



### **UTICA ROADRUNNERS BUSINESS MEETING**

Attending Board Members: Melissa Barlett, James Mott, Jeannine Macera, Dani Bliss (on Zoom), Sharon Scala, Alejandro Gonzales, Rebecca Aceto

Also in attendance: Phil Trzcinski

Meeting called to order at 6:03pm

Approval of June Minutes, Rebecca moved, Sharon 2nd, passed unanimously.

#### Activities & Events

- Races
  - Four Race Challenge
    - People thought that the hoodies were part of the sign-up, when they were supposed to order them separately causing some confusion
      - Should have been clear online
    - Swag included is only the T-shirt and the medals
      - We'll have these to give out at SOS
    - Thoughts on doing this in the future
      - It definitely helps making sure our races have people to run them
      - Is a significant amount of work for Jim currently, and may need some adjusting of duties to continue in the future
      - Financially, this may not make the club money, and could lose money in the swag, and it is hard to match up on the balance sheet
      - Could we do a discount in the future for those who sign up for multiple races instead, with no extra swag
        - Or give a discount on UR merchandise, 15% certificate or something
      - Considering some other issues with swag in general, since we often have leftovers, and people do not always pick up their items
      - Could create shirts that cover all of our races instead of one for each
  - Summer Sizzle
    - Overall it was a big success!
    - We saved thousands of dollars by using Proctor Park (vs SUNY Poly) and have an excellent relationship with Masonic
      - No cost from the city this year, \$300 to Masonic
      - Great course! Will probably keep it.
      - Might want to work with Masonic for the Safety Run this year

- A few people who did not realize that there was not day-off race registration
      - We managed to get them in
    - We did spend considerable money on certification of course and payment to USATF to be a part of the ADK Grand Prix, however, the course is now certified and the cost will not have to be revisited.
      - Had about 15 folks from Albany show up for this
      - Do we want to maintain our ADK grand Prix status if offered by USATF? Decision can be made next year
    - There were a lot of volunteers
      - However, there seemed to be some confusion as to who was doing which jobs and whose job it was to get water to the finish line
      - Never enough water! Especially considering how hot it was.
- Save Our Switchbacks - Sharon Scala
  - Sunday, August 15, 2021
  - 132 are registered at this point.
  - EMTs to block the road?
    - Jim Mott will check
  - Packet pick-up times
    - Sneaker Store Saturday 8/14 from 10-2
  - There are a variety of age group awards including cookie mix and old medals
  - Shirt cut-off is 7/15
    - Then they will be ordered, including a few extra in each size for some volunteers
  - Volunteers
    - Only way to have the course set-up is to have people directing runners on the course
    - Water stations - 3 volunteers per station
      - One at the top of Valley View
      - One going both in and out of the switchbacks
      - Sharon can use the large jugs
    - Bottles or cups at the end?
      - Bottles are preferable at the end
        - ~350 bottles or so might be needed
        - Sharon will see if Price Chopper will donate
      - Bottles produce waste, we might want to find someone who could collect them?
    - Sharon has a contact for bananas and is looking for other things as well
- Falling Leaves - Mike Brych
  - Sunday, September 26, 2021
  - Registration opened on July 11<sup>th</sup>.
  - Nearly 144 are currently registered already.
  - We will be holding a mass start for both races.
  - Further details will be coming.
  - Looking to hold the awards ceremony outdoors.
- Skeleton Run – Rick Gloo
  - Sunday, October 17<sup>th</sup> at Deerfield Town Park
  - No timer yet - still needed!
- We liked running at Pumpkin Junction last year

- However, we might need an even that involves less work from the site since they do not have many workers
    - Looking to hold some type of Octoberfest event or something simpler than a race
  - 9/11 Never Forget Run/Walk 5k - Phil Trzcinski/Alex Gonzalez
    - August 22<sup>nd</sup>
    - Everything is ready and approved
      - Centro is available for shuttling runners
      - Start and end is ready
    - 160 registered so far
      - Groups/teams are still forming and will likely add to these numbers
      - Many flyers are going out to local police and fire departments
      - MV Hill Striders are also helping to further advertise
    - Money raised currently is about \$20,000 (including about \$5,000 in kind donations in lieu of cash)
      - Lots of local businesses donated various things
    - Afterparty
      - Mostly outside and tents will be available at the Celtic Harp
    - Utica Coffee will have a special coffee for the event including our logo, available for the month of August
      - Could we get this into the mug club?
    - Lots of promotion and in-kind donation of advertising planned through our local media
    - We are including this in the Grand Prix, and might make a push to get it added to the Club Cup
    - In NYC, this race includes full scale pictures of the police/fire who lost their lives in the towers that get put all along the race route (408 sides)
      - Borrowing these from NYC is nearly impossible
      - Getting them done locally would be over \$5000
      - We could work with the same printer in NYC that the organization uses for \$3614.12 (this includes shipping)
      - These would be ours to keep and use for future years and for other events related to 9/11
      - This would specifically be a great way to promote the club in general and continue to get our name out for supporting this organization
      - Melissa made the motion to purchase these signs, Rebecca 2nds, unanimously approved
        - We would like to give our other Board members some time for comments since it is a small meeting today
        - Within this week so that these can be ordered
    - Run 2 End World Hunger – Rocco Fernalld
      - No updates
- Activities
  - Fitness Mill has been contacted about the UR membership deal as it was not being honored. That problem has been resolved and the deal is still valid, talk to Jim Mott if there are issues
    - Hopefully Fitness Mill runs will continue
  - Boilermaker Training Program - Tim and Joan Kane

- Still going well, may be changing locations in the future
- Development Runs- Ashley Mancini
  - Road is now closed and we have one mass start at 6:30 pm with a Kids Run at 6:15.
  - More volunteers are needed especially at the end of the runs
- Youth XC Training Program- Nate Getman
  - On hold until 2022
- Blood Drive
  - August 1st 8-12
  - Looking to get a food truck
    - One that has some breakfast options
    - Mangia Macrina or The Healthy Food Truck
  - There are tournaments at Accelerate that day, so there will be quite a few people there
  - We have a softball field available 12-1 and challenged the Roman Runners to a game
    - Any other side events we would be interested in?
  - Will be looking for volunteers to work at an information table
- Grand Prix – Gary LaShure
  - No updates
- Scholarships – Andrew Rubino
  - Scholarships went well with recognition and publicity.
- Volunteers –Travis Belanger
  - Jim will make sure that he is getting people as needed
- Social – Danielle Bliss
  - Gold Rush Mini-Golf, Thursday July 22nd 4-5pm, and there's a band at 7 Hamlets at 5pm, rain date, July 24th
- CNY Running Club Cup – Tim Kane
  - Jim will talk to Tim about including 9/11 Run
- Diversity Committee - Alex Gonzalez/Melissa Barlett
  - U-ROAR program to bring in community groups is ready to go
    - However, summer makes it hard to talk to many of these groups, so we are planning to push to get this going in Fall
    - Melissa will be putting together a webpage
  - Alex and Michelle were featured for RRCA and are talking to a Texas club tomorrow, we will try to share the link and info
  - Run Against Racism - take 2!
    - Begins July 17 and goes until July 31
    - We have a series of shorter runs/walks available in a downloadable PDF that we can provide to people
    - Alex is working on shirts so we can make a decision about the online store with RunSignUp and start to get people signed up etc.
      - Although shirts will not be completed until near the end of this or even later
      - Jim can get USA Racing to get the store up and running at least
      - People could get them at the SOS pick-up
    - We want to get the maps into the RunSignUp and also update on social media etc.

- Roman Runners event this Friday
- Nutrition Committee- Rick Gloom
  - Jeannine Macera continues writing bi-monthly pieces for SplitTimes.
  - Speaker Series - ideas for next speaker November or December?

#### Administration & Finance – Sharon Scala

- Financial – Jen Bachelder
  - Financials were shared
- Merchandise – Sharon Scala
  - Zip-up hoodies are in and tanks are at the printers
- Equipment and Rental – Dennis Johnson
  - Still looking for someone to take on this job!
  - A full inventory of equipment and its condition still needs to be done - This is a project we need to address before the year ends.
  - New battery pack was purchased.
  - Still no key to the hitch on the Blackb trailer
    - Alex and Phil will go check it out and see if they can make it usable for the 9/11 run
- Membership – Rebecca Aceto
  - Numbers continue to increase, currently at 298 (only down 11 from last year)
- Webpage
  - Many updates have been made.
  - Continue to send items that need to be updated to Melissa
- Facebook & PR - Jen Bachelder, Andrew Rubino
  - Our social media presence is awesome!
- Clubs & Organizations Liaison – Rick Gloom, Tim Kane (USATF and RRCA)
  - Tim forwards all RRCA stuff, and we were featured for the DEI Committee Run Against Racism work
- Sponsorship - Rocco Fernald
  - We are starting to get some new sponsors.
  - However, we need to keep working on more sponsors
- Race Calendar
  - Google calendar is on website, but not sure if it is yet being updated

#### Old Business

- Continuing to table this discussion from June to August when we have more people
  - From Dan and Sharon Stedman:
  - Although we are not sure, it appears our membership is aging. Some of those members, who are aging, are turning to walking for exercise and they are finding it difficult to run the 1,000 miles necessary to qualify for their chevron. Our suggestion is to create a new different color, “walk-only” or “run/walk” 1,000 mile chevron. By offering this award, it could create a whole new cohort of members and potential race day volunteers.

#### New Business

- Our white trailer at the parkway was vandalized with spray paint sometime between Wednesday and Sunday morning
  - The police etc. have been contacted and it has been covered over with white paint

- Veterans Outreach Center
  - Have been running a 5K in the last few years, but was too complicated logistically and didn't make money
  - They make significant money by fabric recycling, and for the 9/11 Run Packet Pick-up, there will be a pick-up for used fabric
  - Could we add fabric pick-ups to other UR events/runs?
    - This seems easy enough to include
    - Remind people to bring old clothing to future events in the media
    - Would be coordinated with each race director

Next Meeting – Monday, August 9, 2021 -Boilermaker Offices, 6pm

Meeting adjourned by Rebecca, Jeanine 2nd, approved at 7:41pm