



FINGER LAKES RUNNERS CLUB
BOARD OF DIRECTORS MEETING

October 13, 2021 at 5:35 PM
Virtual meeting held via Zoom

Attendance

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

Reports & Discussion (5:35–7:32)

Welcome of the Board (Adam Engst)—5 minutes

- Revisions to the agenda
 - No revisions
- Acceptance of the [September meeting minutes](#)
 - Accepted as presented.
- Acknowledgment of notable volunteer efforts
 - Cat Massa, Dave Kania, and Mik Kern are to be commended on their first RD effort for the Monster Marathon.
 - Pete Kresock again put on a wonderful Danby Down 'n' Dirty.
 - Jamie Love, the mother of a 15-year-old homeschooled XC runner, took beautiful photos at Danby, as well as at two XC meets.
 - Pete also thanks the FLRC crew who hosted the Hope Lake aid station at Virgil Crest.

Nominating Committee (Adam Engst)—20 minutes

- The Nominating Committee proposes the following for 2021:
 - 2022 FLRC board composition: 11 returning members, with lifetime member Gary McCheyne stepping down as VP of Trails and retiring from the board but remaining as equipment manager. Thanks to Gary for his many years of service!
 - Proposed 2022 Officer changes: Pete Kresock as VP of Trails, Charlie Fay as Treasurer, and Bill Watson as Secretary.
 - Thanks to Gary, Mike Allinger, and Nancy Kleinrock for their work over many years!
 - Nancy and Mike will both remain on the board as members at large.
 - Mike Allinger has resigned as treasurer, effective immediately, to aid in the transition, but will remain on the board and the Finance Committee. ([Resignation here.](#)) With the powers granted to him as president by our bylaws, Adam is appointing Charlie Fay as interim treasurer for the rest of 2021. Thanks, Charlie!
 - Presentation of four board recruits: Ian Golden (owner of the running store and local/regional race director), Liz Hartman, Tim Logue (City of Ithaca's city engineer—and runner), and Becca Lovenheim (Lansing track/XC coach and highly involved in youth running, including creating a youth running club)
 - Charlie T. reports that Tim Logue will facilitate FLRC interface with the City of Ithaca.
 - Adam reports that Ian Golden would be a good addition to the board, despite obvious conflicts of interest (Ian's race management company and the club's frequent purchase of prizes from his store), to minimize communication issues and improve attendance at our races through cross-promotion.

- Adam reports that Becca Lovenheim brings her commitment to youth running and could benefit from leveraging FLRC's co-commitment and resources for youth running.
 - Adam reports that Liz Hartman is not yet fully committed to joining the board, due to family, job, and other volunteer time commitments, but the hope is that she will decide to join.
- Discussion of new board meeting time based on [When2Meet poll](#)
 - The poll suggests Tue, Wed, or Thu would be okay, but beginning at 6:30 pm might be preferable to 5:30. A future poll will decide among which weekday 6:30–8:00 would be best.
- Discussion and solicitation of names for the Volunteer of the Year award
 - Adam suggests, to avoid the award seeming to be a popularity contest, instead to count volunteer hours and assign the award that way.
 - Nancy provides some history of selection of the Volunteer of the Year.

Philanthropy (Mickie Sanders-Jauquet)—5 minutes

- In accordance with the March decision to budget \$5000 for the Philanthropy Committee budget in 2021, the committee recommends giving \$2000 to the Ithaca Youth Bureau's running programs. (Previously in 2021, we gave \$2000 to Girls on the Run.)
 - Discussion:
 - Nancy asks, and it is clarified, that annual payments to Wilderness Search and Rescue and Finger Lakes Trail Conference are distinct from the Philanthropy Committee's donations.
 - **Motion:** Mickie moves that FLRC donate \$2000 to the Ithaca Youth Bureau's running programs for our 2021 donation.
 - Seconded; approved unanimously.

Communication (Mickie Sanders-Jauquet, Adam Engst)—15 minutes

- Proposal to purchase FLRC-logoed hats and shirts for marketing and resale (Mickie)
 - [Hats](#): \$13.25 per for a 100-piece minimum order, plus \$20 setup fee (\$1345)
 - [Women's Tank](#): \$7.25 per tank with 100 mix-and-match minimum order
 - [Men's T-Shirt](#): \$7.25 per shirt with 100 mix-and-match minimum order (\$725 including men's and women's)
 - Discussion:
 - Nancy asks intended pricing of each garment type. It is suggested to charge roughly \$10 per shirt and \$15 per hat.
 - Mickie also suggests that Pete, as incoming VP of Trails, also make a purchase of Trail Circuit shirts.
 - **Motion:** Mickie moves that FLRC authorize \$2200 for purchasing new hats and shirts for marketing and resale purposes.
 - Seconded; approved unanimously.
- Brief report on the [October 8 Communications Team meeting](#) (Adam)
 - The meeting's content is available in the notes linked above.
- Print and Post report (Tonya)
 - Tonya reminds the purpose of the Print and Post team: an 8x11-formatted PDF would be distributed for each race, with people on the team responsible for printing and posting flyers in a few designated locations.
 - She apologizes that she let the ball drop this year due to her medical problems.
 - Going forward Tonya will again coordinate with RDs, Print and Post Team members, and the Communications Team for future races.
 - Progress in this arena is in play for the Turkey Trot and Winter Chill.
- Quick presentation of the Uber Calendar (Heather)
 - The calendar is more than a race calendar, including timing for broad tasks as well as specific tasks for particular races.
 - Heather will head up this calendar resource.
- Any requests or suggestions for the October Footnotes?
 - None offered.

- Report on Yogile photo library sharing, which now has ~50 albums
 - Adam is enthusiastic about the progress of the photo library.
- Discussion of our previous idea of hiring a photographer for each race, with [Jamie Love](#) as one of the possible suggestions. Some questions: If we're interested, how much should we pay? Should the expense come out of each race or out of a general communication line? Should PGXC races be included?
 - Discussion:
 - Ian notes that he has hired Ron P. and Steve G., paying Ron a flat fee of \$500, with Ron also charging for any photos sold.
 - Steve questions whether we'd be hiring photographers to take photos of each and every runner or for the club's PR purpose.
 - Adam says that his thought is that the photos would be as a service for the runners, but not to guarantee every runner will be pictured.
 - Ian echoes Steve's thought that strategically sited photos (e.g., with waterfall in the background) would be great for PR purposes and/or stimulate the purchase of photos.
 - Questions become how much to pay a photographer, whether photographer costs should come out of each race's budget or the club's general resources, and whether to include events like the XC series in the bucket of photographed events.
 - The following motion will be tabled until Nov 2021.
 - **Motion:** Adam moves that FLRC contract one or more professional photographers to take photos at our races. Most races will pay a flat fee of \$TKTK; longer races (like Finger Lakes 50s) may pay more or retain multiple photographers. Race directors may find their own photographers or rely on those recommended by the Communications Team. All photos become the property of FLRC and will be made digitally available to runners for free.

Road, Trails, Track (Various)—20 minutes

- Update on FLRC Challenge (Adam)
 - 189 participants in the FLRC Challenge (up 5 from September)
 - 57 kids in the FLRC Kids Challenge, with 16 over 25 miles and 5 over 50, 4 over 75, and 2 (Toby Kennedy and Arya Basu) over 100
 - 38 people have completed all 10 FLRC Challenge courses
- Race Report: Monster Marathon on Sep 18 (Cat Massa, Dave Kania, Mik Kern)
 - The race report was included in the Sep 2021 minutes.
- Race Report: Danby Down & Dirty on Oct 2 (Pete Kresock)
 - The race report was included in the Sep 2021 minutes.
 - Pete says that the third year of him directing the race went very well.
 - People enjoyed the donuts.
- Race calendar run-through (various)
 - Skunk Cabbage needs a race director; what about Vinny & Nichole Cappadora? (Alex is decidedly not interested in continuing as RD.)
 - It is not yet certain whether Cornell will permit the race to take place on campus.
 - This couple runs a race timing company; it could become a discussion for the board whether Vinny and Nichole's timing company would be hired as compensation (as opposed to Leone Timing, despite the long and mutually agreeable relationship between FLRC and Leone).
 - A new RD could decide on if/how to adjust the course. Charlie F. notes that any course change would require recertification by USATF (or holding a non-certified race).
 - Finger Lakes 50s:
 - Since Pete D. and Mike S. have not replied regarding directing the 50s for 2022, despite today being a drop-dead date for deciding. A new director will be sought—again, perhaps Vinny and Nichole Cappadora.
 - Add Tuesday Nighttime Trial in late August (Aug 23/30 2022?)
 - This would be a mile time trial for high school runners.

- Add wildcard race on a July/August weekend day (Aug 6?)
 - Adam proposes a different type of event, such as a timed (multihour) race or elimination race.
 - Nancy notes that she has thought out a 17-ish-ish mile trail race on beautiful trails unfamiliar to many local runners.
- Proposed race calendar for 2022 (see [here](#) for the latest version):
 - Current version is appended to these minutes.

Finance (Charlie Fay)—20 minutes

- Report on the [club's financial position](#) as of Sep 2021. Please review the financial documents in advance and prepare questions.
 - Due to the late hour (7:08 pm), Charlie asks for questions rather than reviewing the month's financial report.
 - Adam notes that the \$6200 expense was due to zeroing out money that flowed through FLRC for the Friends of Hammond Hill fundraiser.
- Proposal for cash management and allocation of investments, which the Finance Committee will work into an update to the club's official Cash Management and Investment Policy:
 - As discussed (and documented, including graphics) during the Sep 2021 board meeting, the overall goal is to put FLRC's investments to work supporting the club's mission by investing them more aggressively than currently and using the proceeds to fund philanthropic giving according to decisions made when the board discussed management of the anonymous donation (since sidelined by COVID).
 - See Sep minutes for an overview.
 - Discussion:
 - It is institutional standard to allocate 60 (equities)/40 (fixed assets); we could invest more aggressively, if desired.
 - Most foundations extract philanthropic funds as a rolling percentage, rather than a fixed-dollar amount.
 - **Motion:** Charlie moves that FLRC adopt the Finance Committee's proposal for cash and investment management, with the following key aspects:
 - Minimum checking account balance of \$25,000
 - Twice-yearly moves of funds in excess of \$25,000 (plus expected near-term expenses) to the club's investment account
 - Reallocation of FLRC's investments to a 60/40 ratio of stocks to fixed income instruments
 - Annual extraction of funds for use in philanthropic giving according to a formula to be developed by the Finance Committee and approved by the board.
 - Seconded; approved unanimously.
- For other business, see the [notes from the October 8th Finance Committee meeting](#).

Insurance (Gary McCheyne)—5 minutes

- During the 2021 FL50s, race director Mike Stone's truck slipped off the soft road and was damaged. His insurance covered the bulk of the repair, but the question is whether the club should pay reimburse him for the \$500 deductible. It doesn't appear that our RRCA insurance covers the damage—it's quite clear about how personal autos aren't covered.
 - Mickie notes that RRCA is very specific that it covers rental vehicles, but not personal vehicles.
 - Adam is strongly in favor of reimbursing Mike S. for his uninsured loss.
 - Tonya notes that reimbursing Mike should *not* be considered as setting a precedent for dealing with any future incident.
- **Motion:** Adam moves that FLRC reimburse Mike Stone \$500 for the damage done to his truck during Finger Lakes 50s, with the money coming out of the FL50s budget line.
 - Seconded; approved unanimously.

Diversity (Adam Engst)—5 minutes—not discussed due to lack of time

- The Diversity Committee has voted to rename itself as the "Diversity and Inclusion Committee"
- The Diversity and Inclusion Committee has revised the Diversity Statement and will present it for approval in November.

- Ana Riley, the committee's chair has been working with the director of the Southside Community Center on a one-time pop-up running class for kids 9–12. Sandy Gregorich and Nancy Kleinrock are helping. If it's a success, we may help organize a weekly running class for three months over the winter.
- The Diversity and Inclusion Committee requests that the webmaster add the following text to every race webpage. The idea is that the D&I chair will collaborate with the race director and the person making the request to try to make participation possible:
If you need an accommodation for a disability to participate in this event, please contact the FLRC Diversity and Inclusion Committee chair at diversity@fingerlakesrunners.org.
- To promote diversity and inclusivity at our races and events, the committee proposes that FLRC provide a free option for people who cannot afford entry fees. The suggestion is that each race webpage should contain the following text, and race directors would be provided with a coupon code to give people who requested it. It's expected that there would be very few requests, but this ensures that we're not pricing anyone out of our events.
If financial considerations prevent you from entering this race, please contact the race director at [RD's email address].
- See notes from the Oct 11 call.

Group Runs (Heather Cobb, Adam Engst)—5 minutes if time available—not discussed due to lack of time

- Report on Saturday group runs on FLRC Challenge courses (Heather)
- Report on MITHACAL MILERS Tuesday night XC workouts: Increasing to 14–16 participants, and the Ridiculous Relay was once again a big hit (Adam)

Cross Country (Tonya Engst)—5 minutes if time available—not discussed due to lack of time

- PGXC season is well underway, with 18 women and 24 men participating in at least one race so far. The FLRC Open and Vets women's teams won the first two races, and we've had a number of individual top-three places as well. The next race is our home meet at Taughannock on Oct 31, and all are welcome to join our teams.
- The general women's jerseys have arrived and are being loaned out. Custom jersey ordering will start soon, but there's no hurry because delays in production and shipping mean that there's no chance of receiving them before the end of the season. Ordering will take place through Webscorer, with individuals buying their own jerseys.

Events (Gary McCheyne)—5 minutes if time available—not discussed due to lack of time

- Event Report: RD dinner at Ithaca Beer (Gary)

Membership (Adam Engst)—5 minutes if time available—not discussed due to lack of time

- [Members](#): 510 members (up 19 from September), down from 602 at this time last year
- [Memberships](#): 329 memberships (up 15 from July), down from 367 last year
- [Breakdown](#): 247 individuals, 261 family members
- 20 usages of our offer of free membership to those hurt by the pandemic (up 3 from July)

Web/Tech Team (Adam Engst)—2 minutes if time available—not discussed due to lack of time

- Discourse community engagement report
 - Currently has 862 users (up 14 from September), 345 posts in the past 30 days (up 100), and 19900 page views (up 1900)

Equipment (Gary McCheyne)

- No activity on which to report.

Meeting adjourned 7:32 pm.

Upcoming Board Meeting Dates

- Nov 10, 2021
- Dec 8, 2021

Race	2022 Date	2021 Date	Director
Winter Chill 5K #1	Jan 9	Jan 3	Sarah Drumheller
Indoor Track (Jan)	Jan 9	Jan 10	Adam Engst
Winter Chill 5K #2	Jan 16	Jan 10	Sarah Drumheller
Hartshorne Masters Mile	Jan 22	Jan 23	Adam Engst
Winter Chill 5K #3	Jan 23	Jan 17	Sarah Drumheller
Winter Chill 5K #4	Jan 30	Jan 24	Sarah Drumheller
Super Frosty Loomis	Feb 12	Feb 6	Dave Kania, Eric Sambolec
Indoor Track (Feb)	Feb 13	Feb 14	Adam Engst
FLRC Annual Meeting			Events Team
Indoor Track (Mar)	Mar 13	Mar 14	Adam Engst
Skunk Cabbage	Apr 10	Apr 4	NEEDS A RACE DIRECTOR
Women's Distance Festival	May 8	May 9	Lorrie Tily, Chris Irving
Thom B.	May 21	May 22	Joel Cisne, Gary McCheyne
Twilight 5K	Jun 8	Jun 16	Mickie Jauquet
Tortoise & Hare	Jun 18	June 6	Mickie Jauquet
Outdoor Track (Jun)	Jun 21	Jun 22	Adam Engst
Finger Lakes 50s	Jul 2	Jul 3	
Fillmore 5K	Jul 16	Jul 17	Lorrie Tily, Chris Irving
Outdoor Track (Jul)	Jul 19	Jul 20	Adam Engst
Forest Frolic	Jul 30	Jul 31	Peter Dady, Mike Stone
Forge the Gorgeous	Aug 11	Aug 12	Alan Lockett
Outdoor Track (Aug)	Aug 16	Aug 17	Adam Engst
FLRC Annual Picnic	Aug 25	Aug 26	Adam Engst, Mickie Jauquet
Monster Marathon	Sep 3	Sep 18	Cat Massa
Ithaca 5 & 10	Sep 11	Aug 22	Gary McCheyne
Danby Down & Dirty	Sep 24	Oct 2	Pete Kresock
Turkey Trot	Nov 24	Nov 25	Bruce Roebal