



FINGER LAKES RUNNERS CLUB
BOARD OF DIRECTORS MEETING

November 10, 2021 at 5:32 PM
Virtual meeting held via Zoom

Attendance

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

Reports & Discussion (5:32–7:14)

Welcome of the Board (Adam Engst)—5 minutes

- Revisions to the agenda
 - No revisions.
- Acceptance of the [October meeting minutes](#)
 - Accepted as presented.
- Acknowledgment of notable volunteer efforts
 - Thanks to Charlie Fay for undertaking the notable work required to transition into the role of treasurer.
 - Thanks also to Charlie Fay for reconfiguring and setting up the PGXC course at Taughannock State Park, despite flooding.

Board/Governance (Adam Engst)—15 minutes

- Upcoming Doodle poll about new board meeting time based on [When2Meet poll](#) will have Yes/No/Maybe options for T/W/Th at 6:30. Think about your schedule in 2022 ahead of completing the poll.
 - The “maybe” option in the poll should be used if attendance at that time is technically possible but not preferred by the person filling out the poll.
- Discussion and solicitation of names for the Volunteer of the Year award

- Goal is to make the selection informed by how much someone actually volunteered and avoid the stress of it becoming a popularity contest
 - For example, Adam notes the heroic number of hours (many dozens of them) that Steve Desmond has devoted to the FLRC Challenge leaderboard.
- A proposal is made to form a task force to brainstorm a new selection technique.
- Discussion of embedding this year's board election vote in a member survey
 - The goal is to increase participation and learn more about member opinions; see a [possible draft survey](#)
 - Discussion:
 - Charlie F. considers it to be a good idea, but should emphasize that the survey is indeed the election.
 - Charlie F. asks who the survey would be distributed to, if not members.
 - Adam suggests posting it on the forum and encouraging survey completion by offering three free entries to all 2022 races other than the Finger Lakes 50s.
 - Some conversation surrounds the precise questions and formatting of the survey, but the general sense of the board is that constructing the election in the context of the survey is okay, but in addition to distributing it via the forum for survey purposes, it must also go overtly to the club membership list for board voting purposes.

Cross Country (Tonya Engst)—5 minutes

- PGXC season is over, with 28 women and 45 men participating in at least one race; Tonya notes that numbers were down relative to 2019 participation. The FLRC Open and Vets women's teams won three races each, and the Open women's team won the series, with the Vets women's team tying for first and ending up in second on the tiebreaker. We had numerous individual top-three places as well.
- Carpooling to/from races was considered generally pleasurable, despite wearing masks.
- Custom jersey ordering has started through Webscorer, with initial advertising only to the women's team, but we plan to open it up in a few weeks to the club membership generally. The order will include both personal orders by individuals and jerseys in selected sizes to make available as loaners to women who don't own their own.

- Request for funding for the post-season party at the Brooktondale Community Center (pavilion rental (\$50) and food (single-serving style from Wegman's) for ~40 people); beer is already on hand.
 - **Motion:** Tonya moves that FLRC allocate up to \$300 to pay for facility rental and food for the PGXC post-season party.
 - Seconded; approved unanimously.
 - Charlie F. notes that, given the recent growth in XC participation, a XC budget line should be included in the 2022 budget.

Diversity (Adam Engst)—15 minutes

- The Diversity Committee has voted to rename itself as the “Diversity and Inclusion Committee”
- The D&I Committee has revised the [Diversity Statement](#) (to be renamed the Diversity and Inclusion Statement) after consultation with the Finger Lakes Independence Center and to take into account the fact that nearly a year has passed since the initial drafting. Please review the proposed rewrite and bring any questions or concerns to the meeting.
 - Discussion:
 - No major changes suggested
 - **Motion:** Adam moves that FLRC adopt the revised Diversity and Inclusion Statement as recommended by the Diversity and Inclusion Committee.
 - Seconded; approved unanimously.
- The D&I 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.
 - The committee proposes the following be included on each race page: *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*
 - Discussion:
 - Ian asks about nonbinary registration options: Webmaster permits nonbinary as a registration option, although Ultrasignup does not yet. Ian and Steve discuss how best to reach out to Ultrasignup to add such an option.
 - Types of accommodations Tonya can imagine requests for: a deaf or hard-of-hearing person desiring prerace announcements provided in alternative form; someone with PTSD requesting the use of a whistle rather than a gun to start a track meet heat; someone with a service dog needed for accompaniment; someone wishing to start a race early to enable finishing within cutoffs.

- To promote diversity and inclusivity at our races and events, the D&I 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. Perhaps withhold this option for the FL50s, where we're turning people away anyway?
 - The committee proposes the following be included on each race page: *If financial considerations prevent you from entering this race, please contact the race director.*
 - Discussion:
 - Steve is somewhat concerned that making an overt announcement encouraging potential exploitation of the offer.
 - Charlie and Liz note that anyone taking advantage of this invitation will not have to reveal the nature of their need.
 - Add: "to request a coupon code for free entry."
 - Revised wording: *If financial considerations prevent you from entering this race, please contact the race director for assistance.*

Finance (Charlie Fay)—20 minutes

- Race director Dave Kania has proposed and the Finance Committee recommends that FLRC raise the base registration fee for FLRC's "community races" from \$15 to \$20, retaining the \$5 member discount and taking into account the Diversity and Inclusion Committee's proposal for free entry for those who can't afford the fees. Benefits include improving the perception of FLRC races as professionally produced events, increasing FLRC revenue, and accounting for increased race costs, without reducing access to FLRC races. See the [Race and Membership Fee Policy](#) for current wording.
 - Discussion: What should we do about day-of-race registration? From the timing and accounting standpoint, eliminating day-of-race registration has been a big win, although Lorrie Tily (but not Chris Irving) expressed frustration because she thought it lowered her numbers for Fillmore and Forge. One possibility is to deprecate day-of-race registration, but if a race director insists, to set the day-of-race fee at \$40 (double) and set a hard 30-minute-prior-to-start cutoff.
 - In 2016, the fee for most FLRC races was made uniform to simplify things for runners and for the club.

- Nancy notes that an increase in entry fees of this small amount does not serve the purpose of using race fees to “legitimize” the quality of our races.
- Ian notes that he charges ~\$75 for his (nontrail) half marathon, and that is a bit below what other similar regional races charge.
- Steve notes that if we raised the fee for our general races to meet “market rate,” it would mean raising fees to the \$45–50 range.
- Others comment that low-priced races are nice for locals who know the high-quality of our races, but won’t attract people from out-of-town by signaling that the event will be professionally conducted.
- Two options regarding prices: raise rates to \$20 for nonmembers and \$15 for members; or raise rates to something like \$40 with \$25 discount—and either case to make really clear in all race materials that we put on a professional event with a well-marked course, good aid stations, professional-quality timing, and post-race food.
 - A straw poll is more-or-less even.
 - Nancy notes that it is in the club ethos to keep race entry fees low to encourage participation, particularly among club members; she also notes that the small increase in race entry fees alone is insufficient to lend an air of professionalism to the races, so clear communication toward that end is quite important to attract runners from out of the area or who have otherwise not participated in our events previously.
- **Motion:** Charlie F. moves that FLRC accept the Finance Committee’s recommendation to amend the Race and Membership Fee Policy for to raise the standard registration fee for community races to \$20 (from \$15) and accept the Diversity and Inclusion Committee’s proposal to offer free entry to those who can’t afford our events.
 - Approved unanimously.
- Report on the [club’s financial position](#) as of October 2021. Please review the financial documents in advance and prepare questions. (Chris is looking into registration revenue for Danby being too high and Monster being too low.)
 - The board thanks Ian for his appreciable donation to the club.
- For other business, see the [notes from the November 1st Finance Committee meeting](#).

Communication (Adam Engst)—15 minutes

- Any requests or suggestions for the November Footnotes?
 - None offered.
- Report on Yogile photo library sharing, which now has 100 albums and many thousands of new photos, thanks to Steve Gallow uploading all his old albums
- Discussion of the previously voiced idea of hiring a photographer for each race, with Jamie Love, Steve Gallow, and Ron Heerkens as possible suggestions. Some questions: If we're interested, how much should we pay? Maybe \$300 for a smaller race that would generate 200 or fewer photos and \$500 for a larger that would generate more? Should the expense come out of each race or out of a general communication line? Should PGXC races be included?
 - Charlie F. wonders why more than 300 photos would be desired from any given race.
 - Steve wonders the purpose of collecting the photos: Is it to provide a photo of every single runner, or is it for the club's PR purposes?
 - Adam says that a promise wouldn't be made to runners that they would inherently appear in one or more photos.
 - Steve also notes that some races are easy to photograph (road races are accessible) but trail races are more of a challenge to get to optimal locations for photographic purposes.
 - Charlie F. suggests a single fee for photographing a race, rather than a two-tier situation.
 - Adam notes that Steve Gallow has spent some 20 hours in post-processing photos for Skunk Cabbage for just some \$200–300 in photo sales (without having been paid for taking the photos in the first place).
 - It is suggested to exclude track meets and XC races.
 - Steve suggests, instead of tiers, to offer a flat fee of "up to \$500."
 - Adam suggests the precise fee to be worked out between the race director and the photographer, with fees coming out of the race budget.
 - Others prefer to see photo fees be included in a budget line (for the Communications Team) and to be organized by the Communications Team rather than by individual race directors.
 - **Motion:** Adam moves that FLRC contract with one or more professional photographers to take photos at our races—excepting track meets and PGXC meets—paying a flat fee of up to \$500. The Communications Team will coordinate with photographers and pay for such services from its budget. All photos become the property of FLRC and will be made digitally available to runners for free.

- Seconded; approved unanimously.

Road, Trails, Track (Adam Engst, Mickie Sanders-Jauquet)—10 minutes—(no time remaining to address these issues)

- Update on FLRC Challenge (Adam)
 - 192 participants in the FLRC Challenge (up 3 from October)
 - 57 kids in the FLRC Kids Challenge, with 17 over 25 miles and 5 over 50, 4 over 75, and 3 (Toby Kennedy, Arya Basu, and Maren Golden) over 100
 - 55 people have completed all 10 FLRC Challenge courses
 - 7 people have now completed the FLRC 100K Ultra Challenge
- Winter Chill
 - Sarah Drumheller has submitted permits and race pages are live. Registration will open before December 1.
- Winter track and Hartshorne Masters Mile
 - Checking with Ithaca College about the possibility of using their track
 - If not, we will likely have to cancel
- Skunk Cabbage and FL50s have new race directors in Vinny and Nichole Cappadora
 - Working with Cornell on reserving the Schoellkopf Crescent for Skunk Cabbage
- Discussion of new event ideas should be scheduled
 - Tuesday Night Time Trial in late August (August 23)
 - Wildcard race on a July/August weekend day (August 6?)
 - Downhill mile idea from Ian
 - New Virgil trail race idea from Nancy

Group Runs (Heather Cobb, Adam Engst)—5 minutes if time available (no time remaining to address these issues)

- Report on Saturday group runs on FLRC Challenge courses (Heather)
- Report on MITHACAL MILERS Tuesday night XC workouts: Increased to 18–19 participants, with the Ridiculous Relay luring new people for the last workout (Adam)

Events (Gary McCheyne)—5 minutes if time available (no time remaining to address these issues)

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

Membership (Adam Engst)—5 minutes if time available (no time remaining to address these issues)

- Members: 519 members (up 9 from October), down from 588 at this time last year

- Memberships: 335 memberships (up 6 from July), down from 359 last year
- [Breakdown](#): 251 individuals, 266 family members
- 23 usages of our offer of free membership to those hurt by the pandemic (up 3 from October)

Web/Tech Team (Adam Engst)—2 minutes if time available (no time remaining to address these issues)

- Discourse community engagement report
 - Currently has 870 users (up 8 from October), 336 posts in the past 30 days (down 9), and 23000 page views (up 3100)

Philanthropy (Mickie Sanders-Jauquet)

- No activity on which to report.

Equipment (Gary McCheyne)

- No activity on which to report.

Heather moves to adjourn at 7:14 pm; seconded; approved.

Upcoming Board Meeting Dates

- Dec 8, 2021