



FINGER LAKES RUNNERS CLUB
BOARD OF DIRECTORS MEETING

February 12, 2020 5:30 pm
170 Roberts Hall, Cornell University

Attendance

- **Present:** Sue Aigen, Mike Allinger, Heather Cobb, Peter Dady, Adam Engst, Tonya Engst, Charlie Fay, Jullien Flynn, Emily Funk, Nancy Kleinrock, Gary McCheyne, Steve Shaum, Gerrit Van Loon, Bill Watson
 - **Absent:** Pete Kresock, Mickie Saunders-Jauquet, Charlie Trautmann
 - **Club members and guests:** Chris Irving
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Introduction (5:40–5:44)

- Welcome of the board
 - Review of meeting materials
 - Revisions to the agenda
 - Approval of the January meeting minutes
 - Charlie moves to approve the minutes as presented; seconded. Approved with 10 voting yes, with 4 abstentions.
 - Acknowledgment of notable volunteer efforts
 - Sue helped with facilitating reassigning signing authority on club accounts.
 - Megan Powers laid out the very popular Hartshorne results book.
 - Sarah Drumheller did a great job directing the four Winter Chill races.
 - Dave Kania, Eric Sambolec, and Boris Dzikovsky did a great job directing the Super Frosty Loomis snowshoe race.
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Reports (5:44–6:52)

Finance (Mike Allinger)

- Report on the club's financial position as of January 2020 (Mike)
 - Mike shares charts reflecting the club's financial status.
- Report on transfer of signing authority to Adam and Mike (Adam)
 - There has been a successful transition of signing authority.
- Update on how Receipt Collector is working (Mike)
 - The intention is to run all receipts/invoices through the Receipt Collector form. RDs can view the backend spreadsheet, but cannot modify it.
 - Automated confirmation from Receipt Collector is useful, and viewing the spreadsheet confirms status of any bill submitted to the system.
- Adam demos how to check on the status of a payment (Adam)

Membership (Adam Engst)

- Members: 653 members, up from 608 at this time last year
- Memberships: 398 memberships, up from 392 last year
- Breakdown: 287 individual, 362 family members

Road (Adam Engst)

- Winter Chill race report
 - See race report appended to Jan 2020 minutes.
 - Attendance was rather even across the four races, with 29 people running all four races.
 - Food at Kelly's Dockside would have been better with some healthy option(s).

- Twilight site and course changes due to IHS closing Activities Room
 - The track and the activities room at Ithaca High School will both be under construction this summer, so Mickie has reserved the Stewart Park small pavilion as the staging area for the Twilight 5K; the race will use a mild modification of the usual Twilight course.
- Will this impact 5&10 as well?
 - Gary will stay on top of the situation.

Trails (Gary McCheyne)

- Super Frosty Loomis race report
 - 49 people finished; everything went very well. The only complication is the size of the parking lot, suggesting a potential limit to the number of future participants.

Track (Adam Engst)

- January indoor track meet race report
 - See race report appended to Jan 2020 minutes.
 - More club families attended than in past meets.
- Hartshorne Memorial Masters Mile race report
 - See race report appended to Jan 2020 minutes.
 - All went well; the only frustrating thing for Adam was that several participants didn't meet the registration deadline causing Adam to have to reopen registration multiple times.
 - This year the elite heats were seeded by time, instead of by age; perhaps in future could write racers' ages on their calves to enable racers to better size up their competition.
- Update on summer meet location due to Lansing and IHS construction
 - Lansing is doing construction on its track, as is Ithaca High School; Adam is pursuing holding summer track meets at Cornell.

Equipment (Gary McCheyne and Adam Engst)

- Working on an Equipment Request form (Adam)
 - Adam has put together a draft equipment request form with check boxes to facilitate race preparation by RDs.
 - It is suggested to add details, such as size of tables and other types of equipment.

Volunteer (Sue Aigen and Adam Engst)

- Volunteer Tracker spreadsheet is now in Google Docs
 - This spreadsheet is to keep track of who volunteers for which races to keep count for tickets for the volunteer picnic.
 - Sue, as volunteer coordinator, enters people who have volunteered into the tracker spreadsheet.
 - Pete D. notes that the orienteering club has an online form for people to self-signup to volunteer for specific spots for events of their choice.
 - Race directors will be able to check it when looking for volunteers.

Group Runs (Heather Cobb and Adam Engst)

- Group Run Attendance Tracker now available
 - The goal is to gain a perspective on participation.
- The Black Diamond Trail runs, held on first and third Saturdays of the month, has had steady attendance of roughly ten runners, including a core group of repeat runners, as well as new people each week.
 - Heather will poll participants whether they would prefer a different start time than 7:30 am (e.g., 8:30 am).
- The Mithacal Miler workouts have enjoyed attendance of roughly 50 runners.
 - Margo Lee, a Ithaca High Schooler, has been working with the children.
- Sunday Skunkday runs to encourage Skunk Cabbage participation and provide a long run group; attendance in the 20–30 range.
 - Ian has requested continuation of the "Skunkday" runs after the April 5 race; it is suggested that we move some of the Sunday runs to other locations, such as the Thom B course.

Events (Gary McCheyne, Emily Funk)

- Annual Meeting preparations; agenda is available in Google Docs

- Emily and Gary had been planning to meet with Olympic Trials women/speakers tomorrow, but the weather might impede.
 - Preparations are underway for food with Agava.
 - Amelia Habicht is planning to coordinate the dessert competition.
- Thinking about our first workshop event
 - Mickie has a lovely office space above Benjamin Peters on the Commons that she is happy to make available for FLRC events.
 - The first workshop will likely pertain to learning to use one's running watch.
- Annual Picnic date: August 15, 2020; Mickie has reserved the pavilion at Upper Buttermilk State Park; Fitnell Farms will cater the event.
 - The events team will need other people to coordinate the actual event that day 4:00–7:00 pm.

Communication (Adam Engst)

- Photo backdrop report from Hartshorne; potential suggestion of a general FLRC fabric banner to have available by Skunk
 - The use of the backdrop was reasonably popular, suggesting the benefit of getting a fabric FLRC backdrop (\$170); fabric is better than vinyl, since vinyl must be rolled for storage and therefore takes up too much room during transport.
- The communications team plans to solicit additional media contacts.
- Review first Footnotes letter from Feb 1, 2020
 - Adam wrote a newsletter, sent to all club members; he intends to continue to do so monthly.
- Survey draft is underway
 - Adam is crafting a survey for club members to learn what members might want from the club.

Governance (Adam Engst)

- Adam will serve as chair of this committee.
- Need to figure out next steps now that FLRC's January crunch is over.

Philanthropy (Adam Engst)

- Mickie will serve as chair of this committee.
- Need to figure out next steps now that FLRC's January crunch is over.

Web/Tech Team (Adam Engst and Pete Kresock)

- The [Board Tracker](#) doc complete and locked down
 - This is available to board members with contact information, bios, and attendance.
- The [Race Director Tracker](#) doc is mostly complete and locked down
 - This is available to RDs and board members with contact information, bios, etc.
- Navigation redesign of the website does a better job of surfacing static pages.
- Board meetings have been added to the website's calendar.
- The tech team installed a Yoast SEO plugin to provide OpenGraph previews for better social and Discourse sharing.
- The tech team fixed a WordPress hiccup for the Upcoming Races page.
- The tech team is exploring improvements for the Submit Event form and backend to improve submissions and reduce posting effort.
- The tech team is exploring adding a page of instructions of how to subscribe to the Google Calendar.

Old Business (6:52–7:22)

Update on Discourse installation and trial (Adam Engst)

- The site is up and running at <https://forum.fingerlakesrunners.org/>
 - Currently it has 77 users, 320+ posts, and 8200 page views.
 - It has garnered positive comments from many under-30 runners.
 - The Discourse interface provides some public data on usage, with more available to administrators.
- Discuss next steps

- Discourse is currently being used for board, teams, and committees.
- The next group Adam would like to move from email to Discourse is the RDs list.
- Is the board comfortable with Adam importing the general FLRC email list to Discourse?
 - Adam's thought is to import everyone from the email list and club members into an "announcements" category, in which only board members could initiate conversations, and any further engagement would up to email list participants to do voluntarily.
 - Tonya suggests staging the importation in case a sizable number of questions arise.
- Adam will start the process of importing people from the email list and members lists.

Trail Sisters-based recommendations for RDs (Nancy Kleinrock)

- Details on what constitutes a "Trail Sisters Approved" race can be found at <https://calendar.trailsisters.net/trail-sisters-approved>
- The stipulations are straightforward, and FLRC races would need little adjustment to qualify:
 - Equal podium spots (we already do this)
 - Equal prize money and awards (we already do this)
 - Women's specific swag/apparel (if any is otherwise provided)
 - Menstrual products at aid stations (for races ½ marathon or longer, i.e., Thom B, FL 50s, Monster; the pledge is to provide—on the aid station table in plain sight—tampons, pads, and disposal opportunity)
 - Equal opportunity/space for women at the starting line (this would require an overt announcement on registration materials and at the start line)
- In addition to making our trail races more female-friendly, this also opens them up to more free advertising by posting on the Trail Sisters calendar.
- To move forward would only mean RDs making the commitment and submitting races to the Trail Sisters calendar.
- New policy: FLRC proposes to abide by the Trail Sisters stipulations at all of our races, to the extent possible.
- Gary moves that we accept the policy as written; seconded. Unanimously approved.
- [Following the board meeting, Nancy has found that an infinite supply (okay, 500) of paper sanitary disposal bags would cost less than \$25]

New Business (7:22–7:34)

Discussion of slight policy change regarding refunds (Adam Engst)

- Currently, the FLRC policy is that we don't offer refunds, period. However, in a few cases, it still happens, so it would be good to have policy reflect reality.
- Proposal: Amend the existing no-refunds policy to allow race directors the option to offer a refund if they deem the request reasonable and exceptional or if there was a mistake. The publicly stated policy would not change.
- Tonya moves to accept the proposal as written; seconded. Approved unanimously.

Conclusion (7:34)

Gary moves to adjourn; seconded. Approved unanimously.

Planned 2020 Board Meeting Dates

- Mar 8, 2020 (Annual Meeting)
- Apr 8, 2020
- May 13, 2020
- Jun 10, 2020
- Jul 8, 2020
- Aug 12, 2020
- Sept 9, 2020
- Oct 14, 2020
- Nov 11, 2020

- Dec 9, 2020