



FINGER LAKES RUNNERS CLUB
BOARD OF DIRECTORS MEETING

September 9, 2021 at 5:32 PM
Virtual meeting held via Zoom

Attendance

- **Present:** Mike Allinger, Heather Cobb, Adam Engst, Tonya Engst, Nancy Kleinrock, Pete Kresock, Gary McCheyne, Steve Shaum, Charlie Trautmann, Bill Watson
 - **Absent:** Charlie Fay, Mickie Sanders-Jauquet
 - **Club members and guests:** Lorrie Tily
-

Reports & Discussion (5:32–7:04)

Welcome of the Board (Adam Engst)—5 minutes

- Revisions to the agenda
 - No revisions.
- Acceptance of the [July meeting minutes](#)
 - Accepted.
- Acknowledgment of notable volunteer efforts.
 - Lorrie and Chris Irving are appreciated for directing two races recently (Fillmore 5K and Forge the Gorges; similarly for Mike Stone and Pete Dady (Forest Frolics and Finger Lakes 50s).
 - Thanks also to Steve and Nancy for putting together a trail-making document.
 - Bill and Kate are being gifted an FLRC onesie for their little one, Paul.

Group Runs (Heather Cobb, Adam Engst)—5 minutes

- Report on Saturday group runs on FLRC Challenge courses (Heather)
 - August included runs at the Botanic Gardens and Buttermilk; both went very well, and the snacks were appreciated. Many new folks showed up to the Botanic Gardens run, which was great. Turnout is averaging 10–12 people, with some new people at each run.
 - Heather can arrange for a group run on the Danby Down n Dirty course before the race in early October.
- Report on MITHACAL MILERS Tuesday night XC workouts: 8–10 participants so far (Adam)
 - A mix of regulars and new faces have been showing up. The workshops are being well-received.

Cross Country (Tonya Engst/Adam Engst)—5 minutes

- PGXC season has been announced and people have started to sign up.
 - Tonya has been communicating with women's XC runners through the forum. A good group of people will be at the first race this weekend: a mix of new and returning runners, with more interest at the younger end of the age spectrum than in recent years, due to COVID concerns, including a fast, full open team.
 - Carpooling is not being organized due to COVID concerns.
 - New jerseys unfortunately won't be available for the first race.
 - The process of ordering women's jerseys for sizing and lending is still underway—they should arrive soon. Individuals will be able to purchase personalized jerseys on their own through an online store the club sets it set up.
 - On the men's side, the older teams are full, but the masters age group has been struggling to field a team.

Diversity (Adam Engst)—10 minutes

- Jullien put out a call for Diversity Committee members and got seven new people: Ana Riley, Vinny Cappadora, Evan Kurtz, Anngel Delaney, Michael Sullivan, Kris Haines-Sharp, and Jim Miner. They have been added to the @diversity-committee group and Google Drive folder.

- We had a call on Aug 19 to meet the new people, pass the baton, and talk about what comes next. Ana Riley agreed to be the chair; [see the meeting notes for other details](#).
- The next meeting is scheduled for Mon, Sep 13, with future meetings scheduled for the second Monday of every month. All are welcome.

Road, Trails, Track (Various)—20 minutes

- Update on FLRC Challenge (Adam)
 - 184 participants in the FLRC Challenge (up 8 from July)
 - 57 kids in the FLRC Kids Challenge, with 13 having completed over 25 miles; 4 over 50 miles; 3 over 75 miles; and 1 (Toby Kennedy) over 100 (currently at 121 miles).
 - 33 people have completed all 10 FLRC Challenge courses, as is easily checked on the new Completions page, one of the continuing leaderboard upgrades.
- Race Report: Fillmore 5K on Jul 17 (Lorrie Tily, Chris Irving)
 - Numbers were down, as expected, due to late opening of registration and lack of opportunity to advertise.
 - Volunteer numbers were also down, due to a late start of the volunteer-acquisition process.
 - All went smoothly on race day.
- Race Report: Summer track in July and August. (Adam)
- Race Report: Forest Frolic on Jul 31 (Pete Dady, Mike Stone)
 - All went smoothly from a timing perspective.
 - A few people went off course, although the course was well-marked; wrong-way signs are useful.
 - Numbers were steady relative to its last running.
- Race Report: Forge the Gorgeous on August 12 (Lorry Tily, Chris Irving)
 - Numbers were down, as expected, due to late opening of registration and lack of opportunity to advertise.
 - Volunteer numbers were also down, due to a late start of the volunteer-acquisition process.
 - The course has changed due to bridges being out and other changes in the State Park. This year's change involved a chunk of frontrunners missing a turn and getting off course; wrong-way signs can be useful at tricky intersections.
 - Lorrie notes that, due to on-the-ground changes of park trails, the distances need to be updated in next-year's race materials.
 - Alan Lockett is going to take over as RD for Forge the Gorgeous for 2022.
- Canceled Race: Ithaca 5&10 (Gary)
 - Due to lack of timely secondary approval from the city, and challenges coordinating with the high school, the race was cancelled for 2021.
 - Nevertheless, the Gorges Half Marathon went off in August, one week or two apart from when the 5&10 was slated to be run.
 - Adam intends to invite Ian Golden to the board meeting in Oct 2021 when we'll be developing the 2022 race calendar to attempt to avoid timing conflicts.
- Upcoming Race: Monster Marathon on September 18 (Dave Kania, Cat Mass, Mik Kern)
 - It is hoped that trail markings will be done with care to avoid runners getting lost.
- Upcoming Race: Danby Down & Dirty on October 2 (Pete Kresock)
 - Pete is prepping for the race and has been in touch with Christina Harrison-Savage to serve as assistant RD or shadow Pete to help train her as a race director in the future.
- Upcoming Race: Skunk Cabbage needs a race director—suggestions?
 - The first step will be to ask Alex Kleinerman, and take it from there if she is unable.
 - Adam has approached Cornell about holding the race on Cornell's campus due to COVID concerns (as well as winter track, including the Hartshorne Mile); guidance will be forthcoming as the months go by.

Events (Gary McCheyne)—5 minutes

- Event Report: Annual Picnic on Aug 26 (Adam, Mickie, Gary)
 - Thanks go to Mickie, Gary, and Heather for working with Adam on organizing the picnic.
 - Turnout was strong (80–85 people).

- Gary thought it went well.
- RD dinner idea (Gary)
 - Gary and Adam discussed holding a dinner for RDs the Friday before the Monster Marathon (since the pavilion is already reserved), although no planning has yet taken place. This is not going to take place this year, but perhaps could be planned for future years.

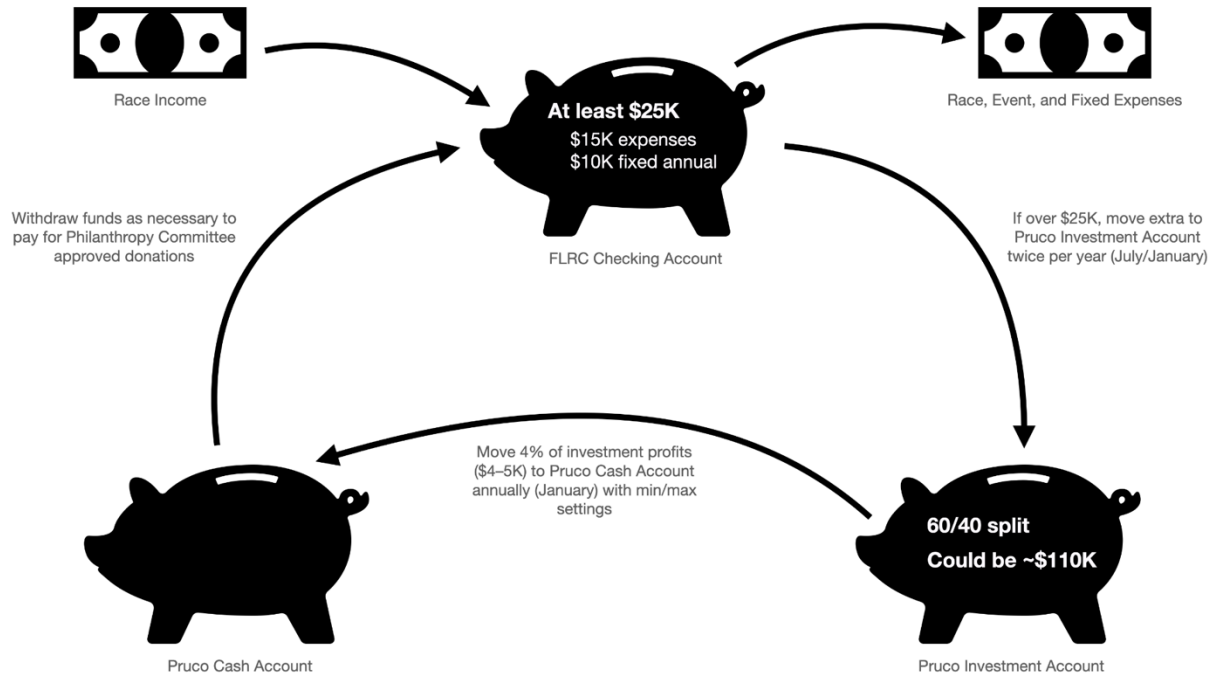
Governance (Adam Engst)—10 minutes

- Soliciting board volunteers to serve on the Nominating Committee to identify and recruit new board members. (Recall that our straw poll from May suggested a board size between 12 and 17.) The committee's tasks will be to come up with names of potential board recruits, determine what attributes they bring to the board, arrange them in order of desirability, verify there are no dealbreaker personality conflicts with existing board members, and approach the recruits in order until we have the desired number of acceptances.
 - Nominating Committee members: Adam Engst, Gerrit Van Loon, Charlie Trautmann, Heather Cobb, with the potential addition of Mickie S.-J. and Charlie Fay, as well.
- Potential board recruit names that have come up in conversation (in no particular order): Dave Kania, Becca Lovenheim, Chris McClure, Sarah Ridenour, Ian Golden, Caitlin Loehr, Liz Hartman, Gabby Woo, Francine Barchett, Sandy Gregorich, and Chelsea Benson. Other quick suggestions?
 - Nancy adds Cat Massa as a suggestion; she works for the Finger Lakes Land Trust and serves as Monster co-RD.

Finance (Mike Allinger, Adam)—20 minutes

- Report on the [club's financial position](#) as of September 2021. Please review the financial documents in advance and prepare questions.
 - Mike notes that the race registrations value for August does not include money that came in from Stripe during August, since they were factored in during September.
 - The checks for the Friends of Hammond Hill are finally going out, depleting the checking account somewhat, but in a manner anticipated.
 - Mike will confer with Chris I. about the high value assigned to awards.
- Noting the very low registrations thus far for the Monster Marathon, due to late opening of registration and minimal PR, Lorrie wonders whether there is any thought of cancelling this or other similarly suffering races; she is asking the question in a general sense, not inherently for this race, this year. Is this something we should create guidance around?
 - Lorrie notes that she felt confused about the role of the RD vs the role of the communication team regarding the word out in a timely manner to promote the race.
 - Adam feels as though he has been in good communication with the Monster RD team, taking care not to step on their collective toes.
 - Adam intends to work with the communications team regarding a timeline for opening registration, sending out PR material, and so forth.
 - Tonya suggests emailing lists of past Monster racers about the upcoming event to encourage last-minute registrations.
 - Pete thinks it would be useful for each race's race handbook to include a timeline for various activities, including publication.
- Proposal for allocation of investments and cash management
 - As an outgrowth of a Finance Committee meeting with Paul Sypher, the following proposal was developed by the committee:
 - Maintain a minimum checking balance of \$25,000 at all times. \$10,000 of that could cover fixed operating expenses for a year and \$15,000 to cover a high-expense month;
 - Move money over \$25,000 from checking to Pruco twice yearly, perhaps in mid-July (post FL50s) and at the end of year;
 - Reallocate Pruco investments to be more aggressive. Currently, we're at 40/60 (stocks/fixed income); this is a conservative allocation. The Finance Committee proposes to rebalance to either 60/40 (industry standard for nonprofits not using investments for operating expenses) or even 70/30. Last year we made 9.76%; Sue reported that her 60/40 account at Pruco generated 16%.

- Specify a percentage of annual net investment profits or up to a fixed amount to move into the Pruco cash account at the start of every year to fund the Philanthropy Committee. If we end up with roughly \$110,000 in the account, a 4% withdrawal would generate \$4400. Or we could extract investment profits up to a fixed amount, say \$5000.
- For reference, Chris Irving's [historical spreadsheet of profit and loss by year](#) and the summary illustration.



- **Motion:** Adam moves that FLRC provide standing instructions to Pruco that allow the Treasurer and President to transfer money between the FLRC checking account and the Pruco investment accounts.

- Discussion:

- Gary questions whether the club's investment earnings are best used for philanthropy.
- Mike notes that we don't need to answer that question first, but rather can apply this investment scheme to make more money to use for whatever purpose.
- Adam adds that this structure is precisely what was proposed with the large donation (which is now on hold) in mind.
- Steve notes that some years investments go well and some years they don't.
- It then becomes a question of whether to allocate 4% of the investment account to philanthropy; alternatively, it could be a fixed \$5000, regardless of the income in a given year.
- Steve also questions retroactive vs prospective availability of funds.

- The motion is being called, although use of income will be considered later.
- Adam calls the motion; motion is seconded.

- Passes unanimously.

- **Motion:** Adam moves that FLRC transfers sufficient funds from the checking account in excess of \$25K to the Pruco account.

- Seconded; passes unanimously.

- For other business, see the notes from the [August 3rd](#) and [August 18th](#) Finance Committee meetings.

Communication (Adam Engst)—5 minutes if time available—no time available

- Newcomer's Guide to Running in Ithaca seems to be popular
- Any requests or suggestions for the September Footnotes?

- Report on Yogile photo library sharing, which now has ~50 albums
- Still planning a call to talk about best practices for race promotion

Membership (Adam Engst)—5 minutes if time available—no time available

- [Members](#): 491 members (up 14 from July), down from 609 at this time last year
- Memberships: 314 memberships (up 16 from July), down from 372 last year
- [Breakdown](#): 234 individuals, 255 family members
- 17 usages of our offer of free membership to those hurt by the pandemic (up 1 from July)

Web/Tech Team (Adam Engst)—2 minutes if time available—no time available

- Discourse community engagement report
 - Currently has 848 users (up 19 from July), 245 posts in the past 30 days (down 33), and 18000 page views (down 300)

Equipment (Gary McCheyne)

- No activity on which to report.

7:04 pm: Heather moves to adjourn; seconded; approved unanimously.

Upcoming Board Meeting Dates

- Oct 13, 2021
- Nov 10, 2021
- Dec 8, 2021

Forge the Gorgeous Race Report

Race Date: Aug 12, 2021

Next Year's Possible Date: Aug 11, 2022

Race Director(s): Lorrie Tily, Chris Irving

Number of Runners (Preregistered, Day-of-Race, and Total): 90, 0, 68

Race Income (Preregistered + Day-of-Race = Total): \$961.00

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

Donald Tily

Tina M. Slater tms2@cornell.edu

Shealena Hartwell shealenahartwell@gmail.com

Abbie Marnell and family abbiemarnell@gmail.com

Carl M Hartwell cmh378@cornell.edu

Steven Vanek stevanek4@gmail.com

The timing crew

RACE EVALUATION: Notable Performances

Oldest finisher in the long course was 77 year old Joseph Reynolds. Oldest short course finisher was 79 year old Gerald Bergenstock. Top three in that race were 19 and under.

Publicity

Radio Advertisement on the Cayuga Radio group as part of Fillmore Days, Printed advertisement in the Shopper and on posters located around as part of Fillmore Days

Weather

Nice typical August Evening. Rain the day before made the course a bit muddier than usual and expected rain forecast for that evening may have contributed to several no shows

Food

Pizza, Beer. Planned for the 90 pre-registered therefore we had extra beer and pizza we gave away to folks who helped clean up

Awards

Custom made porcelain medals on ribbons shaped as bathtubs for age groups. Growlers from Summer Hill Brewery to Overall Male\Female, Overall Masters Male\Female.

Supplies and Personnel

More utility flags for marking the course. Accurate measurement of the short course. An updated map from NYS Parks

Problems

A few of the top runners took a wrong turn down a trail marked (Do not enter This is not a trail) on a tricky section of trail. The slower paced runners did not make the mistake.

Overall Impressions

A few folks were upset about going off course however most took it in stride and realized it is the nature of trail runs. In the end everyone appeared to be happy.

LOOKING BACK AND FORWARD: Comparison with Last Year

N/A COVID caused the race to not happen in 2020

Changes

New race directors, new awards

Next Year

Perhaps remove the tricky section of trail. People don't seem to appreciate the beautiful waterfall view which was why it was added.

Danby Down n Dirty Race Report

Race Date: Oct 02, 2021

Next Year's Possible Date: Sep 24, 2022

Race Director(s): Pete Kresock

Number of Runners (Preregistered, Day-of-Race, and Total): 140 + 0 = 140 (134 finishers)

Race Income (Preregistered + Day-of-Race = Total): \$1715.00 + 0 = \$1715.00

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

Kristina Harrison-Savage kristina.harrisonsavage@gmail.com

Alan Lockett alan.m.lockett@gmail.com

Stephanie Mulinos s.mulinos@gmail.com

Bob Talda bobtalda@verizon.net

Adam Engst ace@tidbits.com

Jesse Koennecke jtk1@cornell.edu

Sarah Dellett microdellett@gmail.com

Michelle Dardia dollysdaughter@hotmail.com

Katie Durrant katiemdurrant@gmail.com

Gary McCheyne gary@cayugamusic.com

Gerrit Van Loon gerritvl61@gmail.com

Amelia Kaufman afkaufman100@gmail.com

Sandy Gregorich Sandygregorich@hotmail.com

Aaron King aaronking32@gmail.com

Michael Lee korthain1@gmail.com

Sue Aigen s_aigen@yahoo.com

RACE EVALUATION

Notable Performances

The men's 10K race saw the course record fall by more than 3 minutes with Mason Coppi's 38:48. Ian Golden offered a \$500 gift card as an incentive to any guy who could be his 41:47 CR from 2007. (This was entirely Ian's doing, independent from me and the club.) Second place Matt Lipsey and third place Dan Timmerman also both ran under the old CR.

Francine Barchett won the women's 10K in 57:12. Kristofor Norberg was the men's 20K winner in 1:37:03 and Katie Sick won the women's 20K in 1:47:31. Nine-year-old Mckenzie Leonard (10K) was the youngest finisher. 10K runner Benedetta Carnaghi recorded her tenth and final FLRC Challenge course completion.

Publicity

Just fliers hanging at Ian's store and a free listing at TrailSisters.net. no paid ads this year.

Weather

The weather is the best we've had since I first got involved in this race in 2014. Sunny, mid-60s during the race. The course was relatively dry given all the late summer rain we had.

Food

Gatorade, water, and leftover Monster snacks at the aid stations. . For the finish line: 10 dozen Wegmans donuts; 9 gallons of cider; 28 lbs of apples; Clif Bars; Wegmans multi-grain bars; birthday cupcakes Nancy made (for Steve) that were available to whoever wanted. The finish line food was too much by 2 dozen donuts, 2 gallons of cider, and about 5 boxes of bars. Lots of positive feedback about the donuts.

Awards

Overall M/F in each distance—\$25 gift card for finger Lakes Running Co. and choice of 6-pack of beer (or N/A drink). Age-group winners got choice of beer or N/A drink. I purchased all awards, with enough to fill each 10-year age group and two extras. I spent around \$380 total on awards.

Supplies and Personnel

It would be cool to clock halfway splits for the 20k runners, but we'd need more timing people for it.

Problems

I met my goal of giving WSAR a boring day. No medical events. One runner missed a well-marked turn onto Hill Road and continued straight to run the full Abbott Loop. she eventually got back on course, finished the 20k, and said it was her own fault. No one else went off course that I'm aware of.

Overall Impressions

Everything went extremely smoothly from an RD standpoint. I had lots of positive feedback about the course markings and the post-race food. If anything, the course was overmarked because I knew some guys were going after the 10K course record and I didn't want any confusion, especially if it came down to a matter of seconds.

It would have been nice to have FLRC Challenge finishers medals onsite for Benedetta Carnaghi and anyone who finished the Challenge with their run that day.

LOOKING BACK AND FORWARD

Comparison with Last Year

No race in 2020. Compared to 2019, I think the weather made it more enjoyable for everyone. So did the FLRC Challenge aspect. Several runners had previously run the Danby Challenge course and knew their way around the forest when they may have never run there before if not for the Challenge. The 10K was also much more competitive, which made it exciting to watch. (When Adam Pacheck gets 5th you know it's a deep field!)

Registration numbers were down from 150 in 2019 (and 171 in 2018). There was no da-of-race registration, and COVID may have affected the numbers a little. About 90 of the registrations were over the final 5 days.

Changes

Some different finish line food; only Gatorade and water (no food) at the Bald Hill Road aid station; Ian's incentive (which I had nothing to do with).

Next Year

Possibly bumping the date up to the final weekend in September to avoid hunting season and expanding the course so the 20k uses the entire Abbott Loop. This depends on dates for other FLRC races like Monster and 5 & 10.

Also, maybe having a larger prize pool to attract more competition, with equal prizes for men and women.

Monster Marathon Race Report

Race Date: Sep 18, 2021

Next Year's Possible Date: Sep 03, 2022

Race Director(s): Cat Massa, Dave Kania, Mik Kern

Number of Runners (Preregistered, Day-of-Race, and Total): Preregisters = 41; Day of = 0; Total Half = 25; Total Full = 10

Race Income (Preregistered + Day-of-Race = Total): \$1,105 + \$0 = \$1,105 total

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

Kristina Harrison: kristina.harrisonsavage@gmail.com

Dan Longaker: dlongaker@gmail.com

Tamara Loos: tamaraloos@cornell.edu

Diana Hackett: dhm.hackett@goolemail.com

Gretchen Gilbert: gcg4@cornell.edu

Francine Barchett: fgb43@cornell.edu

Peter Moloney: peter.moloney@ucdconnect.ie

Robert Seltzer: rseltzer@borgwarner.com

Charlie Leonard: artisan@frontier.net

Dean Russo: drusso@borgwarner.com

Makoto Endo: kuromage@hotmail.com

Eric Sambolec: bdsambo@mail.com

Jan and Steve Vanek as monsters: not sure of emails

RACE EVALUATION: Notable Performances

BIG CONGRATS TO OUR WINNERS! Yvette De Boer was our half marathon champion (with a new course record!) and Gerrit Van Loon was our marathon champion. All runners should be proud. This was a hard course on a very hot and humid day!

Publicity

No, just FLRC forum.

Weather

Friday night rained, was cool, high 50s.

Saturday warmed up to high 70, very humid, not as much mud as we expected. Course conditions were good.

Food

Fitnell Farms provided lunch. It was excellent and we had the right amount.

For aid stations: watermelon, cookies, pretzels, Cola, regular and GF bread, pickles, various chips, M&M's, oreos, starburst/swedish fish, bananas. At least twice as much as we needed. Beer for after.

For volunteers: bagels and coffee, which were mostly not eaten. Ithaca bakery could not have the order ready before 7:00, so we should think about pre-buying something next year.

Awards

We did top 5 for each distance based on age grading.

Beer, Cider, Socks, Shoe deodorizer, Phone running belt

We purchased all awards for roughly \$50.

Supplies and Personnel

More volunteers along the course. The turn at the stone bridge at the top of the park was confusing to some. The return back onto the FLT also loses some people every year.

More arrow signs would be helpful.

Problems

No major incidents.

Overall Impressions

Other than low numbers, everyone had a fun time.

LOOKING BACK AND FORWARD: Comparison with Last Year

There was no race in 2020. Compared to 2019, there was less than half in the marathon and 1/3 in the half. We attribute this to Virgil Crest being the previous weekend, and less marketing leading up to the race.

Changes

New directors, so we aren't familiar with how it went in previous years.

Next Year

New date Labor Day weekend? New location? Move back to Virgil?