Aigen, Mike Allinger, Emily Funk, Denice Cassaro, Pete Dady, Jullien Flynn, Nancy Kleinrock, Steve Shaum, Gerrit Van Loon, Bill Watson  
Club members and guests:

(5:34) Welcome of Board

(5:34) Review of Meeting Materials; Revisions to the Agenda

(5:50) Approval of the May Meeting Minutes

- Mike Allinger moves to approve the May minutes with the correction of one instance of Jullien's name; seconded. Approved with 6 votes and 3 abstentions.

#### **New Business (5:35)**

- **Race Directors' use of FLRC races and materials on other websites (Steve)**
  - One FLRC race director (Alex Kleinerman—congrats on the birth her and John's new baby Kai!) is promoting the FLRC races she directs (Skunk Cabbage and FL50s) on her new for-profit race-directing company's website: <http://awesomeintoenergy.com>.
    - It lists these races, as well as races she directs for other organizations (Gorges HM, Cayuga Lake Tri, and others), as her races. The AIE website does not distinguish them by sponsoring organization and also uses uncredited photos from those races.
    - Moreover, promotion of her new event, the Hammond Relays (Aug 31, 2019 at Hammond Hill: 50-mile four-person-team relay or 25-mile solo), uses FL50s photos on its Ultrasignup and AIE pages.
  - Discussion of appropriateness:
    - It is concerning that FLRC photos are being used without our (or photographers') permission.
    - It is concerning that she is not being transparent about the organizations that sponsor the races.
  - Denice and/or Sue will have a conversation with Alex about the issue and arrive at a suitable and transparent outcome.
- **Sign up for the annual picnic**
  - The club's volunteer picnic will take place August 24, 2019, 4–7 pm at Buttermilk Falls Upper Level Pavilion. <https://www.webscorer.com/register?raceid=186970>
  - Friends and family are invited to participate.
- **Daniel Longaker resigning from the board**
  - Daniel, who is now pursuing an advanced degree and hasn't been able to devote the necessary attention to being on the FLRC board, today submitted his resignation; he will, however, direct the Monster Marathon/HM.

- **Board meeting minutes:**
  - Nancy will be away for work during the September 2019 board meeting; Emily will take minutes.

### Current Events Reports & Business (5:52)

- **Financial Report (Mike)**
  - Mike discusses the provided financial report.
  - Two CDs have been purchased from the checking account, as previously approved.
  - All charitable contributions for 2019 have been made.
  - The finance committee will be meeting with Paul Sypher, certified financial planner, to discuss investment options (Aug 6, 2019, 5 pm).

### Vice-President's Reports & Business (6:00)

- **Trails**
  - **Finger Lakes 50s (Steve)**
    - Sequentially, there was copious heat, humidity, rain, and mud.
    - The race went well, although about a dozen runners went off course (doing South Beach twice)—the course was well marked, however.
    - Certain aid stations ran out of water, soda, and/or food.
    - After her water breaking at packet pickup, Alex (and John and Wolf) went home; she had the baby at 12:46 am race day.
    - Steve took over as day-of-race director.
    - Steve has passed along suggestions for future years to Alex.
    - 263 runners started; 237 runners finished (26 in the 50 mile, 140 in the 50K (despite roughly equal number of 50 mile/50K starters), 71 in the 25K).
    - The National Forest is amenable to increasing the number of runners in the race to 350.
    - The National Forest will replace the damaged bridge before the end of summer 2019, returning the race to the course used 2010–2018 in upcoming years.
  - **Forge the Gorgeous:** The start time has not yet been established on the website.
    - Pete Dady will discuss this with Jessica Kerns later this evening.
- **Road**
  - **Women's Distance Festival and Fillmore timing (Adam, via email):** Dave Kania will be head timer for WDF, and Adam has given him the necessary gear and connected him with Sue and Denice. Adam should be back for Fillmore, and timing volunteers are lined up and that's been communicated with Lorrie.
- **Track**—Adam Engst (via email)
  - **June track meet:** Thanks in large part to the Ithaca Youth Bureau bringing 65 kids, there were a record number of runners (153). The meet went longer than expected because of this; the 4x400m relay at the end had to be canceled because of lack of light (but there was a 4x100m relay earlier in the evening). Thanks to SOAR (providing volunteers, their USATF insurance, and paying Lansing for extra setup), we also had "practice" field events for long jump and shot put. They were popular, and will again take place in July, although field events can't appear in FLRC results because the meet isn't a USATF-sanctioned event. A full race report was appended to the May 2019 minutes.
  - **July track meet:** This will take place the week after Adam and Tonya return from vacation. No problems are anticipated, although Adam needs to connect with Gary to retrieve gear diverted to the FL50s.
  - **Hartshorne 2020:** Adam confirmed the date with Cornell (January 25, 2020, a week later than normal) and sent out the first marketing message to past runners. He also created the race page in WordPress, but has not yet set up registration (that usually happens in October).

## Committee Reports & Business (6:15)

- **Membership**—Adam Engst (unable to attend meeting)
- **Programming**—Gary McCheyne (unable to attend meeting)
- **Marketing**—Tonya Engst (unable to attend meeting)
- **Equipment**—Gary McCheyne (unable to attend meeting)
- **Volunteer**—Mickie Sanders-Jauquet (unable to attend meeting)
- **Scholarship**—Jullien Flynn
  - Two people were selected to receive the awards: one from Ithaca High and the other from a rural high school.
  - There was some discussion on the committee about wanting to increase the amount of money for the scholarship to provide one more award.
  - Might the “big donation” be sufficient to endow a scholarship?
    - Mike will discuss the potential of establishing an endowment for scholarship or to provide a grant to groups/schools in need (e.g., uniforms).
- **Website**—Adam Engst (unable to attend meeting)
  - The website developer made a variety of small changes to improve accessibility of the FLRC website, as the board had requested.

## Good of the Order (6:29)

- Bill moves to adjourn the meeting; seconded. Approved unanimously.

## Future Board Meetings for 2019:

August 14  
September 11  
October 9  
November 13  
December 11

## **FOREST FROLIC RACE REPORT**

Race Date:  
2019-08-03

Next Year's Date:

Race Director(s):  
Michael Stone / Pete Dady

Number of Runners (Preregistered, Day-of-Race, and Total):  
124 Preregister, 14 Day of Race registrations, 120 Starters

Race Income (Preregistered + Day-of-Race = Total):  
\$1,425 Preregistered + \$280 Day-of-Race + \$6 donation = \$1,711

List of Volunteers (Name, email address—one per line):  
Audrey Balander - audreybalander@gmail.com Nancy Kleinrock - nk33@cornell.edu Rebecca Stone – rodmanrunner@gmail.com Gerrit Van Loon - gvanloon@twcny.rr.com Adam Engst – ace@tidbits.com Steve Shaum - slshaum@hotmail.com Rick Mazzeo - ricmaz31@msn.com Alexis Mazzeo Wilderness Search & Rescue Team Bob Squire – bob.squire@gmail.com

## RACE EVALUATION

Notable Performances:

First Finishers 15k, Micah Russell (M) age 38, from Warren Center PA 1:07:29 15k, Emily Funk (F) age 20 from Ithaca, NY 1:21:45 7k, Rob Kaplan (M) age 42 from Trumansburg, NY 37:12 7k Tonya Engst (F) age 51 from Ithaca, NY 48:43 Also.. 7k, McKenzie Leonard (F) AGE 7 from Dryden, NY 49:04 ran with her grandfather Charles Leonard age 64 7k Robert Kern (M) age 75 of Hornby, NY was oldest finisher at 57:48 15k Rick Mazzeo (M) age 66 of Skaneateles, NY was oldest finisher at 1:39:31

#### Publicity:

Pre event publicity on facebook groups and various email list-servers. Additional publicity is unlikely to have an impact on numbers.

#### Weather:

72 at start, rising to 78 by 11 am. Sunny with light breeze. Light rain day before to soften up trails. Creeks were low/dry with minimal mud.

#### Food:

We had just the right amount of food and beverage. No major overage, no shortage. The few leftover items used as prizes / and volunteer thank you. Snacks - 3 Chips, 2 pretzels, 1 jar each PB&J, 2 loafs bread 14# bananas, 3 watermelon, 2 pineapple, 4# grapes, 6 packages cookies. 3 (2qt) lemonade. Leftover – 1 chip, 1 loaf bread, 1 watermelon 1 lemonade, 2# bananas and ½ of the PB&J Chip and lemonade would likely have been consumed if it had been put out. Pineapple was very popular. Watermelon and lemonade used as prizes. Beverage - 90 cans beer, about 90 cans soda. 12 of 18 cans Michelob ultra left over. 5 cans diet coke left over. Bud light Grapefruit was popular.

#### Awards:

Purchased and awarded special beers, ciders, soda, or insulated water bottles to top finisher in 4 age categories, (M/F, 15k & 7k, 4 age groups) 16 total prizes. Plus a "last finisher" award

#### Supplies and Personnel:

No issues with equipment or personnel. Plastic directional arrows and "wrong way" signs in hot pink or lime green with FLRC logo would be helpful. The black arrow on dark red background blends in with the snowmobile trail markings. They do not stand out as "Race" markings.

#### Problems:

Had a few runners miss turns due to lack of experience, inattention or failure to get familiarized with the course. Discussed where their errors occurred and it appears that the course was well marked at the locations discussed. Two large color maps were provided before race and thorough discussion of marking system was presented at start. We are looking at emailing a course map, with marking descriptions, intersection instructions etc. prior to race and including information on the registration page. We had one fall that resulted in a laceration to a knee. #61, Mike Pelzel Poklemba of Geneva, NY mikepoklemba@yahoo.com 607.624.7213 Gary & Denise of Wilderness S&R cleaned up wound and applied bandage. Recommended that he go to hospital for stitches. I have reached out, but have not received a response as to the outcome.

#### Overall Impressions:

Event went very well this year. Could have used a couple more volunteers, as many of the volunteers ran the race, and were only available before/after their runs. A vast majority of the runners stayed until the very last runner came across the line. The nice temperatures and cool beverages and good snacks turned the run into a nice social event.

#### LOOKING BACK AND FORWARD

##### Comparison with Last Year:

Numbers were down from previous years. The fun quotient seemed to be much better this year. Course markings were better this year. Overall, this event has been basically the same as the previous years.

##### Changes:

We added arrow and wrong way signs, plus used hot pink for all markings. The hot pink was more visible and wrong way signs worked better than putting caution tape across the wrong trail.

Next Year:

We are looking to provide more substantial "Rustic" award made from laser cut steel or CNC engraved wood slab. Have been working with local high schools to produce the awards with supplied materials. We would also like to obtain taller wire flags with larger flag for trail marking to stand above the vegetation. Additional arrow / wrong way signage in a uniform color (Hot pionk / lime green). Having signage and flags printed with FLRC loge would indicate that the marking is for an event. Hot pink and lime green are colors not commonly used for snowmobile / logging operations and would stand out better. Current flagging and arrows blend in with logging operations / snowmobile/atv trail signs.