



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

December 9, 2020 at 5:33 PM  
Virtual meeting held via Zoom

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**Attendance**

- **Present:** Sue Aigen, Mike Allinger, Heather Cobb, Peter Dady, 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:**
  - **Club members and guests:**
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**Introduction (5:33–5:35)**

- Welcome of the board
  - Revisions to the agenda
  - Acceptance of the [November meeting minutes](#)
    - The minutes are accepted as submitted.
  - Acknowledgement of notable volunteer efforts
    - Thanks to Heather for organizing the scavenger hunt; it was lots of fun for everyone.
    - Thanks to Gerrit for his long-time service on the board; he will be taking a break from the board while we continue to meet over Zoom.
    - Thanks to Sue for her even longer service on the board.
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**Reports & Discussion (5:35–6:58)**

**Finance (Mike Allinger)—10 minutes**

- Report on [the club's financial position](#) as of November 2020
  - The remaining FL50s refund from UltraSignup has now been received.
  - For details of what was discussed by the Finance Committee, [see the notes on the last meeting](#).
  - Mike has paid the insurance and RRCA dues for the coming year; Mickie will post 2021 race dates on the RRCA calendar.
- Virtual Turkey Trot Fund Run report (Adam)
  - 148 runners participated, collectively raising over \$4000 (with a \$1000 donation from one generous club member); payment has yet to go out due to lack of communication from the Loaves & Fishes contact person.
    - Sue will pass along contact information.

**Governance (Charlie Trautmann)—2 minutes**

- Progress update on Ethics and Privacy Policies
  - The Governance Committee has been working on these two policies, customizing RRCA policies for FLRC; the committee will present these documents for review in January 2021.

**Nominating (Nancy Kleinrock)—2 minutes**

- Progress on 2021 elections
  - To date, 22 club members have weighed in; a reminder email will go out in a few days.
  - Sue reports that she did not receive the email to her yahoo account; Nancy will pursue this matter with Shelly Marino, the membership coordinator.

**Events (Adam Engst)—3 minutes**

- Report on Jason Tuori's *FLRC Presents: Managing Achilles Tendinopathy* talk (Adam)
  - 25 signups, 16 attendees, 10 views on YouTube so far
  - 14 survey responses (asked at the end of the presentation)
    - 4 or 5 stars on all metrics

- 100% interest in more talks on specific injuries
- Next *FLRC Presents* will likely be an open Ask Me Anything with Gerrit and Jason in January.
  - This open session will accept discussion about any injury that interests participants.
  - A disclaimer will be included to limit liability of discussing injuries without direct clinical evaluation.

**Group Runs (Heather Cobb, Adam Engst)—10 minutes**

- Report on the Happy Holidays Scavenger Hunt (Heather)
  - Participation: week 1, 20; week 2, 18; week 3, 8 so far.
  - Heather is surprised at the large number of people finding all of the items each week.
  - The participation level has exceeded Heather's expectation.
  - Tonya is finding the "event" just right, making her happy to be virtually connecting with people she hasn't seen in some time, as well as witnessing their creativity.
- Report on MITHACAL MILERS cross-country workouts (Adam)
  - Adam plans to cancel workouts as of next week, due to infection rates increasing.
    - Further restrictions by Cornell and lack of plowing of Arboretum roads has led Adam to make this executive decision.
    - Bill notes that people enjoyed it while it lasted; he thanks Adam for initiating the workouts.
  - Recap of runner being exposed to COVID-19
    - The exposed runner subsequently tested negative.
- Tabling the idea of a Youth Training Group until infection rates improve (Adam)
  - This is not the best public-health environment for the endeavor proposed during the November 2020 board meeting.

**Diversity (Jullien Flynn)—15 minutes**

- Discussion of the [Diversity Statement](#) and [First-Timer's FAQs](#)
  - Nancy suggests adding an email in each section of the FAQ to invite readers to ask their own questions of the relevant VP.
  - Tonya requests including her XC first-timer's document in the mix.
  - Adam says that there will be one huge FAQ doc, but with anchoring to individual sections/questions.
  - The Diversity Committee has been creating these documents to make FLRC and its events more welcoming to people from diverse backgrounds and underrepresented communities.
  - Peter D. offers feedback that it reads not like a diversity statement but a commentary with too much specificity; Peter would prefer a more generic statement that will persist over some years.
    - Jullien notes that the statement should reflect the reality of 2020.
  - Charlie F. prefers the identification of a range of underrepresented groups without pulling out one of these groups as worthy of additional highlighting.
  - Tonya adds that the obviously identifiable race of a runner is pertinent, which puts Black runners into a different category than people who don't visually stand out as different when viewed, for instance, from across the street when running.
  - Sue shares Peter's concern about the specificity.
  - Mickie suggests the statement be reviewed by some members of the listed underrepresented groups for their opinion.
  - Adam suggests reviewing every club document roughly annually for continued relevance, in this case to update according to current events.
  - The Diversity Committee will take these comments into consideration as they review the Diversity Statement before the next board meeting.
  - Pete K. notes that Run Signup has too few gender options (M/F only) for club membership, although the set of options can be modified for race registration.

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

- Winter Chill (Mickie)
  - Gary, Mickie, Adam, and RD Sarah Drumheller. met and decided to not hold the 2021 Winter Chill due to the COVID situation, but if cases decline in Feb or Mar, Sarah will reconsider holding Winter Chill (or Spring Thaw, as Gary suggests) then.

- **Motion:** Mickie moves that FLRC cancel the Winter Chill 5K series for the month of January 2021, with the potential to postpone to a later month if public health considerations permit.
    - Seconded; unanimously approved.
- Super Frosty Loomis (Adam)
  - This race is still in the works; a final decision of whether to hold it will take place during the January 2021 board meeting. Registration will not open until then.
    - The proposed race date is Feb 6, 2021. The intention is still to hold the race, with Dave Kania and Eric Sambolec (RDs) working with the DEC to acquire permits; they would limit participation in each distance to 20 people.
- FLRC Challenge (Adam)
  - Adding the FLRC Kids Challenge in cooperation with the Ithaca Youth Bureau
    - Adam reports that the city will not permit a posted sign for the Waterfront Trail; in consultation with the Ithaca Youth Bureau, the plan is to add an FLRC Kids Challenge to encourage young people to also run, with a focus on the paved off-road courses.
      - Adam suggests a medal awarded to children who achieve 100 miles total across the course of the year.
      - Presumably, the Youth Bureau will agree to signage on their Stewart Park property.
  - [Budget spreadsheet](#) presentation
    - Adam has established a per-runner cost as well as the concept of “multipliers,” such that the prizes are computed on a per-runner basis (the more runners who participate, the higher the prize, both for overall winner and age-group winner; all swag will be add-on for an additional fee.
    - Based on past-years’ data, he is assuming that 60% of participants will be club members and 40% will not; he proposes a members’ entry fee of \$50 and nonmember entry fee of \$75.
    - Based a request by the Cornell Botanic Gardens, Adam now includes a \$2/registrant donation to the Botanic Gardens.
    - The breakeven number of participants in this model is 55 registrants.
      - Steve anticipates 200 registrants highly overestimates the number who will participate, and he is glad that Adam highlighted the breakeven point.
    - Bill asks whether the Kids Challenge is included in this budget; Adam responds that children will sign up through the Ithaca Youth Bureau, which will also attend to any swag (e.g., kids’ T-shirts) aside from medals, which would be paid for by FLRC.
    - Gerrit brings up the matter of club member vs. nonmember projection: If all participants were club members, the breakeven point would be 89 registrants, it is suggested to decrease the FLRC discount of \$25 to \$20, to reflect the club membership rate and limit financial exposure.
      - Tonya counters this by noting that there is value to the club for participants to be members, such as the potential to retain them as members in future years; Sue voices agreement.
    - Rob Kurcoba has designed a very attractive logo.
    - Adam does not anticipate finalizing all the details to launch the Challenge by January 1, 2021 (later in January, instead); he is suggesting offering a soft launch prior.
    - The ten courses of the challenge have been established—four fully paved, two tame park path, and four “real” trail courses—ranging from 1 mile to 13 miles; Adam does not anticipate opening all the courses simultaneously.
    - **Motion:** Adam moves that FLRC approve the provisional budget for the FLRC Challenge.
      - Seconded; approved with two abstentions.

**Communication (Adam Engst)—5 minutes**

- Report on Virtual Turkey Trot and Scavenger Hunt PR

- From a PR standpoint, the Communications Team did well.
- PR for 2021 race cancellations is planned alongside FLRC Challenge announcement.
- December Footnotes is in the works.

**Web/Tech Team (Pete Kresock, Adam Engst)—5 minutes**

- Update on race page creation (Pete)
  - Pete K. has created draft pages for all conventional races; the forms for early-in-the-year (through Skunk Cabbage) are ready to post.
    - Pete would like guidance on when registration for the FL50s will open; Adam suggests specifying that an update will be provided on March 2, 2021.
    - Steve notes that it is essential that Alex update the UltraSignup page for the FL50s, since that is where runners go for information, not to the FLRC website.
- Discourse community engagement report (Adam)
  - Currently has 767 users (up 11), 287 posts in the past 30 days (up 117), and 12800 pageviews (up 2400); this significant uptick is due to the Scavenger Hunt.

**Membership (Adam Engst)—No report necessary**

- [Members](#): 559 members, down from 631 at this time last year
- Memberships: 344 memberships, down from 394 last year
- [Breakdown](#): 251 individual, 298 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.

Sue moves to adjourn at 6:58; seconded, approved unanimously.

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**Upcoming Board Meeting Dates**

- 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