



UTICA ROADRUNNERS BUSINESS MEETING

Monday, April 14, 2025 6:15 pm, Boilermaker Headquarters

Board Attendance: Andrew Rubino, Melissa Barlett, Frank Velone, Andy Hartnett, James Kuny, Tommy Carlson, Lauren Culyer, Rebecca LaPorte, David Dietz, Phil Trzcinski, Erik Winberg
Meeting called to order at: 6:16pm

Motion to accept minutes from last meeting: 1st J. Kuny 2nd D. Dietz

INITIAL BUSINESS

- Non-profit Community Donations
 - Came up last year when Magistics Track Club asked UR for money and we never came up with process
 - Would like to revisit and figure out if we want/need a process for that
 - Group agreed we would like to explore a process
 - What kind of criteria would we build in?
 - Must be a non-profit
 - Looking into a grant or scholarship related to sneakers
 - Could ask RRCA about thoughts on this
 - Potential application criteria discussed
 - What do you want money for, what will the money be used for, what have you done in the past, efforts to raise money already, how else are you fundraising
 - Could put a form on the website for inquiries
 - Rebecca will put together a community support proposal for review at the next meeting
 - Proposal will include draft application, criteria for scoring, and proposal
 - Tommy and Andrew will review draft proposal before bringing to the entire group next meeting

COMMITTEE REPORTS

- Activities & Events – Erik Winberg
 - Races
 - Four Race Challenge - Andrew Rubino
 - Started shirt distribution at SOS Packet Pickup
 - Still have 4 shirts that need to be distributed, all others have been collected

- Melissa will reach out to the four who did not pick up their shirts
- Some feedback that it was easier to sign up when there was more to choose from (6 events for people to choose 4)
- Some questions about what the benefit of the Four Race Challenge is - main benefit is the discount to participate in all four races and the availability of an added gear (t-shirt)
- **Save Our Switchbacks** - Melissa Barlett
 - Race held April 12, 2025. No rain during the run - a pleasant surprise
 - Great Job Melissa!
 - President of the Energy Zone helped connect new members to our organization
 - We have new members who have joined after their SOS experience including the race winner
 - Near complete pickup for the SOS run
 - Had 100 runners who competed with 99 finishing
 - Handed out most of the ribbons (only 2 people did not collect their ribbons)
 - Extra bananas and granola bars went to Hope House
 - Stacked volunteer roster!
 - The zoo opened for visitors at 10am, there was some traffic concerns toward the end of the race with cars coming in and runners coming out, consider additional race in progress signs next year or encourage sidewalk use
 - Working on adding photos on RunSignUp
- **Summer Sizzle** - Travis Olivera
 - Father's Day: June 15, 2025
 - Rubino working on permit and insurance
 - Need to figure out what race is doing for awards, Erik will reach out
 - Any other needs from the City of Utica that he needs assistance with?
 - Is Sarah planning to be the photographer? Logan?
- **Falling Leaves** - Andrew Rubino
 - September 28, 2025
 - Contacting sponsors, will cc David with information
- **Skeleton Run** - Rob Kapfer
 - Sunday October 19, 2025
 - No Updates at this time
- **Run 2 End Hunger** – Rebecca LaPorte Mason Hedeon
 - Event raised \$2,611
 - Cost \$190.32
 - Net: 2,420.68
 - Motion by Rubino to donate \$2,500 1st J. Kuny, none opposed. Check will be sent to the Utica Center for Development
- **New Year's Run** at Accelerate – Melissa Barlett

- No report
- Virtual Events
 - **FIVE after FIVE** – Melissa Barlett & Andy Hartnett
 - Did t-shirt as an add on (\$15) for both the free and paid event
 - Set live events
 - You can also add on extra cups and headbands
 - Still working on a schedule for the week, it starts and ends on a Tuesday (Taco Tuesday?)
 - Yorkville Cantina on Oriskany might be a good spot to do a Happy Hour to kick off or end the Five after Five
 - Melissa will reach out to see if they would be open to hosting our end party
 - Also includes our development run, reach out to food truck at the parkway?
 - RunSign Up is now up and running
- Activities - Limited
 - Scholarships - Travis Olivera
 - Application process beginning
 - 3rd Wednesday of June (18th) (D-Run) Rain date the 4th Wednesday of June (25th)
 - Boilermaker Training Program - Erik Winberg/Peter Angelini
 - Frankie Run - June 29th - will advertise. Will work on volunteers with Rebecca
 - Program is going well!
 - Boilermaker Expo table and volunteers
 - Andrew received email to register - Andrew currently working on it
 - <https://kesslerpromotions.com/vendors>
 - Grand Prix - Gary LaShure
 - Next Race: Erie Canal 5/18/2025
 - Website is up to date
 - CNY Running Club Cup - James Kuny
 - Cliff's Gift Card: \$300 in gift cards donated (12 - \$25 gift cards)
 - Announce winners: Sue Tucker and Paul Humphrey are winners from Fort to Fort (Andrew will email and cc James)
 - Next Race: Towpath Trail 5/10/2025
 - Development Runs - Ashley Mancini
 - Starting May 7, 2025
 - Ending two weeks after Boilermaker
 - 12 week season
 - Looking for partners for Kid's Run and other events (outreach to Kids Museum, Energy Zone)
 - Hot Dog Days will continue!
 - Rubino working on getting permit and insurance
 - Youth XC Training Program - Nate Getman & Abbie Sutliff
 - Rubino working on getting insurance
 - No additional updates

- Activities - Ongoing
 - Volunteers - Rebecca LaPorte
 - Updates
 - Volunteers for BTP? Will organize as needed
 - Volunteers for Sizzle? Will organize as needed
 - Great volunteer participation in SOS
 - Social - Melissa Barlett & Rebecca LaPorte
 - April Happy Hour
 - Packet Pickup event went well
 - May - will be Five after Five, Melissa will put up schedule soon
 - Banquet and Awards - Jenna Stefka/Melissa Barlett/Ashley Mancini
 - Any Old Business? Has everyone been paid? - Yes as far as we know
 - Racing team/Captains - Andrew Hartnett
 - 3/23/2025 - Syracuse Half Marathon - Tommy
 - Good race and great day
 - Difficulty connecting and getting the group photo, suggestion to get the photo earlier to alleviate pre-race rituals
 - 5/4/2025 - Mountain Goat Run (Member Discount) - Andy
 - Will try putting a message up to do the photo after instead of trying to find people before, will post on Facebook the information about the meeting and photo
 - Brookfield Classic - Travis
 - Discount code available
 - Race capped at 100 participants
 - Any other captains/races to promote?
- UR Supported Events
 - **Tunnel to Towers Utica 5k** - Phil Trzcinski/Alex Gonzalez
 - August 17, 2025
 - Registration opened up today! On track to be another big year
 - Kickoff meeting tomorrow night
 - 22 people on committee to organize the run
 - Current price registration is \$25/person
 - **Trenton Fish and Game Club Trail Run-Rob Kapfer**
 - August 3, 2025
 - No update
 - **Grateful for Graham 5k** - Amanda Robertello
 - May 3, 2025
 - Nearing the event, checks given to James for deposit
 - Ahead of schedule for donations, baskets are on display at the Sneaker Store
 - EB partnership has given the organization 2 spots for the NYC marathon, they are offering to overall male and female winners of Grateful for Graham. There is a fundraising component but is a nice option. Advertising to appeal to the running community for the run.
 - Doing custom medals this year

- BOCES is allowing race to use the parking lots, New Hartford has approved use of the trails
 - Activities are being set up for kids who attend
- Committees
 - Diversity Committee - Melissa Barlett/Michelle Truett
 - On Hold no updates
 - Blood Drive - Andrew Rubino
 - no update
- **Administration & Finance – Melissa Barlett**
 - Financial - James Kuny
 - Report submitted
 - Expenses for the past month primarily Banquet related
 - Lots of donations coming in for Grateful for Graham
 - Updates names on account
 - awaiting to work with Erik
 - James continuing to work on bank account access
 - Merchandise - Frank Vellone
 - Continuing to try and connect with Sneaker Store, have attended a few Wednesday night runs but have not been able to connect
 - Will continue to try and connect with Josh, Morgan, or Sharon
 - Coordination between Sneaker Store and USA Racing to stock UR Gear
 - Working to get merch items available as we gear up for the busier running season
 - We can advertise that if you buy gear at the Sneaker Store you can ask them to put the UR logo on it - can put information in SpliTimes, Facebook, and email
 - Frank volunteers to put the text basics together and will send the SpliTimes to Michelle, Melissa will reformat it into email to members, Andy will post it on Facebook
 - Set up online store with USA Racing
 - Connect with Summer Sizzle Race
 - singlets (\$30)
 - cow bells (\$3)
 - blankets (\$25)
 - tshirts (\$5)
 - hats (\$10)
 - hoodie (\$20)
 - Equipment and Rental - Phil Trzcinski
 - Clock borrowed May 17 for MMRI Lupus Race/Walk
 - Updates
 - Thank you Phil for moving and having the trailer ready for SOS
 - Banner
 - Bullhorn worked great! - Batteries are now rechargeable - see Phil for additional information. Input is charging mode, put on output to turn on the bullhorn, no more worrying about batteries. Can charge off of vehicles or USB. Instructions are left with the bullhorns as well.

- New locks are installed on the trailer, new board and race directors have been sent emails. Those with previous access have been transferred over to the new lock
 - AED - \$1,000 would be good for a few years. Can try and get one donated. Civilians are all covered by Good Samaritan laws. May be good to have available particularly for D runs, New Years Run, etc. Whenever there is not medical standby on site. Phil will find out the final pricing for us to discuss at next meeting
 - Phil getting pricing for aluminum u channels for banner hanging off the trailer that would be adjustable. Getting material prices and will get back to us
- Membership - Rebecca LaPorte
 - current memberships 280 (Approx)
 - Still figuring out how the new membership dashboard works for better numbers
- Webpage/Race Calendar - Melissa Barlett & Andy Hartnett
 - Rubino organizing bios for Hartnett
 - If you notice something is out of date let Melissa and Andy know
 - Andy has updated the race calendar and it is now up to date
 - Travis requested that the Sizzle be added to the slider bar
- Facebook & PR - Andy Hartnett
 - Was email issue resolved? Will check but we think the email issue is resolved
- Newsletter
 - deadline is 20th of each month
 - Michelle emailed Splitimes procedure email
 - Anyone available to help provide support to the newsletter? There have been some issues with timing in the past, may be able to provide financial support to someone to ensure timely release
 - Plenty of content for the next few months as we enter the busy running season
 - Nominate members for profiles - let George know
- Clubs & Organizations Liaisons - Melissa Barlett/Erik Winberg (USATF and RRCA)
 - RRCA Conference is April 24 – 27, 2025 Minneapolis, MN. No club members are available to attend the conference at this time. (Typically a small conference with less than 150 attendees)
- Sponsorship - David Dietz
 - David has sent everyone sponsorship email information, please let David know if you have any questions or concerns
 - Please cc David if you do any outreach, he will be tracking outreach efforts to ensure there aren't duplicated efforts for reaching out to sponsors
 - If you have a business interested in sponsoring please see David
 - make ad for Splitimes
 - If you know any organization or business who would like to help with race volunteering please connect with David and Rebecca

- Melissa will follow up with Bank of Utica to determine what race(s) will be sponsored
- Sponsorship is by race (not multiple races) although we could create a deal potentially if there's interest in sponsoring more than one
- Cliff's Fuel Cards for Club Cup - we received \$300 (12 - \$25 gift cards) in gift cards for the club cup. Awarded Tommy his prize for a past winning. We will continue to run ads in SpliTimes and Facebook posts to promote Cliffs. They have also donated all the milk for the Falling Leaves kids run.
- Reviewed and finalized sponsorship materials sent by David with minor corrections made

OLD BUSINESS:

- Continue discuss of marketing materials, recognition, banners, etc for sponsors levels

NEW BUSINESS:

- Announcements
 - Shoutout to Phil for moving the trailer for the season

Meeting adjourned at 8:09pm 1st T. Carlson 2nd J. Kuny

Next Meeting: May 12, 2025 at 6:15 at Boilermaker Headquarters

Future meeting dates:

June 9, 2025; July 14, 2025*; August 11, 2025; September 8, 2025; October 13, 2025; November 10, 2025; December 8, 2025