



FINGER LAKES RUNNERS CLUB
BOARD OF DIRECTORS MEETING

November 11, 2020 at 5:31 PM
Virtual meeting held via Zoom

Attendance

- **Present:** Mike Allinger, Heather Cobb, Adam Engst, Tonya Engst, Charlie Fay, Jullien Flynn, Nancy Kleinrock, Pete Kresock, Gary McCheyne, Mickie Sanders-Jauquet, Steve Shaum, Charlie Trautmann, Gerrit Van Loon, Bill Watson
 - **Absent:** Sue Aigen, Pete Dady
 - **Club members and guests:** Chris McClure
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Introduction (5:31–5:33)

- Welcome of the board
 - Revisions to the agenda
 - Acceptance of the [October meeting minutes](#).
 - The minutes are accepted as submitted.
 - Acknowledgements.
 - Thanks go to Heather for organizing the scavenger hunt and reinitiating informal group runs.
 - Thanks go to Kate Blackwood for volunteering as FLRC's new social media coordinator; many thanks go to Pete K. for his years of service in this position.
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Reports & Discussion (5:33–7:50)

Finance (Mike Allinger)—10 minutes

- Report on [the club's financial position](#) as of October 2020
 - There is minor discussion of the \$800.72 in bank charges, which Mike A. will examine further.
- Explanation of the [2021 initial budget](#), which assumes Winter Chill and Super Frosty Loomis will be 2021's only races (subject to revision if the pandemic subsides)
 - The general-fund budget reflects the potential of putting on Super Frosty Loomis and Winter Chill 5K, but not other races, and with the further assumption that the current level of membership will persist.
 - The proposed budget includes zero contribution to the nonprofits that FLRC generally supports, due to lack of income from (nonheld) races.
 - Net revenue is in the red by more than \$4000, with no consideration of any race income/expense; the club has reserve funds (savings) to offset any shortfall.
- Nothing else of significance; [see the notes on the last meeting](#).

Diversity (Jullien Flynn)—2 minutes

- Update on diversity statement and first-timer's FAQs
 - Both documents have been progressing and are almost complete.
 - Two of our three registration platforms (Webscorer and RunSignup) already offer a nonbinary gender option; Steve is working with Ultrasignup to get a similar option there, as well.
 - The committee is working on wording to acknowledge the history of the lands we run on.

Nominating (Nancy Kleinrock)—5 minutes

- Scheduling for 2021 elections; Nancy will arrange for balloting information to go out to club members via email to correspond with the Dec 1–15 voting period.
- 2020 FLRC board slate:
 - President: Adam Engst

- Treasurer: Mike Allinger
- Secretary: Nancy Kleinrock
- VP of Roads: Mickie Sanders-Jauquet
- VP of Trails: Gary McCheyne
- VP of Track: Adam Engst
- Members at Large:
 - Heather Cobb
 - Peter Dady
 - Tonya Engst
 - Charlie Fay
 - Jullien Flynn (until she departs Ithaca during summer 2021)
 - Pete Kresock
 - Steve Shaum
 - Charlie Trautmann
 - Bill Watson
- Should we do Volunteer of the Year?
 - It is agreed that this honor should be put on pause this year due to the oddities of the pandemic.
- Lifetime membership nominations
 - It is agreed that this honor should be put on pause this year due to the oddities of the pandemic.

Events (Adam Engst)—3 minutes

- Report on Jason Tuori's *FLRC Presents: Managing Runner's Knee* talk (Adam)
 - 37 signups, 20 attendees, 15 views on YouTube so far
 - 5 survey responses
 - 4 or 5 stars on communications and content
 - 5 stars on management and technical aspects
 - 100% interest in more talks on specific injuries
 - No technical problems
- Next *FLRC Presents* with Jason scheduled for November 23, 6:30 pm, on Achilles tendinopathy (Adam)

Group Runs (Adam Engst, Heather Cobb, Chris McClure)—30 minutes

- Report on MITHACAL MILERS cross-country workouts (Adam)
 - 25 signups, 18 people have come to at least one event, with 6–12 people attending on average.
 - Response has been highly positive, and safety precautions have been fine.
 - Moved time from evening to noontime due to the loss of daylight.
- Discussion of restarting Saturday group runs on the Black Diamond Trail, using our FLRC safety precautions (Heather)
 - Only one person joined Heather for the forum-posted run that she led this past Saturday.
 - She is open to restarting regularly scheduled Black Diamond runs, although Adam counters that local infection rates are trending in the wrong direction.
 - The general sense of the board is for Heather to post these as informal runs, rather than FLRC-sponsored events.
- Discussion of creating a Youth Training Group along the lines of MITHACAL MILERS to provide opportunities for youth to run together, with Chris McClure as coach (Adam, Chris)
 - Chris began running/racing locally, ran D1 at University of Buffalo, then coached there. His coaching experience spans many years, including Trumansburg and now at Ithaca High School.
 - Chris will submit a proposal that amounts to the safety protocol for MITHACAL MILERS for modified-through-varsity-aged runners who are looking for a one-to-two-times-weekly structured training experience. All coaches involved would be certified coaches. This would provide the opportunity for student athletes to continue to develop during the

pandemic. He further envisions—postpandemic—for the program evolve into FLRC providing summer camps for youth, family running opportunities, and so forth, which in turn could expand club membership.

- The question for the board is whether or not to open up this opportunity in the midst of the pandemic.
 - A cap on participation could be set to reduce risk.
 - The concern is voiced about the potential for a student to become infected with COVID at one of these events and bring the disease back to the school, causing it to close down for some weeks.
 - Chris feels confident that he could provide a safe experience for as few as 5 or as many as 50 participants, and he would be fine with holding several small-attendance sessions weekly to kick off local youth running.
- How would Chris recruit participants?
 - Chris has recruited for college teams and also has local connections, enabling him to connect with appropriate students and their families—and to garner confidence that it would be a safe experience for the youth runners.
- Adam and Chris will construct a proposal to bring to the board in December, while Chris also communicates with athletes, coaches, and athletic directors to assess interest and confidence in the safety of the situation.

Governance (Charlie Trautmann)—10 minutes

- Soliciting board input on the upcoming work on the Ethics Policy and Privacy Policy
 - Charlie invites board members to take a look at RRCA's [Code of Conduct](#) and [Privacy Policy](#) to serve as models for FLRC policies.
 - The proposed code of conduct would apply to FLRC board, staff, volunteers, and members.
 - The Governance Committee will construct a draft to present for consideration at the Dec 2020 board meeting.

2021 Race Calendar (Adam Engst, Mickie Sanders-Jauquet, Gary McCheyne)—20 minutes

- Winter track and Hartshorne (Adam)
 - Cornell says: *As of right now, we are not permitting anyone outside of the Cornell community into our facilities and I do not see this changing anytime soon. Additionally, the current Barton Hall plan that the Department of Health has signed off on limits our capacity to 50 individuals. These are two policies will hinder anyone from holding any large gathering for some time.*
 - **Motion:** Adam moves that FLRC cancel the upcoming winter track season and the 2021 Hartshorne Memorial Masters Mile.
 - Seconded; approved unanimously.
- Upcoming Races: Should we move forward with planning them?
 - Winter Chill: The city is amenable with FLRC's COVID-19 safety precautions.
 - The proposed dates would be the four Sundays in January.
 - Mickie confirms Cass Rink bathrooms will be open.
 - The thought is to move forward with this race series because each event is small, outdoors, free (so no refunds if cancellation becomes necessary), and the potential exists to alter the course to make it a loop (instead of out-and-back) to reduce interranner interaction.
 - The 5K would be separated into waves to reduce start line congestion, with five-minute staggers.
 - It is suggested to put out a survey to gauge interest in participating in staggered-start, no-mingling events.
 - It is suggested to hold attendance to the state-mandated 50-person limit and hold a generally normal event (with the understanding that further government-mandated restriction of the number of people who may gather could lead to a future decision to cancel).
 - More discussion will take place with Sarah D (RD) about these considerations.
 - Super Frosty Loomis: Seems like our easiest one to have

- This race is generally small (<50 people) and has two distances, making a wave start easy; the only limitation is lack of use of the Hammond Hilton warming hut.
 - It is decided to move forward with Super Frosty Loomis snowshoe race.
- Major Future Races:
 - Skunk Cabbage: Would need a race director and a new location
 - Steve suggests postponing the decision for a couple of months; countervailing thoughts:
 - If registration opens considerably later than normal, the race would be smaller.
 - Tonya notes that it puts considerable pressure on the club's president to postpone making a decision to cancel for 2021; Gary, Mickie, and Adam came to the same conclusion on their VP call yesterday.
 - Regarding the race director position, Chris notes that Ithaca College's Brad Buchanan (asst. director of intercollegiate athletics and recreational sports) is a former Skunk RD; perhaps he would be interested in stepping up again.
 - Adam moves that FLRC cancel the Skunk Cabbage Classic for 2021.
 - Seconded; approved unanimously.
 - Finger Lakes 50s: Alex has applied for her permit already
 - Presumably Alex anticipates putting the race on; Gerrit adds the proviso that the permit is just a placeholder, not a firm intention to hold the event.

Strategic Planning (Adam Engst, Heather Cobb)—50 minutes

- Preparations for the Virtual Turkey Trot Fund Run are underway; Adam would like board members to encourage participation.
- [Happy Holidays Scavenger Hunt](#) (Heather)
 - Heather lays out the basis of her proposal to take place over the six weeks of the Thanksgiving-to-New Year's holiday season.
 - Prizes for this no-fee event would be old race shirts and similar found items.
 - **Motion:** Heather moves that the club put on the Happy Holidays Scavenger Hunt for the remainder of 2020 as a way to encourage community engagement.
 - Seconded; unanimously approved.
- [FLRC Challenge](#) virtual race series proposal (Adam)
 - The virtual race series would consist of 10 courses, with people encouraged to run courses not only quickly but also multiple times.
 - The RunGo app would guide participants with turn-by-turn directions.
 - According to the proposal, a team component would entail some combination of autogenerated teams based on ten-year age group, "shameless recruitment," age-grading, and top-ten-per-team performances.
 - Adam is working with Scott Dawson and Steve Desmond to build a dynamically updating online leaderboard.
 - The proposal includes 200 total prizes (gift certificates to Ian's store, so the challenge would support that enterprise, as well).
 - The proposal includes a "really great medal" for participants who complete all the courses.
 - The proposal specifies the challenge as a fundraiser for the philanthropy committee's work.
 - The anticipated benefit of this challenge is to provide a year-long club activity.
 - Nancy raises the concern of overpromising prizes (specified as \$4000 in the proposal) and other fixed costs with an indeterminate number of participants.
 - Adam has provided a link in the proposal to a spreadsheet that lays out his assumptions, costs (both fixed and per-participant), and the anticipated financial outcome that can be used to anticipate funds raised for the philanthropy committee under varying scenarios.
 - Charlie questions how participation in the events on our normal race calendar might be affected were we able to resume normal race operations as 2021 progresses.
 - It is suggested that instead of pulling people away from club races, participation in the challenge would likely stand in as training runs.

- Bill suggests lowering the cost of entry to encourage more participation.
- Cost reduction suggestion: Provide certificates as PDFs instead of mailing paper to people.
- It is suggested to have no-swig and/or no-prize registration categories.
- Free entry for board members and race directors would not apply to this challenge, although there would be an FLRC club member discount.
- It is left indeterminate when each course would open/close for competition.
- **Motion:** Adam moves that the club put on the FLRC Challenge virtual race series throughout 2021 with himself as race director and with proceeds going to fund the Philanthropy Committee, with the caveats that courses are yet to be finalized and, before any funds are spent, Adam bring a budget to the board for approval.
 - Seconded; unanimously approved.

Due to lack of time, the remainder of these minutes constitute the agenda as originally submitted; meeting concluded at 7:50 pm.

Communication (Adam Engst)—5 minutes at end if available

- Kate Blackwood has taken over from Pete as the new social media coordinator
- [FLRC Forum FAQ](#) is being distributed
- November Footnotes in the works
 - Survey about race interest
 - Promote Turkey Trot
 - Promote FLRC Presents

Web/Tech Team (Adam Engst)—No report necessary

- Discourse community engagement report
 - Currently has 756 users (up 30), 169 posts in the past 30 days (down 53), and 10400 pageviews (up 1000)

Membership (Adam Engst)—No report necessary

- [Members](#): 577 members, down from 615 at this time last year
- Memberships: 354 memberships, down from 389 last year
- [Breakdown](#): 261 individual, 311 family members

Philanthropy (Mickie Sanders-Jauquet)

- No activity on which to report.

Road, Trails, Track (Mickie Sanders-Jauquet, Gary McCheyne, Adam Engst)

- No activity on which to report.

Equipment (Gary McCheyne)

- No activity on which to report.

Volunteer (Sue Aigen)

- No activity on which to report.

Upcoming Board Meeting Dates

- Dec 9, 2020
- Jan 13, 2021
- Feb 10, 2021
- Mar 10, 2021
- April 14, 2021
- May 12, 2021
- June 9, 2021
- July 14, 2021
- Aug 11, 2021
- Sep 8, 2021
- Oct 13, 2021
- Nov 10, 2021
- Dec 8, 2021