



## UTICA ROADRUNNERS BUSINESS MEETING

Monday, March 18th, 2023 6:15 pm, Boilermaker Headquarters

Board Attendance: Andrew Rubino, Melissa Barlett, Rebecca LaPorte, Mason Hedeem, Travis Olivera, Andrew Hartnett, George Searles, Frank Vellone, Erik Winberg, Phil Trzcinski

Meeting called to order at: 6:29pm

Motion to accept minutes from last meeting: Motion Olivera. 2nd Hedeem.

### INITIAL BUSINESS

- Eligibility for awards
  - In order to receive an award at the banquet you need to be a club member by the end of January
  - In other words, to receive an award for 2023 at the 2024 banquet you need to be a member in both 2023 (year award earned) and 2024 (year award received)
  - Grand Prix and Club Cup have separate membership requirements
    - Ex: Club Cup deadline to participate is March 31st (must be a club member by March 31 to participate)

### COMMITTEE REPORTS

- **Activities & Events – Erik Winberg**
  - **Races**
    - **The UR Four Pack** - Andrew Rubino
      - Registration closed with 55 registered
      - People are no longer able to sign up
    - **Save Our Switchbacks** - Melissa Barlett & Sarah Harrison
      - April 20, 2024
      - Insurance obtained, waiting on permit but city has received all the information
      - Rec Center Parking lot - layout of the parking lot has changed slightly with addition of sidewalk, may have to make some adjustments. Most of the parking lot is good, lot more open, should double check with the city. Andrew will follow up with the city about the future of the parking lot and if there are any additional concerns with using the parking lot. Fewer spaces than before due the adjustments that were made
      - Andrew will look into possibly using the rec center for registration

- Will not be going through the zoo this year due to safety concerns but will restart conversations for next year. Planning to meet with the zoo in the fall to plan for the 2025 race
- Confirm swag order - 200 cowbells (order more for Boilermaker Expo and Dev Run sales?) Will be ordering 500 cowbells
- TNT timing confirmed
- Start call for volunteers - Rebecca will start volunteer list and share with Melissa to start tracking volunteers
- Food and drink - Holland Farms may be willing to provide day old pastries for after the event.
- Questions about the race should be directed to Melissa
- Look into AP Masterimages, PJ Green for potential making of arrow signs to be used for all races. Also sign with QR code leading to information landing page on our website. Request for 14k this way 5k this way sign for Falling Leaves. Parking signs.
  - P. Trzcinski Motion for \$750 for signage. M. Hedeem 2nd
- **Summer Sizzle** - Jim Mott & Travis Olivera
  - June 16, 2024
  - Insurance and permits in progress
  - TNT timing has been secured for the event
  - Race Directors are meeting to discuss registration numbers and other matters
  - Bagel Grove donating 4 dozen bagels and we are buying 4 dozen bagels for post-race snacks
  - Will look into portable bathroom option
- **Falling Leaves** - Andrew Rubino
  - September 22, 2024 - 50th Anniversary
  - No report
- **Skeleton Run** - Rob Kapfer
  - October 13, 2024
- **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 is open - there have been some registrations
    - Cost of event - \$15 for swag and free no swag
    - Swag includes shot glass and headband
    - Still working on planning the start and end events for Five After Five
    - Jim plans to follow up with Saranac about potential events
    - May 5th is a Sunday and May 20th is a Monday
    - Possible May 17th Happy Hour
    - Will start advertising more for Five After Five
- Activities - Limited

- Scholarships - Travis Olivera
  - Updates
  - Received a check for the scholarships from Paul
  - We have no applications yet, please share scholarship information
  - Andrew will share directly with athletic directors and guidance counselors
- Boilermaker Training Program - Erik/Wendy/Pete
  - Speakers?
  - No Updates
  - High attendance the first week, lower this past week likely due to Mad Mile festivities
  - Ensuring people are appropriately registered
  - Andrew is attempting to reach out to the Sneaker Store, Erik may also stop over
- Boilermaker Expo table and volunteers
  - <https://kesslerpromotions.com/vendors>
  - Andrew will set this up the table, need to get insurance for that again
  - Rebecca will create and generate list for volunteers
  - Will be held at MVCC again
- Grand Prix - Gary LaShure
  - Mad Mile Complete
  - Rebecca has sent the membership list to Gary
- CNY Running Club Cup - Tim Kane
  - Fort 2 Fort is first race
- Development Runs - Ashley Mancini
  - Start Date is May 1st
  - Planning for a 12-week season
  - Ashley will start coordinating volunteer list, Rebecca will assist as needed
  - Possibly something in SplitTimes or reaching out to other organizations to come and volunteer during Dev Runs
- Youth XC Training Program - Nate Getman
  - No report
- Activities - Ongoing
  - Volunteers - Rebecca LaPorte
    - Follow up on RRCA Zoom event
      - get word out to groups about volunteering and advertising their events
      - encourage non-profit to wear shirt at event
      - check with Police & Fire Academy to have students station medical at water stations or finish line
        - Might be able to check with Midstate EMS to see if they can use it for clinical or volunteer hours
        - P. Trzcinski suggests for medical standby checking with the district that the event takes place in
        - Make a list for events we want EMS standby for P. Trzcinski and he will get to EMS coordinator - SOS,

Sizzle, Falling Leaves. Melissa will work on that email and send to Phil

- Social - Melissa Barlett & Rebecca LaPorte
  - Next Happy Hour is at Rock Valley on March 22 - it is Pet Friendly and they have a food truck
  - April Happy Hour is at Beer Hub on April 19
  - May Location TBD May 17
  - Contact Jim Mott about Saranac Happy Hour for 5a5 (May 17th)
- Banquet and Awards - Jenna Stefka/Melissa Barlett
  - Awesome job Melissa and Jenna!
  - Updates
  - People had a good time, awards were distributed
  - Google forms was very useful for collecting information for awards
  - Hoping to have more awards nominations next year, will emphasize importance of being a member for the year they are receiving awards
- Thursday Night Runs - Wendy Bowers
  - Runs are discontinued
  - Group merged with Wednesday Sneaker Store group
  - Requires a handbook update, please look at the handbook between now and the next meeting so we can make necessary updates
- UR Supported Events
  - **Tunnel to Towers Utica 5k** - Phil Trzcinski/Alex Gonzalez
    - August 18, 2024, 9am Start
    - Registration opens in April (between 15th and 20th), staggered pricing with price increases leading up to the event
    - Many of the logistics have been figured out
    - Will connect with Andy for specific requested reposts from T2T Facebook Page
  - **Trenton Fish and Game Club Trail Run-Rob Kapfer**
    - August 4, 2024
  - **Grateful for Graham 5k** - Amanda Robertello
    - April 27, 2024
    - Registration is open!
    - Registration is going well, currently less than last year, anticipating bigger spike at the end
    - Including t-shirt this year and have a merch store
    - Would like to get posts out
- Committees
  - Diversity Committee - Melissa Barlett/Michelle Truett
    - **Run Against Racism**
      - Andrew had conversation with Michelle who is unsure if she can still be involved with event. She is checking with community about continued interest in the event
      - If anyone is interested in helping out, that would be great, lot of work to get community together in preparation for the event
      - Melissa is interested in continuing

- Blood Drive - Andrew Rubino
  - Summer drive is in the works
- **Administration & Finance – Melissa Barlett**
  - Financial - Travis Olivera
    - Report submitted
    - Vote to approve budget. M. Barlett motion to approve and 2nd by M. Hedeem. Passes unanimously
    - Travis has emailed our accountant
  - Merchandise - Sharon Scala (contact at Sneaker Store)
    - Hats for sale for \$15
    - Everything from the USA Racing order should be in by the SOS packet pickup
  - Equipment and Rental - Phil Trzcinski
    - Trailer will be moving back to the Parkway in early April (likely week before SOS)
    - Weights on the tent updates - cost is about \$1/pound for weight, for each tent about \$200 to secure, also would need \$200 to secure arch
    - Suggested that we should try and have equipment to secure 2 tents and one arch
    - Motion by T. Olivera 2nd by M. Hedeem to secure weights for 3 tents and 1 arch, maximum amount approved \$1,000. Passes unanimously.
  - Membership - Rebecca LaPorte
    - Currently 390 members and 247 memberships updates
    - Last year 440 members
  - Webpage/Race Calendar - Melissa Barlett & Andy Hartnett
    - Updated banner on website to register for 5After5, Sizzle, Scholarship, BTP
    - Will remove 4 pack links from the banner
    - Page race calendar is updated and looking good - Thanks Andy!
  - Facebook & PR - Andy Hartnett
    - Hard push for SOS
    - Continue to advertise Boilermaker Training Program
    - Initial advertising for 5After5 and Sizzle
    - Facebook (Andy) has also been consistently advertising, Melissa will look into paying Facebook for ad for SOS (\$50 push)
    - Andy suggests doing a giveaway for people who like and share, possibly a blanket?
  - Newsletter
    - Reminder: deadline is 20th of each month
    - A. Rubino inquired about if anyone know someone who likes to write who might want to do a spotlight on someone? G. Searles is interested in writing an article for the Newsletter. Potentially a member spotlight. Email George with nominations for the membership spotlight. Prefer face to face with interviews for the spotlight. Offer free coffee to the person who is willing to sit with George for the interview for the Spotlight article.

- Clubs & Organizations Liaisons - Melissa Barlett/Erik Winberg (USATF and RRCA)
  - Nothing from USATF
- 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
  - T. Olivera will send Utica First an invoice. M. Barlett will follow up with Bank of Utica on specific sponsorship options ASAP
  - Look into TownSquare Media for pitch on advertising for sponsorships

**OLD BUSINESS:**

- Additional Youth XC Program
  - Grant application was submitted to the Community Foundation on February 29th, hopefully will hear back from them
  - Idea is that it would start at the Dev Run and then continue, plan to provide T-shirts, snacks, some shoes
  - Request for \$5,000 for the program
- Continued discussion about racing team
  - If you are running a race and you want to captain it and get people to run with you is the direction for racing team
  - Chris Edick willing to take on one event
  - Andrew Rubino may be interested in captaining Peak to Brew
  - If there are any other runners who want to do the event we would be interested in doing that
  - Meant to help recognize more of our speedy runners to help support them
  - Goal is also to increase camaraderie
  - Other potential race options: Old Forge for people's first marathon or half marathon
  - Need to determine rewards: reimbursements, snacks, gas reimbursement
  - Or see if race will allow a group discount for the race team
  - Maybe reimburse the captain's race fees (at a limit) and then provide snacks and gas money
  - Anyone else to reach out to about this initiative? Maybe look at list from Grand Prix or past races and start asking

**NEW BUSINESS:**

- Announcements
  - Oneida County Tourism is recognizing Falling Leaves for 50 year March 21, 2024 at The Beeches Manor in Rome from 5-7 PM - Congratulations Andrew!

Meeting adjourned at 8:07pm

**Next Meeting: Meeting changed from April 8 to April 15, 2024 at Boilermaker Headquarters -**

**Future meeting dates:**

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