



FINGER LAKES RUNNERS CLUB

BOARD OF DIRECTORS MEETING

April 10, 2019 5:30 pm

Kennedy 101, Cornell University

In attendance:

Board members: Sue Aigen, Mike Allinger, Lesa Carter, Peter Dady, Adam Engst, Tonya Engst, Charlie Fay, Jullien Flynn, Emily Funk, Pete Kresock, Gary McCheyne, Mickie Sanders-Jauquet, Steve Shaum, Gerrit Van Loon, Bill Watson

Club members and guests: Kyle Reynolds

(5:30) Welcome of Board

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

(5:35) Approval of the February Meeting Minutes

- Typing error on page four under Website, first bullet “yes or now” needs to be change to “yes or no”
- Replace 2018 Frosty Loomis Race with the 2019 race report
 - Nancy will make both of these corrections
- Motion to approve minutes with the changes mentioned above by Michael A., seconded
- Approved,13; Abstained, 2

New Business (5:40)

- **Approval of and signing of FLRC Conflict of Interest form (Sue)**
 - Board members signed their form, submitted to Steve and he will produce a PDF and email it to Adam so he can put them into an online document.
- **Annual Meeting review (Emily)**
 - Possibly don't do it again on Sunday; they've been on Saturday in the past and had better attendance
 - 56 in attendance – have had 100-110 in the past; weather might have also been a factor for lower attendance
 - Promotion was about the same as in the past with emails and Facebook – seems as though some people got invites and some didn't; did do an email invite through RunSignup
 - Some thought Magician might have been inappropriate; magician apologized to Gerrit after the event
 - Tonya commented that it would have been nice to have a speaker with a topic around running since that's what our club is about
- **Annual Meeting Cost/Benefit/Attendance analysis for future consideration (Mike)**
 - Celebrations expense for 2019 annual meeting = \$3,652.10 with 20 registrations through Webscorer (\$200)
 - Celebrations expense for 2016 annual meeting = \$3,770.10 - with registrations through Eventbrite (\$495) plus \$449 = \$944 total collected
 - Celebrations for 2013 annual meeting = \$3,430.83
 - In the past, Joe's (H&J Hospitality) 2018 annual meeting = \$1,379.00 with 47 registrations through Webscorer - no money collected

- Joe's (H&J Hospitality) 2017 annual meeting = \$1,176.00 - N/A registrations through Webscorer
- Joe's (H&J Hospitality) 2015 annual meeting = \$1,104.00
- Joe's (H&J Hospitality) 2014 annual meeting = \$924.00
- Budget for this year was for an estimate of 100 people attending @ \$22 each or \$2,200 for food and venue. There was another \$670 budgeted for postage, awards, supplies, printing and outside services. A total of \$2,870 was budgeted for the event. Between Celebrations and the entertainment we spent \$4,152. By comparison we had a budget of \$1,905 in 2018 and the food and venue came to \$1,379.
- The issue was that we possibly used 2018 budget amount at Joe's rather than looking back to 2016 when we last had the annual meeting at Celebrations.
- There was a comment from several about possibly looking at other venues closer to town and less expensive (The Space was one example).

- **FLRC photography project idea**

Hello. My name is Kyle Reynolds. I am an area runner, photographer, and writer. I often work on projects that combine my passion for running with my love of photography. There is a project I have been envisioning for a while now and I wanted to get in touch with you to see what your thoughts are on it. I have run a few of your events in the past and I always enjoy them and appreciate the work you do. I have run Skunk Cabbage half twice and am registered for my third this year. I have run Tortoise and the Hare twice. I have also run Finger Lakes 50's 25k, and this year I am registered for my first 50 miler at the Finger Lakes 50's. I have created a lot of running related photography from race events to my own running adventures. I have provided race photography of runners running an event and I have photographed and shot video of races while I have been running them.

The project I have been envisioning for a while now is to run all of or at least as many of the Finger Lakes Running Club trail series as possible and create photography and video content of me running the race and then write about each event incorporating the photography and video. Then write a separate piece about the entire experience of running the whole trail series. My initial conception of this idea had me running the longest distances possible at all the race events that had multiple distances to see how many miles I could rack up on your stone head/pebble head list.

Then I also began to think that I could participate in each event as a runner and also shoot some more traditional photography of the runners running in the race if I ran the shorter options at the multiple distance events. Since most of the events with multiple distances have an earlier start time for the longest course I could get out on the course and do some photography work and then return to start my distance of the race event at the appropriate time and still record video and photography of myself running the event as well. Initially I was intrigued by the idea of seeing how many miles I could rack up while doing this project and recording my adventures running all the longest distances but now I think I am possibly more excited by the idea of combining traditional photography with also running the races and capturing footage that way if I run the shorter versions of each race. I wanted to reach out to you to see what you thought of this idea. Would you be interested in collaborating on this project with me? Are you supportive of such an idea?

I would like to conduct this project in either 2019 or 2020.

I look forward to hearing from you and working with you on this project. Thank you for your time.

Sincerely, Kyle Reynolds

Discussion:

- Kyle is looking for financial support for his photography project mentioned above, which he would rather have an agreement that is supporting him throughout the year rather than on a per-project basis; board needs some kind of financial figures to make a reasonable decision; Kyle mentioned a possible monthly fee throughout the year.
- Video and photography could be published in local publications/newspapers
- He wants to run the races and photograph the event during and after he finishes
- Gary asked if it was possible for Kyle to come to some events for a fee and provide photos to

- runners for free or a small fee – Kyle agreed this is possible
- Tonya urges that Kyle draw up a proposal and work with the marketing committee for possible plans, and suggested we should see some of his past work – he provided Tonya with his business card with website info
- Peter D. asked if this is a project for FLRC or the community? Kyle will clarify in his proposal
- **Ron Cunningham – dog bite issue (Adam):**
 - Ron was bitten by a dog in March and took the owner to court
 - Adam proposed idea to write a letter to submit to NY assembly addressing possible changes to law
 - Steve suggested to have a letter with a petition to have people sign so the letter has some significant impact with x number of signatures to support the cause
 - Gerrit proposes to have Adam draft a letter in support of change to the NY state dog bite law and pass draft by the board for approval and submit to community for signatures. This is being voted pre-approval of written letter due to possible time constraints of submission of letter to NY. If there isn't a time constraint, Adam will bring draft to next board meeting; seconded
 - Approved, 15

Current Events Reports & Business (6:00)

- **Financial Report – Mike**
 - Mike reported on finances of club
 - Skunk revenue was down and attendance was down; about \$5,000 to \$7,000 less than last year and will be charged by Cornell for facilities
 - Membership revenue is slightly up from last year
 - From the finance committee, Sue proposes to move \$20,000 into various CDs and another \$20,000 into the existing investment account; seconded
 - Approved, 13, Abstained, 2
 - Peter D. moves to have the finance committee look into more social responsible investments for the board to consider; seconded
 - Approved, 14; Abstained, 1
 - From the finance committee, Sue proposes to increase the scholarship fund budget line by \$4,000; the motion was retracted based on past discussions and what is currently in the budget
 - Aids Ride for Life – FLRC has been invited to have a table for \$40 at the Wellness Fair on Friday, September 6; Tonya and possibly Mickie would work the table; expense will come from the Marketing committee budget
- **Program Committee**
 - Review of Kristine Newhall talk on February 24 about gender (Tonya):
 - Tonya mentioned that Adam suggested to complete a race report form for the event; about 45 in attendance; The Space was good to work with
 - Tonya has questions about how we move forward with this topic as a board and will possibly bring up the topic again in the future
 - Tonya thought there was a disclaimer in Webscorer for another local race that mentioned the choices of gender in registration is limited due to Webscorer's process. Adam will take a look at the wording and possibly implement it into our Membership and race registration forms.
- **General discussion for the “substantial donation” that has been promised to the club by an anonymous donor (Sue)**
 - Ideas
 - Support of track meets, especially for our youth and the community
 - Starting a youth running program
 - Provide opportunities for kids and adults to run/train simultaneously in a safe and supervised environment
 - Promote youth running from the ground up, whether as a paid position through FLRC or as a large donation to the Ithaca Youth Bureau to develop a program
 - A wood chipped 400 m track, which might entail a donation of land; the suggestion includes a track, a storage unit, and pavilion

- item was tabled for future discussion
- **Recent Races**
 - **Skunk Cabbage Classic – comments submitted by Alex Kleinerman:**
 - The weather was fantastic! Great turnout of volunteers. We were able to improve the safety of our runners by greater involvement of CU police support and increased number of bikers for the ½ Marathon. The bikers for the 10K worked out very well.
 - Overall number of runners was down this year. (Reasons could be due to the memory of last year's three weather type conditions and the cold/icy conditions of this year's winter conditions making training a challenge for some runners, especially for ½ marathon). 363 for the 10k and 452 for the half this year, 348 runners/walkers in the 10k and 625 runners in the half marathon last year. Actual registrations, we are still gathering.
 - Discussion: weather was much better this year vs. last year

Vice-President's Reports & Business (6:25)

Trails – Gary McCheyne

- Thom B is coming up
- Pete K. reports that there is a FL50s planning meeting is coming up soon

Road—Alan Lockett

- No report

Track—Adam Engst

- Moving the July meet from the 16th to the 23rd and has updated website and posters
- IHS has approved the opening of their track from 5-7am starting now; track will be under construction during the summer so will be unavailable during those dates; have to be a club member to use the high school track
- **FLRC Family Running Program (Adam);** Excerpts from Adam's proposal:
 - The FLRC Family Running Program is designed to provide structured workouts for adults and children separately but simultaneously. This is quite different from other youth running programs in the area.
 - Multiple workout groups may be created to serve children of different ages.
 - The workouts will vary by season and the desires of the participants but will be designed by a volunteer coach for both adults and children. Every group must have a coach, but the coach doesn't have to be present at every workout.
 - Children must always be accompanied by at least one adult, and preferably two. At least one adult working with the children should carry a cell phone, and at least one adult present at the workout should have a First Aid kit.
 - Coaches will be considered equivalent to race directors with regard to the FLRC policy of providing free race entry to race directors and major volunteers.
 - Ideally, coaches would have RRCA or USATF certification, but such certification is not necessary.
 - Workout schedules and locations will vary depending on the type of workout and available venues and will be determined by the participants.
 - Workout groups may set specific sessions or run on a regular ongoing schedule as desired by the participants.
 - Participation in FLRC's Family Running Program is free, but is limited to club members.
 - All participants must sign an annual waiver via Webscorer, and parents must sign up children through the same Webscorer registration.
 - A parent or responsible adult must accompany all children to all workouts—this is not drop-off daycare! Adults without children are always welcome.
 - An FLRC board member must act as the liaison between the board and the workout groups so there's board awareness of what's happening in the program.
 - Adam proposes to start promoting program based on the outline above; Discussion: we need the program to be an FLRC event for insurance coverage, the purpose of the coaches is to develop programs for participants, discussion of paying the coach – we can't pay coach unless the coach has their own insurance coverage based on RRCA policies, RRCA does provide coach insurance; seconded
 - Approved, 15

Committee Reports & Business (7:10)

Membership -- Adam Engst

- Memberships: 319 (family, individual, etc.)
- Total: 613 individuals

Programming – Gary McCheyne

- No report

Marketing --- Tonya Engst

- Tonya looked over the past retreat notes to look for inspiration for marketing goals to move forward; she would like to have a marketing committee meeting to discuss goals, plans, ideas and put out content to the board/community
- Tonya would like to provide marketing support to some of the upcoming races

Equipment – Gary McCheyne

- No report

Volunteer -- Mickie Sanders-Jauquet

- Race directors please submit volunteer list with emails – Adam will look into the Google form
- Do we provide gifts for volunteers at annual picnic? Possibly socks?!

Scholarship – Jullien Flynn

- Has had communication with Lorrie; notices for nominations have gone out

Website – Adam Engst

- Accessibility issues are still being discussed

Good of the Order (7:15)

- End Meeting: Gary moves, seconded
- Approved, 15

Future Board Meetings for 2019:

May 8
June 12
July 10
August 14
September 11
October 9
November 13
December 11