



UTICA ROADRUNNERS BUSINESS MEETING

Monday, June 10th, 2024 6:15 pm, Boilermaker Headquarters

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

Meeting called to order at: 6:22pm

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

INITIAL BUSINESS

- Handbook Updates - Melissa will send out for final approval

COMMITTEE REPORTS

- **Activities & Events – Erik Winberg**
 - **Races**
 - **The UR Four Pack** - Andrew Rubino
 - Items for sale in Merchandise Report (see below)
 - **Save Our Switchbacks** - Melissa Barlett & Sarah Harrison
 - Race expenses are paid
 - Melissa Barlett will race direct next year, will follow up with Sarah to see if she's interested in continuing next year
 - **Summer Sizzle** - Jim Mott & Travis Olivera
 - June 16, 2024 - 6 days to go!
 - Need additional volunteers - Travis will send Rebecca information about volunteers needed and she will send out RunSignUp email. Rebecca will send info to Travis for FB post
 - Cap of 200, ~30 spots remaining
 - Year to date is higher than last year
 - Travis is picking up awards from Saranac
 - Pavilion has been rented
 - Travis will follow up on bathrooms with Jim
 - Packet pickup will be at Masonic
 - **Falling Leaves** - Andrew Rubino
 - September 22, 2024 - 50th Anniversary
 - Will open registration at B'maker expo
 - Need someone to assist making phone calls for planning - volunteer?
 - Working on getting things with the Marriott set up

- **Skeleton Run - Rob Kapfer**
 - October 13, 2024
 - Working on Insurance
 - Will continue the lower registration price through the Boilermaker
 - Will advertise that price will increase via social media
 - QR codes will be created so people can register at the boilermaker expo
- **Run 2 End World Hunger – Rebecca LaPorte & Mason Hedeon**
 - November 28, 2024
- **New Year’s Run at Accelerate – Melissa Barlett**
 - January 1, 2025
 - Likely will be at Accelerate again pending agreement, will follow up between July and September
- Virtual Events
 - **FIVE after FIVE – Melissa Barlett & Andy Hartnett**
 - Recap - went well. Lots of participation on Strava.
 - Currently planning final event and swag pickup. Will be doing a Karaoke event at the Beer Garden Monday June 17th
 - Thoughts for next year - potentially incorporate some scavenger hunt ideas into the event next year. Would like to continue next year.
 - Had some nice live events throughout the event - Taco Thursday and Biergarten events successful
- Activities - Limited
 - Scholarships - Travis Olivera
 - Presentation June 19th at Development Runs 6pm (ask recipients to show up between 5:30pm-5:45pm)
 - Updates - applications have been reviewed, more information coming soon
 - Paul will be invited to the presentation
 - How many applications were received? 13 recipients total
 - Was contact made with incomplete applications? Attempts were made to contact those with incomplete applications. There are two incomplete at this time.
 - Boilermaker Training Program - Erik/Wendy/Pete
 - Updates
 - June 29th is Frankie Run - Erik will not be there; Melissa will be there. Andrew recommends getting information about the route out early. Create a Facebook event for the Frankie Run and make sure to share. Information about the Frankie Run is in a past SplitTime
 - July 6th is run from start to finish - carpool is needed for day. Andrew recommends getting information about the route out early.
 - Boilermaker Expo table and volunteers
 - <https://kesslerpromotions.com/vendors>
 - Advertise for volunteers

- Have computer set up for registration for memberships and race signups - get computer from Dev Run and potentially use Melissa's computer
 - Special B'Maker rate to join the Club - motion to hand out coupon code for \$10 off membership for the Boilermaker weekend from Friday noon until the end of day Sunday. 1st LaPorte 2nd Hedeem. Passes unanimously. Melissa will make the coupon code
 - Need someone to make a sign for merch cost
 - Rebecca will send out email - only need one additional person for cleanup. Email will be sent out after the Sizzle.
 - Set up for the after party is needed. Travis may be able to help Melissa with setup.
 - Also will need help running around and getting food
 - Travis will get plastic signs to hold the price information stuff
 - Set up includes banner
- Grand Prix - Gary LaShure
 - Next races
 - 06/16/2024 Summer Sizzle
 - 07/14/2024 Boilermaker (15K)
 - 07/21/2024 Sundae Run
- CNY Running Club Cup - Tim Kane
 - Update from Tim RE Patriot Run
 - 07/21/2024 Sundae Run (5K or 10K)
 - Cliff's Gift Card - winners selected, see below
 - Need new coordinator - Andrew will talk to some potentially interested people. Need someone to build community, promote gift cards, promote prizes, and run the numbers
 - Only 11 points separating first from 4th, we are in 4th
- Development Runs - Ashley Mancini
 - Last Day is July 17th
 - Scholarship Presentation June 19th
 - Smoking Cessation Program will attend June 19th
 - SS4A Focus Group attended on May 29
 - Ensure trailer is clean and ready to move for Sizzle - final check will be done on Wednesday by Melissa, Andrew, and Travis
 - Hot Dogs will be on July 10th
 - Pizza on July 17th for volunteers only
 - Ashley has a vision for shirts which she plans to share with Melissa
- Youth XC Training Program - Nate Getman & Abbie Sutliff
 - Was the invoice paid?
 - Invite Board Members to come to training sessions
- Activities - Ongoing
 - Volunteers - Rebecca LaPorte
 - Updates
 - Will be sending out volunteer requests for Sizzle and Boilermaker Expo
 - Approximately 6 people getting red jackets

- Social - Melissa Barlett & Rebecca LaPorte
 - Date for next Happy Hour/Coffee Run?
 - On break until the end of August
- Banquet and Awards - Jenna Stefka/Melissa Barlett
 - No Report
- Thursday Night Runs - Wendy Bowers
 - Runs are discontinued
- UR Supported Events
 - **Tunnel to Towers Utica 5k** - Phil Trzcinski/Alex Gonzalez
 - August 18, 2024, 9am Start
 - Already have 420 registrations, more than double at this point last year
 - Post race party at Celtic Harp will also be a fundraiser for families mentioned below
 - Planning on honoring Onondaga County Sheriff and Syracuse Police families this year
 - TV and Radio Commercials are starting
 - **Trenton Fish and Game Club Trail Run-Rob Kapfer**
 - August 4, 2024
 - No update
 - **Grateful for Graham 5k** - Amanda Robertello
 - Everything paid - waiting on John's Johns to cash check
 - Erik will ask Phil when he wants the donation window to close so we can do final numbers
- Committees
 - Diversity Committee - Melissa Barlett/Michelle Truett
 - On Hold
 - Blood Drive - Andrew Rubino
 - Using Bloodlink in lieu of sponsored drive
 - <https://rcblood.org/3VlaCMP>
 - BloodLink ID:1314
 - Potentially advertise in banner
 - Not planning an in person one this summer
- **Administration & Finance – Melissa Barlett**
 - Financial - Travis Olivera
 - Report submitted
 - Looking for information on where to send the Switchbacks money, Andrew will provide Travis with the contact. Money should go to maintenance of the trails and Switchbacks of that particular park. Travis will look for past check for more information as well.
 - Question regarding \$75 charge on the debit card, it was to file with the State as a non-profit, this is a legitimate charge
 - Other charge was to the company who did our taxes, went up \$25 from last year
 - Tax return is done
 - Merchandise - Sharon Scala (contact at Sneaker Store)

- singlets (\$30) - Andrew has
 - cow bells (\$3) - Trailer & Melissa
 - blankets (\$25) - Andrew has
 - tshirts (\$5)
 - hats (\$15)
 - hoodies (\$30)
 - Headband (\$2)
 - Shot glasses (\$3)
 - Pint glasses (\$5)
 - Stickers (\$1)
 - Still looking for a merchandise coordinator to help with inventory, selling, and stuff management
 - A bunch of extraneous merch has been removed by Melissa from the trailer so it won't be in the way of Summer Sizzle. Most of the stuff will be going to the expo . Melissa doing inventory
 - Still need to check with the Sneaker Store about having club merch there in the future. Travis or Melissa will follow up
- Equipment and Rental - Phil Trzcinski
 - Trailer will be moved for Sizzle by 7am
 - Waiting on 2 kettlebells that are backordered, there will be a total of 12
 - Shelf now has extra stabilization
 - Fire Department is unable to get an AED, if Phil can get one on loan he will let us know
 - Reminder for securing items in the trailer and prepping it to be moved for Sizzle (Melissa has it all set for Sizzle)
 - Remaining item to be moved includes the Gatorade - Andrew will pick up Wednesday for storage in Boilermaker office
 - We have lots of cups, need cups? Talk to Phil
 - Have medical for Sizzle, T2T, and Falling Leaves scheduled
- Membership - Rebecca LaPorte
 - 441 members currently (471 at this time last year)
- Webpage/Race Calendar - Melissa Barlett & Andy Hartnett
 - Update Banner to remove outdated items in June - Andy reports it is up to date for now and he will remove Summer Sizzle soon
 - Scholarship ceremony should be advertised soon
- Facebook & PR - Andy Hartnett
 - FB Stats - lots of shares for recent social media contest
 - Paid ads - Connor's Way for August - has paid, Riggie Run may also be interested
- Newsletter
 - deadline is 20th of each month
 - Member Spotlight - no report from George today
 - Will have a July reminder to volunteer for the Utica Roadrunners table. Will also include Boilermaker meet up reminders
- Clubs & Organizations Liaisons - Melissa Barlett/Erik Winberg (USATF and RRCA)

- RRCA has a bunch of new people in positions after their elections
- Sponsorship - Sarah Harrison
 - Mailings to sponsors with ask letter
 - Continue to solicit sponsors on website - need to add information on the website about how to become a sponsor. Do not have anything yet on the website, we have a framework but need someone more official
 - TownSquare Media update - Melissa will text Paul to set up a meeting
 - Cliff's Fuel Cards for Club Cup - Cliff's has donated gas cards, Andy's promo went well, we have eight \$25 gift cards. First will be given to top Patriot Run scorer and another random participant. Participant selected during meeting. Andrew will contact the two winners. Will do picture and promotion for Cliff's.
 - Bank of Utica update - Melissa has met Barry from Bank of Utica - Melissa will follow up on that
 - Melissa will contact Sarah

OLD BUSINESS:

- Racing team/race captains
 - Brookfield Classic - 09/14/2024: Travis Olivera
 - Wineglass Marathon - 10/06/2024: Travis Olivera
 - Mohawk Hudson River Marathon and Half - 10/13/2024: Chris Edick
 - Will advertise these as appropriate

NEW BUSINESS:

- Announcements
- Board entered Executive session at 8:11pm 1st Rubino 2nd Hedeem
- Board ended executive session at 8:13pm 1st Rubino 2nd Olivera

Meeting adjourned at 8:14pm 1st Winberg 2nd Hedeem

Next Meeting: July 8, 2024 at Boilermaker Headquarters

Future meeting dates:

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