



**FINGER LAKES RUNNERS CLUB
BOARD OF DIRECTORS MEETING**

October 2, 2019 5:30 pm
170 Roberts Hall , Cornell University

In attendance:

Board members: Sue Aigen, Pete Dady, Adam Engst, Tonya Engst, Charlie Fay, Jullien Flynn, Nancy Kleinrock, Pete Kresock, Gary McCheyne, Mickie Sanders-Jauquet, Steve Shaum, Gerrit Van Loon (arrived late)
Club members and guests: Heather Cobb

(5:30) Welcome of Board

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

- Addition to agenda: Discussion of Winter Chill series.

(5:33) Approval of the September Meeting Minutes

- Pete moves to accept the September 2019 minutes as submitted, with the correction of 2018 preregistrants for the Ithaca 5&10 from 281 to 181. Seconded; 7 approve (with 3 abstentions).

New Business (5:35)

- **Results of Doodle Poll for 2020 board meeting dates**—Adam
 - The second Wednesday of the month at 5:30 pm remains the most popular time for holding the board meeting; no change will be made.
 - Some of the people who cannot make it at this time (e.g., because of the weekly Dryden run) have expressed an interest to be involved with the club, but not be on the board.
- **Concern with tracking trail runners**—Nancy
 - At this year's Monster Marathon and HM, which did not have the benefit of Wilderness Search & Rescue, the lean-to aid station was initially manned but became unmanned during the return of the half marathon runners. This led to a situation that nobody knew whether the last marathoner had passed through that aid station when the sweepers were ready to have at it. Gerrit and Nancy waited there for as long as an hour before beginning to sweep, based on last-year's slow progress of this same final runner. As it turned out, he was much faster this year and was already through the aid station when we arrived.
 - It would be useful to brainstorm how to unequivocally know where the last runner is in each of our races, since this isn't a Monster-specific issue. Suggestions:
 - Have an accurate account of when the final runner has passed through every manned aid station (in order to make good estimates thereafter).
 - Except for the most remote events, aid station workers can use texting to communicate the bib number(s) of trailing runners to help determine who is currently last.
 - When leaving/packing up, aid station workers can also leave a paper note on the nearest surveyor flag listing the passing-through time and bib number of the last runner.
 - Although less reliable, since the final runner might not have the mental bandwidth to follow through, a volunteer at a manned aid station can instruct the final runner to place a surveyor's flag on an unmanned aid station when passing through.
 - It is decided to discuss this issue at the race directors meeting.

- A suggestion for Monster, per se, it might be best to have cutoff times a fixed time after each runner's handicapped start. Example: If a 3-hr cutoff, someone starting at 7:30 am would be cutoff after the HM at 10:30, but someone with a scratch start (8:00 am) would be cut off at 11:00.
 - It is noted that only one scratch runner was unable to satisfy this year's 10:30 am cutoff time.
- **Same-day registrants without cash (ad hoc discussion)**
 - This year's 5&10 had several participants wishing to purchase shirts or perform same-day registration using a credit card, which prompted a board discussion of using Square, Venmo, PayPal, etc., on site.
 - Square accepts Apple Pay and Google Pay (NFC) as well as credit cards, and can be used in off-line mode (necessary at remote-location trail races that lack connectivity); it would be necessary for registration volunteers to have a device with the app.
 - Payments would need to be set up to be attached to a specific account, requiring the treasurer to be involved in the initial setup process.
 - It is decided to establish a functional Square account by the start of Winter Chill.

Current Events Reports & Business (6:00)

- **Financial report**—Mike Allinger (not present)
 - No financials were sent out to date.
- **Summary of meeting with attorney**—Sue/Adam
 - Sue and Adam met with attorney Chuck Guttman regarding the large donation. The club need not take any legal action at this point, since the donor will be setting up a charitable trust, with the club as beneficiary to the income, but not the principal.
- **Update on large gift from donor**—Adam
 - See prior item.
- **2020 race calendar/Skunk Cabbage date**
 - Skunk Cabbage will take place on April 5, 2020 (it was provisionally scheduled on Easter, but now is determined to take place the week prior).
- **Hartshorne fund raising**—Adam
 - One caveat to the large donation is that the donor does not want Hartshorne Masters Mile to struggle financially. Adam wonders whether to continue to solicit outside sponsorships.
 - It is decided not to count on income from the trust for the 2020 Hartshorne, but to consider foregoing outside solicitations from individual donors in the future, while leaving it to the discretion of the race director regarding solicitation of corporate sponsorships (e.g., Wegmans, Cayuga Medical Center). One option is to maximize resources and enhance the event, perhaps by making the banquet free for milers.

Vice-President's Reports & Business (6:12)

- **Trails**
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- **Road**
 - Winter Chill—Mickie
 - Because Winter Chill doesn't have income, Mickie is bringing to the board Sarah D.'s desire to have T-shirts.
 - It is suggested to share the design with the board (or subset) to come up with a saleable shirt.
- **Track**
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Committee Reports & Business (6:35)

- **Membership**—Adam Engst
 - 611 members, 390 memberships.
 - These numbers are considerably higher than many years prior.

- Adam wishes to arrange a single waiver for all types of group runs (e.g., Black Diamond, Mithical Miler training) to be filled out each year.
- **Programming**—Gary McCheyne
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- **Marketing**—Tonya Engst
 - Liz Hartman has arranged with her PiYo instructor, Stephanie, to offer FLRC members a free class.
 - The free class will be Sunday, November 10, 2019, 4:00 pm, at Finger Lakes Fitness on the Commons, (basement of Center Ithaca).
 - Once Tonya has received all the details, she will create marketing materials and set up Webscorer online registration.
 - Details include having to sign up through Webscorer (because of the need for a waiver), determining whether there will be a cap on number of participants, whether to put Stephanie's and FLRC's logos, etc.
 - The print-and-post team posted a bunch of flyers for the 5&10, and Sue has also posted for the Down 'n' Dirty.
 - It is also desirable to do this for the Turkey Trot and Winter Chill.
 - Tonya will be in touch with Bruce R. and Sarah D., respectively, to prep for these posters.
- **Equipment**—Gary McCheyne
 - A discussion took place about the new logo'd tablecloths.
- **Volunteer**—Mickie Sanders-Jauquet
 - Mickie has a list of volunteers to distribute to race directors to make it easier for RDs to find people to fill slots.
 - It is suggested that Mickie upload her Excel spreadsheet into a Google Sheet to make the list readily available.
- **Scholarship**—Jullien Flynn
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- **Website**—Adam Engst
 - The time is coming to set up race pages.
 - Adam, Pete, Mickie, and Steve can assist with this; they all already have website access.

Good of the Order (7:10)

Happy birthday to Steve!

Mickie moves to adjourn the meeting at 7:10 pm; seconded and unanimously approved.

Future Board Meetings for 2019:

November 13

December 11

Ithaca 5&10

Race Date:
2019-09-15

Next Year's Date:

Race Director(s):
Gary M. McCheyne

Number of Runners (Preregistered, Day-of-Race, and Total):
240 Pre registrants, 15 day of, 255 total

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

List of Volunteers (Name, email address—one per line):

Bob Talda Jon Shaff Emily Funk Dan Longaker Linda Eckert Pete Kresock Meg Garvey Bill Watson Sarah Drumheller Sarah McCain Aaron Proujansky Yvette de Boer Linnie Wieselquist Tim Ingall Karen Ingall Eamon Ingall Ithaca Fire Police Ithaca Police Officers Coach Jim Nichols & Coach Erin Dinan - The IC cross Country teams Coach Adrian Durant and Nikolia Kanaris- The Cornell Spiked Shoe Association

RACE EVALUATION

Notable Performances:

216 runners finished the race. 5 runners were over 70 and 6 were under 12 years old. The 10K Overall Male - Sam Lagasse - 32:42 Overall Female - Bella Burda - 37:48 Masters Male - Jordan Varano - 36:07 Masters Female - Sarah Subin - 49:42 Veteran Male - Gerrit Van Loon - 42:44 Veteran Female - Lorrie Tily - 51:57 Super Vet Male - John Hummel - 48:45 Super Vet Female - Audrey Balander - 55:44 The 5K Overall Male - Alexander Drazic - 16:04 Overall Female - Kelly Brozowski - 19:59 Masters Male - Michael Bryant - 20:03 Masters Female - Danielle McGavisk - 21:52 Veteran Male - Ken Hodges - 22:59 Veteran Female - Nancy Kleinrock - 21:55 Super Vet. Male - Gregory Shenstone - 26:30 Super Vet. Female - Zsofia Franck - 28:05

Publicity:

Adds on the Cayuga Radio Group, Posters, Facebook, List serve. Hired an announcer, Karen Lewis from the radio group

Weather:

Perfect Weather,..low of 62, High of 75

Food:

Bagels, Watermelon, oranges,

Awards:

FLRC Hats made for the race.

Supplies and Personnel:

nope

Problems:

nope

Overall Impressions:

I feel the race went extremely well.

LOOKING BACK AND FORWARD

Comparison with Last Year:

very similar

Changes:

didn't change much this year

Next Year:

not sure,...maybe making it more of an "EVENT"

Danby Down 'n' Dirty

Race Date:

2019-10-05

Next Year's Date:

Race Director(s):

Pete Kresock

Number of Runners (Preregistered, Day-of-Race, and Total):
150 pre-reg; 9 day-of; 159 total.

Race Income (Preregistered + Day-of-Race = Total):
\$1865.00 pre-reg; \$160 day-of; \$2,025.00 total.

List of Volunteers (Name, email address—one per line):

Mike Surrena kmsurrena@gmail.com Mickie Sanders-Jauquet mickiejauquet@gmail.com John Donaldson johnd3530@yahoo.com Brenda Michaud msbrenda8162@gmail.com Emily Funk ef347@cornell.edu Amelia Kaufman mickiejauquet@gmail.com Adam Engst ace@tidbits.com Dave Kania dk264@cornell.edu Megan Powers (and her daughter Erika Powers) meganthom@gmail.com Gerrit Van Loon gvanloon@twcny.rr.com Nancy Kleinrock nk33@cornell.edu Aidan Post aidanrpost@gmail.com Gretchen Gilbert gcg4@cornell.edu Gary McCheyne gary@cayugamusic.com Hayley Kresock hayleyrein@gmail.com Kerra Quinn kerraquinn@gmail.com Mikhail Kern neosapphire91@aol.com

RACE EVALUATION

Notable Performances:

This year's 10K race saw the top three men only 25 seconds apart, as Charles Hollister edged out Bill Watson by four seconds for the win. Lauren Brzozowski was our women's 10K winner, followed by Catriona Breen and Emma Harte less than a minute later. Only two seconds separated Breen and Harte for the second and third places. After her age-group win at the Forest Frolic earlier this year, seven-year-old McKenzie Leonard couldn't get enough trail action and again became our youngest finisher. Yvette de Boer, fresh off her course record win at the Monster Marathon, snuck in just under two hours for the women's 20K win. Eric Sambolec led all runners through the 10K checkpoint before winning the 20K handily in 1:36:42. Both Yvette and Eric have a long history of top finishes at the Down & Dirty, and each remains the 20K course record holder (from 2009 and 2008, respectively.) Boris Dzikovski earned the "best blood" award after slipping and running his second loop with a case of acute epistaxis (nosebleed.)

Publicity:

No media that I'm aware of. A few printed-and-post flyers spearheaded by Tonya. Usual social media posts via the FLRC account and under my own profile, plus a \$30 paid Facebook ad. Per FB analytics, the paid ad reached 2,665 people, with 268 clicks on the registration link. There's no way of knowing how many clicks resulted in registration though.

Weather:

High 30s at the start made the pre-race waiting a bit uncomfortable, but the sunny skies and mostly dry trails made for a nice morning on the trails. Temps rose into the 50s by noon, and more people stuck around for longer compared to last year, when it rained.

Food:

I used up as much of the Monster leftovers as I could—chips, pretzels, fig bars, soda cans, various gummy things, Oreos, water, etc. Ian donated 2 bags of Tailwind powder (5 gallons of drink per bag) for the aid stations, but it was a cold morning and hardly anyone went for it. Bagels, apples, and cider at the finish were all well received. I purchased nut butters, jams, honey, and cream cheese to go with Ithaca Bakery's assorted bagels. Too much food, but not by a lot. Gave away a few dozen bagels, 2-3 gallons of cider, a few pounds of apples, and some nut butters, honey, and jams. Had enough water left to wash off tables (35 gallons total.) I forgot to ask Ithaca Bakery to slice the bagels.

Awards:

Purchased 4x \$15 gift cards to Finger Lakes Running Co for M/F winners in each distance. At Wegmans, I purchased a six-pack of craft beer for every overall and AG winner, with 2 root beers and 2 ginger beers as NA options. I had a few extra six-packs, and no one went for the NA drinks.

Supplies and Personnel:

None

Problems:

Forgot to ask IB to slice the bagels—improvised with a pocket knife. One runner finished with a minor ankle sprain; we iced it, but she refused medical treatment from WSAR and went home. Another runner fell and finished with a bloody nose that looked a lot worse than it really was. He also refused treatment from WSAR. A runner went off course and got lost. She was ultimately found and took a DNF. As far as I can tell, she wasn't paying attention to the course markings.

Overall Impressions:

Everything seemed to go smoothly. A runner went off course and got lost, but general consensus was that it was very well marked.

LOOKING BACK AND FORWARD

Comparison with Last Year:

This year was colder at the start, but the lack of rain made it more enjoyable for all. This year had 12 fewer registrants but only 3 fewer starters. Overall, it was a lot less stressful for me now that I have a better handle on the RD thing. Runners seemed to enjoy the post-race gathering more than last year because of the better weather.

Changes:

I added gift cards as prizes for overall winners. Otherwise no changes.

Next Year:

Considering date change to avoid conflict with the CRC 5K at Cass. Maybe some sort of bigger after party, since it's FLRC's final trail race of the year.