



FINGER LAKES RUNNERS CLUB

BOARD OF DIRECTORS MEETING

September 11, 2019 5:30 pm

170 Roberts Hall , Cornell University

In attendance:

Board members: Mike Allinger, Mickie, Gary McCheyne, Sue Aigen, Steve Shaum, Adam Engst, Emily Funk, Pete Dady, Julienne, Tonya Engst, Bill, Gerrit

Club members and guests: Jason

Absent:

(5:30) Welcome of Board

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

(5:35) Approval of the August Meeting Minutes

Adam moves to accept the August minutes. Gary seconds

Approve – 8

Abstain – 3

New Business (5:40)

- **Greek Peak Hops & Swaps Race** – should FLRC offer timing services? – Adam
The Greek Peak Hops & Swaps is a 5k and 1k point to point race. The organizers expect about 2000 people at the event but are not sure how many will run the race (maybe ~100). Adam suggested that the race organizers hire Happily Running timing for the race, but Vinny is out of town that weekend, and in turn, he asked Adam to time the race. The race organizers offered to raise the entrance fee in order to pay FLRC to time the race; however, FLRC is not a timing company. We should not time some races for profit and other races on volunteer basis. If the race is willing to pay for timing, why not hire a timing company? The problem is that not many timing companies exist and they are all busy.

We could get club advertising by timing the race. Give 2020 race calendars out to all the participants. We could suggest Greek Peak makes a donation to the club. Helping Greek Peak could prove useful if we ever want to move Monster back to the old course. But, we do not want to co-brand with the race. Alex Kleinerman is the on-site race director, so we know it will be well organized.

Do we care if the group putting on the race and asking for our timing services is doing it for profit or not? Yes, we should care and don't think we should offer timing services to for-profit races – Mickie. In the past, we've only timed non-profit races. We turned down Island Fitness when they asked for our timing services for a for-profit race. This race is for-profit for Greek Peak, but we

don't know exactly how they plan to use the money. This time, maybe we should do the neighborly thing and help Greek Peak out but not make it a club policy – Sue. Our club mission is to promote running in the community, so timing for-profit vs non-profit races may not really matter.

Adam is happy to go time the race and doesn't have to be associated with FLRC. But, is it ok to use the FLRC big clock? Gary is also planning on volunteering at the race.

- **Review club policy on lending equipment – Adam**

Adam would like to update the equipment lending policy, so we can lend equipment to anyone on the timing team even if they are not on the board. The timing team is a small group of 7 people. Gary's concern is with extending the policy too much and over-booking the equipment. The scheduling and keeping track of what gear and where would need to be maintained. But, if someone on the timing team needs to use the equipment to time a scheduled race, that would be ok. Sue's concern is with equipment getting lost as it has in the past. There needs to be accountability for the equipment. Adam – In the past, the equipment was lent out to individual race organizers. There should always be an equipment baby-sitter from the timing team.

If we have an events more than we have timing equipment, then how do we decide which race time? Club races get priority, then on a first come, first serve basis.

Adam motions to amend club equipment lending policy to include members of the timing team in addition to board members with the approval of the leader of the timing team.

- Pete Dady seconded
- In favor – 12

- **“Skid Row Marathon” movie – Adam**

Movie showing for one night on Oct 14. Adam suggests that we promote to go as a club. Nothing formal, but to just put it out there that we, as a club, are going to see the movie. Advertise it like you would if you were going to post a group run. Send out the information on the list serve. We could put it on the facebook page – ask Pete Kresock.

- **Substitute Secretary needed for Oct meeting**

Nancy, Sue, and Denice are all absent on October 9. We could wither move the meeting to the 2nd or the 16th or have someone sub in to run the meeting (Adam volunteered) and take minutes. Most people cannot make it on the 16th. Steve thinks the room should be available on Oct 2nd. Gary asked whether we needed to hold an October meeting. Yes, we should have an October meeting because we have races coming up and will want to vote on the anonymous donation.

We decided to move the October meeting to Wednesday, October 2, Steve's birthday. Cake?

Current Events Reports & Business (6:00)

- **Financial Report - Mike**

All recent races are closed out and all made money. Outstanding race include the Monster, Danby Down and Dirty, and Ithaca 5 & 10.

Our net revenue is less than last year even though our assets are higher than last year. Why? Race registrations are down this year. We spend a lot on shirt this year compared to last. Does the shirts line item include the socks? Because Gary doesn't have a lot of left over shirts in the storage unit.

Why is our "other contributions" line item is doubled from last year? These are our donations. It's possible that we were behind on our donations from last year, and this year, we paid our donations in advance so as not to forget.

- **Follow up on gift to FLRC – Mike/ Adam**

Mike and Adam had a meeting with the anonymous donor earlier in the month. The donation amount is \$500,000.

Two realistic ideas:

- 1) Build a public track

- Adam called a company about putting in a track. The material costs a couple hundred thousand dollars. We would need an architect to lay out plans and would need to do site preparation. In theory, a low-end track would cost half a million dollars. But, in reality, everything will cost more. It would require FLRC to run a construction project assuming we get buy in from the municipality. And, all the donation money would be spent in one fell swoop.

- 2) Use the money as an endowment

- We could have the money invested in a charitable trust, which would provide \$24,000 per year. This money could be used for mini-grants to schools/clubs/organizations for running programs and events. Also, the donor doesn't want the Hartshorne Master's Mile to do without. We would not own the charitable trust, and if the club disintegrated, the money would revert back to the estate.
- The use of the endowment cannot be restricted. The money has to be for the board to decide what to do with. We don't want to commit to something we've never done before. What if in a couple of years, the mini-grant program turns out not to be working. When, we set up the endowment, should we give examples on how we'll use the money to promote running? Mickie – no, we want it to be as vague as possible, so we don't tie our hands. The one stipulation is that some of the money be used to support the Hartshorne.
- The endowment makes the most sense for the donation. It is well within our capabilities to manage.
- Tonya – Something to keep in mind for the future is to have the grantees report on how the money was used and whether the mini-grant was successful. We will have to set up a mini-grant committee similar to the scholarship committee.
- Regarding timing, the donation will be made in early November. Adam wants to be able to tell the donor yes, the board is on board with the donation/endowment, the next time he meets with him. Adam will ask the donor what the next step is in his perspective. And, he will need to draw up documentation for us to go over. We will have our lawyer, Chuck Guttman, look through the paperwork. Sue will email Chuck Guttman to ask if he's available and willing to help. He hasn't charged us in the past for his time and advice, but in this case, we will likely pay him.

Gary motions to accept the potential donation as offered.

- Seconded: Julienne
- Accept – 12

- **Trails** – Gary: Monster and Danby are coming up.
Adam – Forge went well. It happened at same time as Fillmore Days, but it was a bit chaotic. There was a lot going on and not much parking. Laurie and Chris are taking over as race directors next year, and are going to put it back on Thursday night.
- **Road** – Gary: Ithaca 5&10 is this Sunday. Volunteers are coming in slowly. Ithaca College is bringing 20 students and think Cornell will do the same, so course marshals are taken care of. The police will be there. Someone from a radio station, Karen, is coming to do the announcing. Gary used radio ads to advertise this year. We have 186 registrations as of now (2 fewer than last year). The Airport 5k is the day before and a 5k is happening in Cass Park on the same day. Last year, pre-registration was 281. The start time for both races is 9:15 am at different start lines. How will the fast 10k people get past the slower 5k runners? We've started the race this way for the past couple years, and no one has complained.
- **Track** – Adam: the season ended well. We had a relaxed last meet, which was good because of the lack of daylight. IYB was not in session, so had fewer people.

Mithacal Milers – Adam

32 mithacal milers signed up. We've had 20 people at each practice. There is a core of the same people attending but a lot of different people coming each time as well. No younger kids are coming yet because the IYB cross country season is in session. There are teenagers showing up and participating in the regular practice. At the PGXC series, we had a full under 19 cross country team made up of kids from the Mithacal Milers. And, their parents ran too.

Thursday or Friday workouts in the botanic gardens? Adam hasn't talked to the organizers yet.

FLRC Family Running Program – Adam

Nichole Cappadora will be running a 7 and under running program but hasn't started it yet because she is waiting for the kids to adjust to school.

Committee Reports & Business (7:10)

- **Membership** -- Adam Engst
 - 604 members (548 last year)
 - 386 memberships (345 last year)
 - Mickie is working on getting us access to the Ithaca High Track again. Need to be a club member to use the track.
- **Programming** – Gary McCheyne
 - Liz Hartman emailed Adam about Piyo (pilates-yoga). Liz knows an instructor, Stephanie, and she would be happy to do a free demo class for FLRC. Piyo could be great for runners. Liz is potentially willing to be point person and presumably has a location.
 - Do we want to promote the Piyo class as a program? We don't want to just post it to the list serve because that'd be free advertising. But, we can host an event and make it open to club members for free. Have Liz contact Gary.
- **Marketing** -- Tonya Engst
 - We had a table at the packet pick for Aids Ride for Life. Mickie had table for RRCA as well. Having the table was good for getting together advertising materials. But, there was

not much foot traffic coming through. We raffled off 4 free entries to the Ithaca 5 & 10. The winners were give coupon codes. There were 10 people that did not win, but Tonya emailed them encouraging them to still sign up for the race.

- Print and post team: Itahca 5&10 posters up at Ithaca YMCA, CTB, Ithaca bakery, Ithaca College and elsewhere. Feedback from team member, Amelia, who is happy to be able to contribute to the club. The team could also reach out to Cornell Running Club.
- FLRC Womens cross country team had as many people as needed or more in each age group. Though we didn't win, we were solid middle-of-the-pack.
- **Equipment** – Gary McCheyne
 - We have two new table cloths with our logo. They were not cheap, but they were done in three days. Not sure how they'll hold up. They are cloth, which could be hard to write on.
- **Volunteer** -- Mickie Sanders-Jauquet
 - Mickie will update the volunteer list starting with Sept 2019 to Aug 2020 for the picnic. She will pass it on to whoever takes over in January.
- **Scholarship** – Jullien Flynn
- **Website** – Adam Engst
- **Nominating committee** – Gerrit:
 - Everyone has responded on the google sheet except one. The executive vice president is an appointed position not elected. We have a slate for the board and other elected positions except VP of trails. Do we want to send out call for board members at large? We have a few names of people who are potentially interested: Jason (at the meeting), Charlie Trotman, Mik Kern and Dave Kania. Heather Cobb is interested in taking over organizing the Black Diamond group runs. People who've talked to others about being on the board will contact them again. We want to send the slate out in November to vote on in December and start in January. Need the list together by November meeting.

Other business:

Pete Dady – New ultrarace through upstate New York. Four guys (3 made it) did a run through on the loop section, which is 64ish kilometers. They only got lost once while running on the road not on the trails. In total, the race will be 80 something miles following a lollipop route on the Finger Lakes trail, Link trail, and North Country trail. Finding a date will be challenging but looking at late summer/early fall. Cannot do it too late in the fall because of hunting closures. Trying to get it working for next year. Need to come up a name and to get the private land owners on board.

Adam will set up Doodle poll to see if we may want to move the board meeting day/time and will add the potential new members to the poll.

Good of the Order (7:15)

Gary motions to end the meeting.

Adam seconds

In favor: 12

Future Board Meetings for 2019:

October 2

November 13

December 11