



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

April 8, 2020 5:30 pm  
Virtual Meeting, via Zoom

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**Attendance**

- **Present:** Mike Allinger, Heather Cobb, Pete Dady, Adam Engst, Tonya Engst, Charlie Fay, Jullien Flynn, Emily Funk, Nancy Kleinrock, Pete Kresock, Gary McCheyne, Mickie Sanders-Jauquet, Steve Shaum, Charlie Trautmann, Gerrit Van Loon, Bill Watson
- **Absent:** Sue Aigen
- **Club members and guests:**

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**Introduction (5:36–5:40)**

- Welcome of the board
- Review of meeting materials
- Revisions to the agenda
- Approval of the February and interim March meeting minutes
  - Tonya moves to approve February minutes; seconded. Approved unanimously, but with 1 abstention.
  - Pete D. moves to approve March interim minutes; seconded. Approved unanimously.
- Acknowledgment of notable volunteer efforts
  - Adam acknowledges the work of Emily, Gary, and Amelia H. for their work on the annual meeting.
  - Adam acknowledges Margo Lee for being a big help with the children's program at the Mithical Miler workouts.
  - Adam acknowledges Steve Supron for his etching work on the rocks, which served as awards for winners of the 2019 Stonehead, Pebblehead, and Boulderhead competitions.

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**Reports (5:40–6:00)**

**Finance (Mike Allinger)**

- Report on the club's financial position as of April 2020 (Mike)
  - The financial report includes a Q1 summary.
  - The Skunk Cabbage race registration income will be diminished by the refunds for people who had registered and chose not to donate the fee to the club in the wake of the need to cancel the race due to the coronavirus pandemic; roughly \$7500 has been refunded to registrants.
  - Fees have been submitted for permits for upcoming races; it is not currently known whether those permit fees will be refunded if those races need to be cancelled, as well.
  - There will be a need to revisit the budget in light of financial consequences to the club caused by the pandemic.

### **Membership (Adam Engst)**

- Members: 637 members, up from 614 at this time last year
- Memberships: 397 memberships, up from 395 last year
- Breakdown: 291 individual, 339 family members

### **Road (Mickie Sanders-Jauquet)**

- Tortoise status
  - Mickie has been speaking with the State Parks manager, who currently lacks sufficient information to determine whether the race permit will be forthcoming.
  - Ian has chosen to move Cayuga Trails to later in the year, but hasn't settled on a date.
- Twilight status
  - The city has also not issued permits, and Mickie is pessimistic about the race going forward.
  - Moreover, Girls on the Run, Ithaca Youth Bureau, other teams composed of children will not be participating, due to program cancellation this spring.
- The question is whether to proactively cancel these races.
  - Steve suggests putting a note on the registration pages and then marketing strongly if the permits come through.
  - Jullien suggests that it is not a positive move to hold a large event as soon as mid-June.
  - Mickie feels most comfortable cancelling the races, particularly because she doesn't have the usual municipal support or volunteer base, nor will Greenstar serve as a food sponsor, as in the past.
  - Tonya notes that Cornell is telling employees not to plan public-facing events before July 15.
- Mickie moves to cancel the Tortoise & Hare and Twilight 5K races for 2020 due to the coronavirus pandemic.
  - Seconded.
  - Unanimously approved.
- Tonya adds that we should consider changes that will be necessary in conducting races once we are back to putting on races.

### **Trails (Gary McCheyne)**

- Thom B. status
  - Gary says that Joel has proposed a virtual Thom B event.
  - Wording would be akin to the following: "Runners can run the Thom B. course any time between April (11? 18? Whenever we feel like opening it up. I can mark it with little notice, but should probably get some signs put up asking people not to remove markings.) – and May 16th. Submit your finish times via email to \_\_\_\_\_. Signage will be put up notifying the public, and re-enforcing the directives on social distancing etc. Markings will be removed Sunday May 17<sup>th</sup>."
  - Various people express concern that, even if Joel marks the course, people could readily get lost on those trails, particularly since markings might be removed, whether honestly or through vandalism.
  - Charlie T. also raises the issue of club liability if a runner gets hurt.
  - Gary will discuss these matters with Joel.
- FL50s status
  - Gary has not yet discussed with Alex whether the Finger Lakes 50s will proceed for 2020, but he will.
  - It is determined that the board will address this matter and make a determination at the May 2020 board meeting.

### **Track (Adam Engst)**

- February indoor track meet race report
  - All went well, with many 5000m runners participating.

- Summer track status
  - Adam doesn't consider it likely that we will be able to reserve the Cornell track and suggests that we cancel the June and July meets and hold off on determining plans for the August meet.
- Adam moves to cancel FLRC track meets for June and July 2020.
  - Seconded.
  - Unanimously approved.

#### **Equipment (Gary McCheyne and Adam Engst)**

- Working on an [Equipment Request](#) form (Adam)
  - A form is ready for use by race directors when we're back to putting on races.

#### **Volunteer (Sue Aigen and Adam Engst)**

- No report.

#### **Group Runs (Heather Cobb and Adam Engst)**

- [Group Run Attendance Tracker](#) now available
  - A Google Sheet has been developed with entries for past group runs.
  - Group run organizers should record attendance once we're back to conducting group runs.
- All group runs now canceled, but before that we had:
  - Black Diamond Trail runs on 1st and 3rd Saturdays, with attendance around 10.
  - Mithacal Milers workouts, with attendance around 50.
  - Sunday Skunkday runs to encourage Skunk participation and provide a long-run group, with attendance in the 20–30 range.

#### **Events (Gary McCheyne, Emily Funk, and Charlie Trautmann)**

- Annual Meeting recap
  - No report provided.
- Virtual workshops
  - These will remain on hold pending volunteer interest.

#### **Communication (Adam Engst)**

- Sent [Footnotes for March](#)
  - Adam put out his newsletter in March.
- Working on [Footnotes for April](#) (held pending cancellation decisions)
  - Adam will put out the April newsletter after this meeting.
- Survey is on hold
  - Adam has determined that it is not the best time to be sending out such a survey.

#### **Governance (Adam Engst)**

- Who's up for working on the Policies & Procedures manual and the bylaws review?
  - Charlie, Bill, and Adam will begin codifying policies and procedures.

#### **Philanthropy (Mickie Sanders-Jauquet)**

- Need to figure out next steps, if any:
  - Adam notes that, because most of the donor's income comes from restaurants, the donation is being put on hold for the time being until the future of the restaurant business is better known.
  - Mickie and Jullien are ready to move forward with structuring a grant process to be ready when the donation eventually comes in.
- Scholarships:

- Jullien will contact Lorrie regarding scholarships.

### ***Web/Tech Team (Adam Engst and Pete Kresock)***

- We have signed up for a club Zoom account; anyone interested in setting up a Zoom meeting should contact Adam to acquire credentials.
- Report on Discourse transition and adoption:
  - The club's Discourse forum currently has 605 users, 1200+ posts, and 37,500 page views.
    - Adam has imported everyone previously on the email list.
  - Should we invite or import club members?
    - Options: do nothing, invite club members en masse, or import them en masse.
    - Adam's inclination is to invite.
    - Gerrit suggests to import members and let them unsubscribe if they do not wish to be on the forum; others agree with this course of action.
    - Adam notes a subtlety in RunSignUp, which has a distinction between current and former members (to include (relatively) recent expirees).
      - It is suggested to import people retroactively one year back; importees who are not current members would receive an email that would invite them to rejoin as a club member.

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### **Old Business**

#### ***Virtual Fund Run to Support the Running Store (Pete Kresock)***

- Pete's [proposal](#) is available in Google Docs and as an addendum to these minutes.
  - Pete has finalized a proposal, with run dates April 27–May 3.
  - UltraSignup now has the option for registrants to self-report their results.
  - It is suggested that registration should be held open throughout the race period to enable more people to sign up late.
  - The registration process will include the option for registrants to donate more if they choose to.
- It is suggested to offer ten randomly drawn awards of \$50 each; the club would thereby be donating \$500 to benefit Ian's store.
- Nancy moves to approve the proposal for the Virtual Fund Run, with \$20 registration fee, with the distance to be run Apr 27–May 3, and ten \$50 gift cards to the Finger Lakes Running Company to be randomly awarded to registrants who submit their results.
  - Seconded.
  - Unanimously approved.

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### **New Business**

#### ***Discussion of subtracting time in results for late runners (Adam Engst)***

- Two back-of-the-pack runners were late to Super Frosty Loomis, so the timers adjusted their start time to be nice (so the results had accurate times for them), with the approval of the race director.
- Discussion: With the acknowledgment that late runners shouldn't be eligible for prizes, is there any issue with this being the race director's decision on the ground?
  - It is decided that this sort of determination should be at the race director's discretion.

Gary moves to adjourn at 7:08 pm; seconded; approved unanimously.

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### **Planned 2020 Board Meeting Dates**

- May 13, 2020
  - Jun 10, 2020
  - Jul 8, 2020
  - Aug 12, 2020
  - Sept 9, 2020
  - Oct 14, 2020
  - Nov 11, 2020
  - Dec 9, 2020
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## **Finger Lakes Runners Club Virtual COVID-19 Mile Fund Run (Proposal; the final text will differ mildly from the text below)**

### **Description**

The Finger Lakes Runners Club is hosting a virtual run to benefit the Finger Lakes Running Company—lthaca, New York’s only specialty running shop. The COVID-19 pandemic is hitting small businesses especially hard, and many will struggle to stay afloat without community support.

Finger Lakes Running Company has been a pillar in the lthaca community for the past 14 years—as a specialty retail outlet, a frequent sponsor of local races, a financial supporter for many local non-profit organizations and fundraising events, a hub for all running-related activity, and an all-around champion of the #ShopLocal campaign. Shop owner Ian Golden depends on his business to help pay the bills and support his family.

There is no cap on the number of entrants, and the Finger Lakes Runners Club wants to raise as much money as possible to help. 100% of the proceeds—every single cent—from this virtual event will be donated to the Finger Lakes Running Company to be used as needed while closed under the “New York State on PAUSE” executive order.

### **The rules**

1. Run a total of 19 miles during the week of April 13–19. This can be on roads, track, trail, treadmill, a 1983 StairMaster 6000™, laps around your living room coffee table—it doesn’t matter! You can run the miles can be all at once or split them up between multiple days. Walk, hike, or bear crawl if you don’t want to run. What’s important is that we are paying it forward and giving back to the community.
2. Submit your race info and total completion time through this Google form (may require some math if you split days) to be entered in the results and to be eligible for the gift card drawing. Results must be submitted before 11:59 p.m. on April 19.
3. Post your run to social media. Take pictures, share stories, and use hashtags #RunGorges and #SaveOurShops. Video chat on the treadmill. Live stream your trail run. Let’s reach as many people as possible and make social distancing as fun as we can.
4. MOST IMPORTANTLY—Follow the recommended guidelines for social distancing. Avoid groups and crowded areas. Take a raincheck on the post-run hugs and high fives. Visit this forum for Finger Lakes Runners Club’s recommendations on how to enjoy running while reducing the risk of spreading coronavirus. Be sure to comply with your municipality’s, county’s, and state’s orders and guidelines as well.

### **What you get**

Everyone gets the chance to give back to a business owner who has already given a lot to our community. In addition to the stress-reducing benefits of exercise during stressful times, everyone who submits their time will receive a digital finisher's medal. We will also draw randomly two names from those who register and submit their results by the deadline. Winners will be mailed a gift card to Finger Lakes Running Company that can be used over the phone or online while the shop is closed, or used in-store once it reopens.

### **Waiver** (from RRCA template)

I know that running in an event that is organized as a virtual activity where I run on my own, at a date and time of my choosing, in a location and running route of my choosing, which will not have any support or security measures in place by Finger Lakes Runners Club is a potentially hazardous activity, which could result in injury or death. I acknowledge that I am participating in the activity outlined by this virtual event by my own free will and at my own personal risk. I will not participate in a virtual event unless I am medically able and properly trained, and by my signature, I certify that I am medically able to perform this event, and am in good health, and I am properly trained. I further agree to abide by the Center for Disease Control (CDC)'s recommendations for the prevention of the spread of COVID-19 and attest to having read the CDC's guidance at: <https://www.cdc.gov/coronavirus/2019-ncov/prepare/prevention.html>. I attest that if my community has a shelter in place order, that I will only participate in the virtual event by using a personal treadmill, and I will not run outside in the community during the duration of a shelter in place order. I agree to follow all pedestrian safety ordinances including running on a sidewalk where available and not in the road. I agree to follow the rules of the road if no sidewalk or multi-use trail is available and I will run against oncoming traffic and not with traffic.

I agree to abide by any decision of a race official relative to any aspect of my participation in this virtual event, including the right of any official to deny or suspend my participation for any reason whatsoever. I attest that I have read the rules of the virtual race scheduled for April 13–19, 2020, including the terms in this waiver, the timeline of the virtual event, and agree to abide by them. I assume all risks to me associated with running on my own as part of this virtual activity, including but not limited to: falls, contact with other pedestrians, the effects of the weather, including high heat and/or humidity, traffic and the conditions of the road or trail, all such risks being known or unknown and appreciated by me when out running on my own without any type of support from local officials or event organizers.

Having read this waiver and knowing these facts and in consideration of your accepting my entry, I, for myself and anyone entitled to act on my behalf, waive and release the FLRC Virtual COVID-19 Mile Fund Run and the Finger Lakes Runners Club, my municipality, and the Road Runners Club of America, all event sponsors, their representatives and successors from all claims or liabilities of any kind arising out of my participation in this virtual event, and waive my ability to bring any legal action against the entities outlined in this waiver as I am voluntarily electing to run on my own as part of this virtual event. I grant permission to all of the foregoing to use my photographs which I may share online as part of the event, personal data provided during registration and post-event reporting, video or audio recordings, or any other record of this event for any legitimate purpose. I understand that this event does not provide for refunds in the event of a cancellation, and by signing this waiver, I consent that I am not entitled to a refund if the event is cancelled before or during the event.

### **Organizational Notes**

**When:** Run a total of 19 miles during the week of April 13-19. Results must be submitted via linked Google form before 11:59 p.m. on April 19.

[https://docs.google.com/forms/d/1L\\_tBBda\\_RquuHvYq5NvejRiKvOlw2EI90-BVw2y1Hng/edit](https://docs.google.com/forms/d/1L_tBBda_RquuHvYq5NvejRiKvOlw2EI90-BVw2y1Hng/edit)

**Registration:** Platform TBD. Webscorer? UltraSignup? \$20 per reg, plus option to add additional donation in specified amounts or whatever amount the registrant wants. (Depends on what the platform allows.) Registrant pays the service charge, if applicable. I've been discussing this with Eric Eagan, RD for the Rochester event, and he says UltraSignup is the way to go. To quote him:

“The platform allows you to do a lot - timing, results, website, - that \$3.25 also includes the fee the credit card companies take. I view [UltraSignup] as another company in this industry that is hurt so using them for our event helped them out as well. You can add donations in, you can add in shirt sales, membership fees, whatever you want.”

I'd also consider RunSignup, but I'm not too familiar with it on the admin end. Vinny recommends [RaceRoster](#), which I've never used and, to my knowledge, FLRC hasn't either.

**Results:** Self-reported results will be posted online on the registration site and/or FLRC Web site. Digital finishers medals will be emailed to all participants after the deadline for time submission.

**Awards:** Two Finger Lakes Running Company gift cards awarded to participants drawn randomly among those who've *registered and submitted* their times. (Honors system.) Amount TBD. Okay to pay for this out of pocket and submit to FLRC for reimbursement? This would be the only club-incurred expense.

**Gift Card Drawing:** Drawing winners will be announced on social media and elsewhere, and winners notified by email. To be transparent, I could print the names and draw from a hat while recording video. Only people who paid the registration fee AND submitted their result before the deadline will be eligible for the drawing. Winners will be notified by email and asked for their addresses—gift cards will be mailed. (I've seen this method done with other virtual races.)

**Marketing:** It's a virtual race, so all the usual online channels—social media, Discourse forum, FLRC Web site. No need to use Print & Post team (obviously!) We can create a page on the FLRC Web site for this as a one-off (as opposed to annually recurring races, like all of our existing ones). This should be easy to do; I'll discuss it with Adam.

**Virtual bib and/or finishers medal:** Will need to find someone who can design this for me; I have a few ideas in mind. (If it's too much hassle I'll forgo the idea of a printable bib.)

\* I spoke to Ian after the club's Zoom meeting and he's onboard with this. He says ideally he'd like to see the format take off in other communities around the country to benefit other small businesses, non-profits, or local charities.

## Race Report for FLRC COVID-19 Mile Fund Run

### Race Report for Other## RACE DETAILS

**Race Date:** Apr 27, 2020

**Next Year's Possible Date:**

**Race Director(s):** Pete Kresock

**Number of Runners (Preregistered, Day-of-Race, and Total):** 527

**Race Income (Preregistered + Day-of-Race = Total):** \$15,335.00 + \$0.00 = \$15,335.00 total

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

n/a

### RACE EVALUATION### Notable Performances

No winners other than those drawn randomly for gift cards. We had participants ranging from ages 3 to 77; One person living in Israel, 2 who ran in London, another who ran in China. Performances don't matter since it's a virtual fundraiser race. Some people walked, a few rode bikes.

#### Publicity

Just the usual online channels—Facebook, Twitter, Instagram, Discourse forum, Strava, FLRC Web site. Since it was to benefit Ian, he used his various channels to help promote too. There was also a ton of social media sharing to help spread the word.

#### Weather

n/a

#### Food

n/a

### Awards

10 gift cards to Finger Lakes Running Co., paid for by the club, were awarded via random drawing (using the random list generator at [random.org](https://www.random.org)). One additional gift card for \$50 was donated by Vinny Cappadora for his event/apparel company Happily Running and raffled in the same manner. We also had a digit finishers badge, designed by graphic artist Laura Rekkerth.

### Supplies and Personnel

n/a

### Problems

I had several issue with UltraSignup—the registration and results platform. Some of it was due to my inexperience with the site on the RD end, but the company’s owner, Mark Gilligan, was very helpful in getting things straightened out.

The main problem was the self-reporting results feature that US recently added for virtual races. I had issues sending people reminder emails with the required unique link to submit their results. Some people said they never got the link and had to send me their times so I could enter it. Others changed distance and forgot to tell me so I had to sort it out. Some submitted comments with their times explaining that they changed distances, but the comments were not easily accessible and it made a lot of extra work reading through them all.

One guy wrote in an Instagram comment that he was offended by the use of “COVID-19” in the event name and suggested that we changed it. I gave him a respectful response and never heard back.

### Overall Impressions

I was completely blown away by the interest in this (527 registrants!) and the amount of money we raised, mostly through add-on donations beyond the \$20 entry fee. People were very engaging about it on social media, which I encouraged, and I received a lot of positive feedback and people thanking me for organizing this. I’m still fairly new as an RD. This was the first time I created a race from scratch, and my first time hosting a virtual race, so I kind of felt like an experiment of n=1. Overall I think it was very successful.

### **LOOKING BACK AND FORWARD### Comparison with Last Year**

n/a

### Changes

This was the first FLRC event of this kind. I copied the idea off from Rochester’s #TrailsRoc club and followed their format very closely. I haven’t been able to ascertain how much the gift card drawing affected registration.

### Next Year

I don’t know if FLRC will do another race like this, but this could serve as a template for any future virtual races.