



## UTICA ROADRUNNERS BUSINESS MEETING

Monday, May 13th, 2024 6:15 pm, Boilermaker Headquarters

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

Meeting called to order at: 6:24pm

Motion to accept minutes from last meeting: Searles 1st, Hedeem 2nd

### INITIAL BUSINESS

- Update Handbook
  - M. Barlett will update and send to group for final approval

### COMMITTEE REPORTS

- **Activities & Events – Erik Winberg**
  - **Races**
    - **The UR Four Pack** - Andrew Rubino
      - Swag arrived. All is good.
      - Extra singlets (\$30), cow bells (\$3), and blankets (\$25) for sale
      - Extra 4 pack t-shirts (\$5)
    - **Save Our Switchbacks** - Melissa Barlett & Sarah Harrison
      - April 20, 2024
      - Lovely event 120 finishers
      - 1 mild injury but runner has recovered
      - Leftover shirts available for sales and giveaways
      - Leftover bananas given to Hope House who appreciated them and accepted day of drop off
      - Melissa plans to hold race director position next year and will ask Sarah if she's interested in continuing next year as well
    - **Summer Sizzle** - Jim Mott & Travis Olivera
      - June 16, 2024
      - Almost about the same amount registered as last year (194 registered so far)
      - Starting to gather volunteers and food
      - J. Mott will be marking up the course
      - Potential issue with the registration prompting questions about Falling Leaves, M. Barlett will look into it
      - A. Hartnett will look into updating graphic on website



- Boilermaker Expo table and volunteers
  - <https://kesslerpromotions.com/vendors>
  - Application made
  - Start to seek volunteers in June
- Grand Prix - Gary LaShure
  - Next races
    - 05/19/2024 Erie Canal Races
    - 06/09/2024 Patriot Run
    - 06/16/2024 Summer Sizzle
- CNY Running Club Cup - Tim Kane
  - Update from Tim - will continue for the rest of this year but this will be his last year
  - Need to find a replacement for doing the metrics and for race attendance (need one person present to look at the list of names and give to the person who does metrics)
  - If we know someone who is normally at the Club Cup races they may be a good representative (board members will reach out to members who are potentially good fits)
  - Next races:
    - 06/09/2024 Patriot Run
- Development Runs - Ashley Mancini
  - Planning for a 12-week season
  - Last day July 17th
  - Great attendance last week but were not able to time last week due to weather
- Youth XC Training Program - Nate Getman & Abbie Sutliff
  - No report
  - Invite Board Members to come to training sessions
- Activities - Ongoing
  - Volunteers - Rebecca LaPorte
    - Reaching out to members has gone well for getting volunteers
  - Social - Melissa Barlett & Rebecca LaPorte
    - May Happy Hour on May 17th at Saranac to correspond with 5a5 6-8pm
    - Future Happy Hours - on hold till August due to busy summer season
  - Banquet and Awards - Jenna Stefka/Melissa Barlett
    - Any awards in M. Barlett possession are being sent out
  - 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
    - Had a press conference this morning at the 9/11 memorial that was attended by a few board members (M. Barlett, F. Vellone, G. Searles, & P. Trzcinski)
  - **Trenton Fish and Game Club Trail Run-Rob Kapfer**

- August 4, 2024
    - Applied for insurance
  - **Grateful for Graham 5k** - Amanda Robertello
    - April 27, 2024
    - Still waiting to hear final numbers after expenses but should be sizable donation to the organization
    - Very well attended event and a nice day
- Committees
  - Diversity Committee - Melissa Barlett/Michelle Truett
    - **Run Against Racism**
      - Will not hold Run Against Racism this year
  - Blood Drive - Andrew Rubino
    - No summer date at this time
- **Administration & Finance – Melissa Barlett**
  - Financial - Travis Olivera
    - Report submitted
    - Tax return has been filed
    - Savings accounts created at the bank
    - Two old checks from 2022 were cashed
  - Merchandise -
    - Hats for sale for \$15
    - Still looking for a merchandise coordinator
    - There are not any shirts available at the Sneaker Store for UR, they may not be selling club shirts at the Sneaker Store anymore
    - M. Barlett suggests potentially having 4 USA Racing stores open a year (correlating with 4 pack) to offer basic shirts
    - M. Barlett will follow up with the Sneaker Store and then potentially USA Racing
    - A. Hartnett start potential social media poll to find out what merch people are interested in
    - Will look into buying UR shirts from merchandise line to sell at the Boilermaker expo
  - Equipment and Rental - Phil Trzcinski
    - Kettlebells working well for the tents (still waiting on a few more to be delivered)
    - The signs available in the trailer include signs for d-run
    - Hand truck tires need air, M. Hedeem will bring air pump to D run Wednesday
    - AED is the only thing missing from trailer and P. Trzcinski is working on this
  - Membership - Rebecca LaPorte
    - 426 members (275 memberships)
    - Down from 468 members at this point last year
  - Webpage/Race Calendar - Melissa Barlett & Andy Hartnett
    - Everything looks great

- If have something you want updated on the website reach out to M. Barlett and A. Hartnett via email
  - Facebook & PR - Andy Hartnett
    - Continue to advertise Scholarships
    - Feedback about give-aways - more interactions and likes for give-away posts
    - Give-away schedule - do it month before races to help spread the word
    - Planning advertisements for Summer Sizzle similar to SOS on Facebook, advertisements will run 6/1-6/14 (M. Barlett will set it up)
  - Newsletter
    - deadline is 20th of each month
    - Member Spotlight - 1st member spotlight completed, will be featured in the next issue. Next spotlight interview selected
    - Anyone who is interested in writing for SpliTimes should contact A. Rubino & M. Barlett
    - Remind Red Jacket seekers that writing article counts as two volunteer points
  - Clubs & Organizations Liaisons - Melissa Barlett/Erik Winberg (USATF and RRCA)
    - No updates
  - Sponsorship - Sarah Harrison
    - Mailings to sponsors with ask letter
    - Continue to solicit sponsors on website
    - Invoice was sent to Utica First
    - Bank of Utica update - need to check mailbox
    - Look into TownSquare Media update
    - Anyone available to make phone calls? In particular someone with contacts/relationships already?
    - A. Rubino reached out to Cliffs about getting fuel cards; potentially to give to club members attending Club Cup events or racing team events

#### **OLD BUSINESS:**

- Racing team/race captains
  - Brookfield Classic - 09/14/2024: Travis Olivera
    - Discussed interest with members
  - Wineglass Marathon - 10/06/2024: Travis Olivera
    - Discussed interest with members
  - Mohawk Hudson River Marathon and Half - 10/13/2024: Chris Edick
    - Has not heard anything back from Mohawk Hudson about participants
    - Working to push this out a little more

#### **NEW BUSINESS:**

- SS4A Focus Group
  - Oneida County Department of Planning running the focus group. M. Hedeem will plan to connect to talk about running safety, courses associated with club events. Will follow up with a phone call.
- Announcements
  - No additional

Meeting adjourned at 8:02pm 1st F. Vellone 2nd M. Hedeem

**Next Meeting: June 10, 2024 at Boilermaker Headquarters**

**Future meeting dates:**

July 8, 2024, August 12, 2024, September 9, 2024, October 21, 2024, November 18, 2024,  
December 9, 2024