



## FINGER LAKES RUNNERS CLUB

### BOARD OF DIRECTORS MEETING

March 14, 2012, 5:30pm  
708 Rhodes Hall, Cornell University

In attendance: Board members Maria Costanzo, Gary McCheyne, Steve Shaum, Gerrit Van Loon, Bruce Roebal, Kim Szpiro, Chris Reynolds, Lorrie Tily, Joe Reynolds, Tim Ingall, Karen Ingall, Shelly Marino, Casey Carlstrom, Nancy Kleinrock, Liz Brundige, Bob Talda, Andy Jordan. Guest: Karen's niece.

In Joel's absence, Bob Talda called the meeting to order at 5:35pm.

#### **Additions or deletions to the agenda:**

Tim and Karen: Buying water bottles  
Kim: Johnson board fellowship; posters  
Shelly: Waivers  
Virgil Crest passes from Ian

**Approval of the January minutes:** Steve had one correction to make. Lorrie moved, Nancy 2nded that the minutes be approved. Motion passed.

#### **Upcoming Races:**

**March Track Meet (Bruce Roebal):** Two events: 400m and 1500m. Bob pointed out that it will also be the first mile of the Marathon Mile that concludes at the Ithaca Festival.

**Skunk Cabbage Classic (Lorrie Tily):** 675 runners have pre-registered, and 75% of the shirts are sold. Lorrie expects them all to be sold before race day. Ads for Skunk will appear in the Ithacan and Cornell Daily Sun, and on the radio. She had a sample of the bags that will be given to winners. All 4 aid stations have been sponsored (zombies, hashers, etc). Runners will vote for their favorite aid station, and FLRC will make a \$100 donation to that station's favorite charity. New this year: the first 600 runners to complete the half-marathon will receive a finisher's medal. Gerrit questioned whether this is enough. More can be ordered after the race if necessary. Ham radio and massage folks are lined up. Bob suggested that runners be polled to find out how they heard about the race – their response could assist with advertising it next year. Maria suggests using Survey Monkey for this. Kim asked about advertising in the high school, but this could create a conflict during track season. Bob has contacted the CU Running Club.

**Tower of applications (Joe Reynolds):** Joe has no hard copies for the tower. He suggests that FLRC develop one waiver form that could be used for race day for any of our races. Lorrie still feels that there should be hard copies available in the tower.

**Finances:** Sophia was not present, but sent two sheets of financial info (to be placed in the notebook with the minutes). Sales tax is due next week. The annual 990: finance committee will be meeting soon. Sophia is working with TCTC to get a check scanner.

**Membership Report:** Melissa was not present, but sent email: 122 family memberships, 128 individual, 28 life, 2 teams. Total of 290 members, an increase of 50. Some of the increase was due to Joel's Winter Chill series.

**Newsletter (Liz Brundige, Nancy Kleinrock, Gary McCheyne):** The newsletter will be coming out this month, and the plan is to make it a bi-monthly publication. Still looking for new editor(s).

**Marketing: Film nights:** Joe reported that the first film night was a great success, very well-attended.

Discussion of a float for the Ithaca Festival Parade was tabled in Joel's absence.

**Website (Maria Costanzo):** Old results are still being loaded onto the new site. Gerrit suggested a promo page be developed to spotlight things like the scholarship program, need for volunteers, current events and activities – something that clearly shows where your membership dollars go. Casey said that using tags would make this relatively easy to do.

**Equipment:** Joe would like to purchase two cots to have on hand in case someone is injured. Teasing ensued on other possible uses. Cots could be useful for the Virgil Crest aid stations. The mile markers ordered from Voss are not ready yet, but should be ready soon. Bob wondered about the possibility of using them to mark turns on other races.

**VP Business: Trails (Joe):** Trails are gorgeous right now. Warning: Ticks are out.

**VP Business: Roads:** Our VP for roads, Nick Scalfone, has left town, so this office is currently empty.

**VP Business: Track (Bruce): Summer Track Series:** All events will be held in Kane field. Having one place for all meets should boost attendance. Bruce distributed a handout of the proposed races for each meet. Tim suggested that the July 5<sup>th</sup> relay be changed to 4x2x2x8. Done. Bob said that we need publicity for the series. Maria says that the FLRC Facebook page is growing by leaps and bounds, so this should help.

Bruce also showed some designs he may use for the Turkey Trot shirt this year. He will work with Phyllis on the design.

#### **Old Business:**

**Picnic (Bob):** No report.

**Hartshorne Volunteer of the Year Award (Bob):** Chris was lauded by all present for her hard work. It was decided that she be given the award at the picnic, as that is the event most likely to involve a broad spectrum of members.

**FLRC Apparel (Lorrie & Steve):** Lorrie displayed samples she'd acquired from Ian. The singlet and jackets were well-received, but the pants were not. She expressed some frustration with the limited amount of resources to which Ian has access. Also, any clothes purchased through Ian would need to be sent elsewhere for printing of the logo. Mary and Gary suggested that they contact PSP, the business that provides the shirts (including printing) for their races as well as uniforms for Cornell & IC. Gary will find out if PSP can provide good styles for our club. To publicize the clothing (once a decision has been reached) it was suggested that we ask Steve Gallow to take photos of club members modeling the gear, and put these on the website. Clothing would be pre-sold only.

**Johnson Board Fellows (Kim):** This is a great opportunity for the club to get some qualified assistance on a special project. A group of MBA students from the Johnson School sit in as non-voting members on various non-profit boards, and work on projects for that board. Kim will meet with a representative from the group. Possible projects include expanding the scholarship program, expanding our community outreach, marketing the club – something that speaks to our mission.

**FLRC Poster (Kim):** The poster is complete and ready for printing. Cost will be ~\$40 for glossy posters, \$40 for a 'bulletproof' vinyl version. Lorrie suggested that Kim check with Voss, the company that is making the mile markers. She will do so.

#### **New Business:**

**Member Program:** Tabled in Joel's absence.

**Cayuga Trails 50 miler (Chris):** Ian is proposing to start an elite ultra race, staged from the Ithaca Brewery, to be held 2 weeks before the Finger Lakes 50s. Next year it would fall on the same day as Tortoise & Hare, and would use some of the same portions of trail as Tortoise. There would be cash prizes totaling \$10K-\$12K. Chris is concerned about the date of the race being very close to the 50s, the possible problems with shared trails for Tortoise, and the difficulty of finding enough volunteers. She will keep an eye on this.

**Water bottles (Tim & Karen):** Tim and Karen would like FLRC to purchase hand-held water bottles (with the FLRC logo) to be sold at races to cut down on waste. The model they have in mind has a hand strap and a

small pouch suitable for gels. Pricing is dependent upon volume. Bob suggests that they try this out at Monster, by advertising that no cups will be available – runners must provide their own – and then have the bottles available for sale. Maria pointed out that buying the bottles for a race is analogous to a race director purchasing shirts. Bob will query the other race directors to see if there is interest in selling bottles at other races. It was noted that once a runner has a bottle, he/she probably won't buy another one.

**Winter Chill 5K (Joe):** Joe pointed out that Joel's Winter Chill series, is the most successful thing that club has done in quite a while, and that it should be done again. It took very little time to set up, the mix of having a track meet in the middle of the series was good in that it introduced new people to the that aspect of club activity as well as the outdoor race. Too bad Joel was not present, as we all gave him a big round of applause for his initiative.

As it was already past 7pm, Bob tabled discussion of waivers and the Virgil Crest passes until the next meeting.

Casey made a motion to adjourn, seconded by Bruce. Motion passed.

Meeting was adjourned at 7:07pm.

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Submitted with all due respect by Shelly Marino, board secretary.