



## UTICA ROADRUNNERS BUSINESS MEETING

Monday, February 12th, 2023 6:15 pm, Boilermaker Headquarters

Board Attendance: A. Rubino, M. Barlett, R. LaPorte, T. Olivera, A. Hartnett, M. Hedeem, F. Vellone

Meeting called to order at: 6:15pm

Motion to accept minutes from last meeting: Motion by M. Barlett. 2nd by M. Hedeem.

Unanimously approved.

### INITIAL BUSINESS

- Additional Youth XC Program - Jim Parker
  - Discussed that there are many youth sports programs for elementary aged children but not any for running in New Hartford
  - Many people who participate in sports do not continue them after high school but running can be a lifelong opportunity
  - New Hartford school district would not be willing to allow a program during the school year on school grounds, at this time planning to run program in the summer
  - Still working to figure out coaches, insurance, budget, cost, and location
  - Proposed age group is 3rd to 6th graders, likely New Hartford residents
  - Would ideally like to have a practice schedule starting in July with a final “race” in August before the school year
  - Hope to provide t-shirts or medals to all participants
  - A. Rubino suggested the Development Runs for potential “practice” as this is an insured event. Also suggest Kemble Park as potential area for program
  - M. Barlett suggested looking into RRCA online trainings and grant opportunities to fund and connect with J. Parker after the meeting. Also will look into renting MVCC field space.
  - J. Parker will plan to attend next meeting and provide updates
  - A. Rubino will connect with existing summer Whitesboro running program to let them know about potential new program
- Newsletter - information must be submitted in a timely manner - deadline is 20th of each month
  - Ex: Information for March newsletter must be submitted by February 20th

## COMMITTEE REPORTS

- **Activities & Events – Erik Winberg**
  - **Races**
    - **The UR Four Pack** - Andrew Rubino
      - Registration closes March 2nd
      - We have 30 registered so far (65 total registered last year)
      - Slightly down on registration but anticipate registrations last minute before the registration closure
    - **Save Our Switchbacks** - Melissa Barlett & Sarah Harrison
      - April 20, 2024
      - Insurance and permit submitted
      - Swag items have been decided
      - Registration opens March 3rd
      - Planning to talk with the zoo and figure out timing
      - Planning social hour and packet pickup April 19th 6-8pm at The Beer Hub in Utica. Will also likely have a packet pickup at the Sneaker store before the Beer Hub event
    - **Summer Sizzle** - Jim Mott & Travis Olivera
      - June 16, 2024
      - Planned swag currently t-shirts and headbands
      - Anticipate needing 8-10 volunteers to assist with event
    - **Falling Leaves** - Andrew Rubino
      - September 22, 2024 - 50th Anniversary
      - No additional updates
    - **Skeleton Run** - Rob Kapfer
      - October 13, 2024
      - No additional updates
    - **Run 2 End World Hunger** – Rebecca LaPorte Mason Hedeem
      - No Report
    - **New Year’s Run** at Accelerate – Melissa Barlett
      - No Report
  - **Virtual Events**
    - **FIVE after FIVE** – Jim Mott & Melissa Barlett
      - Event will be an individual event not included in the Four Pack
      - A. Rubino & M. Barlett will determine minimum orders for swag items - proposed shot glass and headband at this time
      - To receive swag and to be considered for prizes during event you must register for \$15/person
      - Free option will allow people to participate in event and social media but will be ineligible for swag and prizes
- **Activities - Limited**
  - **Scholarships** - Travis Olivera
    - Planning to open scholarships on March 4th
    - A. Rubino requests information is sent to him ahead of time so he can distribute form links and information

- A. Hartnett will update the website information
    - Scholarship committee currently has 4 members
  - Boilermaker Training Program - Erik/Wendy/Pete
    - Start March 2, 2024
    - Working on location, hoping to use Accelerate, waiting on answer
    - Will start advertising as the RunSignUp is ready to go, will include information that location is TBD
  - Boilermaker Expo table and volunteers
    - <https://kesslerpromotions.com/vendors>
  - Grand Prix - Gary LaShure
    - Race Calendar is set
  - CNY Running Club Cup - Tim Kane
    - Race Calendar is set
  - Development Runs - Ashley Mancini
    - Start Date not confirmed at this time
    - Planning for a 12-week season
  - Youth XC Training Program - Nate Getman
    - No report
- Activities - Ongoing
  - Volunteers - Rebecca LaPorte
    - Discussion of RRCA Zoom event on Volunteers- M. Barlett & A. Hartnett
      - Informative meeting where many ideas on improving rates of volunteers were shared
      - Utilizing groups, having a flier to share with groups about volunteering (Groups may be high school teams, college teams, police & fire academy, non-profits, honors society)
      - Asking local non-profits and allowing them to wear their organization t-shirts to help promote their organization. Potentially having non-profit water stop competitions
      - Suggested checking with Police & Fire Academy to have students station medical at water stations or finish line
      - Most clubs have boards of a similar size to ours
      - Suggested introducing board members through newsletter and having shirts or hats to easily identify board members and race directors at events so they can connect easily with group members
      - Suggested more frequent sharing of fact members are welcome at board meetings
  - Social - Melissa Barlett & Rebecca LaPorte
    - February Happy Hour was a blast at 3 Bastards
    - Next Happy Hour March 22nd 6pm at Rock City in Little Falls
    - April 19th Happy Hour/SOS Packet Pickup at The Beer Hub 6pm
  - Banquet and Awards - Jenna Stefka/Melissa Barlett
    - March 2, 2024
    - 30 registered at this time, will push out next week via RunSignUp email
    - Will promote on social media and include information on raffles, open bar, and awards

- Thursday Night Runs - Wendy Bowers
  - Runs are discontinued
  - Group merged with Wednesday Sneaker Store group
- UR Supported Events
  - **Tunnel to Towers Utica 5k** - Phil Trzcinski/Alex Gonzalez
    - August 18, 2024, 9am Start
  - **Trenton Fish and Game Club Trail Run-Rob Kapfer**
    - August 4, 2024
  - **Grateful for Graham 5k** - Amanda Robertello
    - April 27, 2024
    - Registration is open!
    - Will be added to banner on website
  - Supported events will be promoted on social media every couple of weeks including a push the week before the event
- Committees
  - Diversity Committee - Melissa Barlett/Michelle Truett
    - **Run Against Racism**
      - Anticipate event will be the Saturday before Juneteeth/day before the Summer Sizzle event
  - Blood Drive - Andrew Rubino
    - Summer drive is in the works
- **Administration & Finance – Melissa Barlett**
  - Financial - Travis Olivera
    - Report submitted
      - Looks slightly different now that we have proposed budget
      - T2T and Grateful for Graham have separate space for reporting now
      - Paid RRCA dues and check sent from Run2End Hunger to Utica Center for Development
    - Budget meeting report
      - Budget reviewed, A. Rubino requested change to Four Pack on budget
      - Board members will review and send any additional comments to T. Olivera so budget can officially be approved at March meeting
  - Merchandise - Sharon Scala (contact at Sneaker Store)
    - Hats for sale for \$15
    - USA Racing online store reopened with the Four Pack
    - Plan to close out the store soon so members can get their orders
  - Equipment and Rental - Phil Trzcinski
    - No updates, plan to move trailer to Parkway week before SOS
  - Membership - Rebecca LaPorte
    - Members: 325 (405 at this time last year)
    - Memberships: 201 (251 at this time last year)
    - Currently at around 30% of our expected revenue from memberships

- A. Rubino will follow up on emailing all previous Club Cup and Grand Prix participants
  - Webpage/Race Calendar - Melissa Barlett & Andy Hartnett
    - Update banner on website to register for Awards Banquet, Boilermaker Training Program. and Grateful for Graham
    - Will update Scholarship info for March
  - Facebook & PR - Andy Hartnett
    - Final push for Banquet, Four Pack
    - Start to tease SOS
    - Advertise Boilermaker Training Program
    - Promotion of events:
      - We will promote on social media any events part of the Grand Prix & Club Cup for free as we want to encourage our members to participate and score for these events
      - UR events and UR sponsored events will be shared/promoted without cost
      - Any other event will be charged \$15 per post for promotion on Facebook
      - Information on cost for advertisement in SplitTimes (with and without social media push) is available in SplitTimes
    - Discussed how we can develop a relationship with Oneida County Tourism. May be able to help with event advertising. We may be able to help advertise local restaurants close to races. May add information to our website.
  - Clubs & Organizations Liaisons - Melissa Barlett/Erik Winberg (USATF and RRCA)
    - RRCA membership renewed
  - Sponsorship - Sarah Harrison
    - Start mailings to sponsors with ask letter
    - Need to connect with Bank of Utica and Utica First
    - Post general ask on website
    - A. Rubino shared information on how Connor's Way asks for sponsors on social media platforms

#### **OLD BUSINESS:**

- Race Directors meeting
  - We had an excellent turnout. Some new people interested in directing racings. Oneida County Tourism attended.
  - Toe Path Trekkers organized their Second Annual outdoor outing event at the Potato Hill Farm near Boonville on Saturday, February 24 from 10:00 a.m. - 2:00 p.m. They have free cross-country ski and snowshoe rentals. Will share event on Facebook page.

#### **NEW BUSINESS:**

- Discuss the potential return of racing team
  - Racing team existed around 10 years ago
  - Want to ensure that we are meeting the needs of more competitive running club members
  - Would like to start a conversation about how we can maybe support runners (buy bibs, subsidize other costs, help groups form to train for events together, facilitate carpooling/competing together)
  - Suggestion to look at RRCA website for guidance or trainings about supporting a racing team
  - Suggestion to at least look into helping organize a bus or roadtrip to a race
  - Suggested that we may need someone fully dedicated to this initiative and this may be difficult with current short staffed board
  - Will circle back to this topic at the next meeting
- Announcements
  - Heart Run reached out to see if we wanted to table at their event. They request a monetary donation and do not allow selling or advertising at tables. Board determined we are not a good fit for this event based on criteria as we would not be able to promote races or sell merchandise. A. Rubino will respond to the request.

Meeting adjourned at 8:20pm (Motion by M. Barlett 2nd by M. Hedeem)

**Next Meeting: March 18, 2024 at Boilermaker Headquarters -**

**Future meeting dates:**

April 8, 2024, May 13, 2024, June 10, 2024, July 8, 2024, August 12, 2024, September 9, 2024, October 21, 2024, November 18, 2024, December 9, 2024