



UTICA ROADRUNNERS BUSINESS MEETING

Monday, September 9th, 2024 6:15 pm, Boilermaker Headquarters

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

Meeting called to order at: 6:24pm

Motion to accept minutes from last meeting: 1st F. Vellone 2nd M. Hedeem

INITIAL BUSINESS

- Mohawk Valley Gives – Sept 20, 2024
 - M. Barlett has been working with navigating their system
 - Goal at this point is to advertise
 - Between now and Sept 20th we should be getting the word out and getting some donations ahead of time
 - We have our own page but there can also be individual donator pages
 - Invite can be sent by M. Barlett, contact her for more information
 - Similar to the Heart run or a charity bib for a marathon, if you think you'll do better as an individual fundraiser for our page you can be an individual donator page, but you can also send out or forward the generalized UR version
 - M. Barlett will send language for A. Rubino to email to the membership
- Elections
 - Need to set a committee for collecting ballots [must be individuals not up for election]
 - Need 2-3 board members who are not up for election who will be at the November meeting (November 18th)
 - M. Barlett will send an all member email regarding running for the board
 - Letter of intent and bio need to be submitted by September 20th
 - Need a food coordinator for the November meeting (pick a place and organize the catering) - M. Hedeem has volunteered to coordinate with Brooklyn Pickle
 - Andrew will get Saranac beverages and coordinate with Boilermaker office
- SpliTimes
 - Michelle created an outline for a newsletter that was sent to all board members today
 - We will need a content editor (Melissa and Andrew are currently doing but need an additional editor to ensure that all relevant race dates and other things are included)
 - G. Searles has volunteered to be content editor
 - The SpliTimes was also sent to all board members for review

COMMITTEE REPORTS

- **Activities & Events – Erik Winberg**

- **Races**

- **The UR Four Pack** - Andrew Rubino
 - Contact USA Racing for 2025 designs
 - Set up virtual store to attach to Four Pack
 - Will ask them for design ideas
- **Save Our Switchbacks** - Melissa Barlett & Sarah Harrison
 - April 12th, 2025
 - Hoping to go through the zoo this year, planning to reconnect with Utica Zoo soon
- **Summer Sizzle** - Travis Olivera
 - continuing on Father's Day in 2025
- **Falling Leaves** - Andrew Rubino
 - September 22, 2024 - 50th Anniversary
 - Over 1,000 registered so far for all events
 - Corporate Cup Possibility for next year
 - is someone interested in heading up?
 - UPD contract - working on finalizing
 - Working on food - still working on bananas
 - Recommendation to order 1,000 bagels
 - Volunteer assignments will be discussed with Rebecca
 - Dick Mattia Award - will be presented
 - Need tables - will work with Phil and Boilermaker
- **Skeleton Run** - Rob Kapfer
 - October 13, 2024
 - No updates at this time
- **Run 2 End World Hunger** – Rebecca LaPorte, Mason Hedeem
 - November 28, 2024
 - Need to work on permits and insurance, Andrew will follow up
 - Planning design for stickers
 - Will order general UR stickers at the same time
 - Will invite the mayor
 - 50/50 raffle
 - Looking for food donations? Hannaford
 - Rebecca will work on setting up RunSignUp
- **New Year's Run** at Accelerate – Melissa Barlett
 - 1/1/2025 from Accelerate
 - RunSignUp page has been set up, now \$12 for nonmembers and free for members

- **Virtual Events**

- **FIVE after FIVE** – Melissa Barlett & Andy Hartnett
 - No report
 - Planning to have in 2025

- **Activities - Limited**

- Scholarships - Travis Olivera
 - Received a thank you card - shared with Board
 - Received a check for the scholarship fund for next year
- Boilermaker Training Program - Erik/Wendy/Pete
 - Group runs continuing from Forte at 8:30am
 - Group runs continuing at least through Falling Leaves
 - Looking into locations for 2025 program
- Boilermaker Expo table and volunteers
 - <https://kesslerpromotions.com/vendors>
- Grand Prix - Gary LaShure
 - Next races
 - 09/22/2024 Falling Leaves
 - 10/13/2024 Skeleton Run
- CNY Running Club Cup - Tim Kane/James Kuny
 - Next race
 - 09/22/2024 Falling Leaves
 - Cliff's Gift Card
 - Pick the recipients from Woodsmen's Run
 - Elizabeth Miller and Amanda Hartnett selected as recipients
 - James Kuny will take over as coordinator in 2025
- Development Runs - Ashley Mancini
 - Unofficial runs continuing on Parkway with about 15 runners starting at 6pm
 - Discussed historical timing, unable to have more robust timing with age group results at this time
 - Discussed season length for next year; need to discuss with race director as having the 20 week season is hard on the small number of volunteers
- Youth XC Training Program - Nate Getman & Abbie Sutliff
 - No updates
- Activities - Ongoing
 - Volunteers - Rebecca LaPorte
 - Volunteer lists going well
 - Approximately 6 people getting red jackets
 - Social - Melissa Barlett & Rebecca LaPorte
 - Sept 20th at 6:00 at Grow in New Hartford
 - October 25th location TBD - Melissa looking into locations
 - Winter Brunch at Delta Lake for future social event
 - Banquet and Awards - Jenna Stefka/Melissa Barlett
 - Consider beginning of March date at Club Monarch (March 1st)
- UR Supported Events
 - **Tunnel to Towers Utica 5k** - Phil Trzcinski/Alex Gonzalez
 - Event doubled from last year; over 1200 on the course
 - Registration just shy of 1450
 - New ads for the finish line
 - Moved everything on Genesee St this year; flow was better

- Food available to the runners after was appreciated and enjoyed
 - Looking for suggestions to keep people around for the event afterwards for ceremony and awards
 - Travis provided Phil invoice from John's Johns for updating
 - **Trenton Fish and Game Club Trail Run-Rob Kapfer**
 - No report
 - **Grateful for Graham 5k - Amanda Robertello**
 - No Report
 - First meeting coming up in November to plan date for 2025 race
- **Committees**
 - Diversity Committee - Melissa Barlett/Michelle Truett
 - On Hold
 - Blood Drive - Andrew Rubino
 - August virtual Blooddrive is open
 - We had 2 donations for the August Drive
 - 7 forms submitted out of goal of 15
 - <https://rcblood.org/3VlaCMP>
 - BloodLink ID:1314
 - In-person seems to be better
- **Administration & Finance – Melissa Barlett**
 - Financial - Travis Olivera
 - Report submitted
 - CDs are doing well
 - Switchbacks donation made - big check picture has been done and donation has been made
 - James Kuny will take over in 2025
 - Income this month mainly due to Falling Leaves registrations
 - Payments were mostly related to Summer Sizzle bills
 - Merchandise - Sharon Scala (contact at Sneaker Store)
 - Tentative agreement that the Sneaker Store would stock a few basic items so we regularly have things there (no color changes or anything; just regular stock of things)
 - This is now in progress figuring out what the limited amount means, thinking a short sleeve and long sleeve in a couple colors
 - We can use USA Racing Store that connects to our runs for people to order additional stuff
 - Does anyone want to officially take over merch? (Doesn't need to be someone on the board)
 - Remaining merch currently lives with A. Rubino
 - singlets (\$30)
 - cow bells (\$3)
 - blankets (\$25)
 - tshirts (\$5)
 - hats (\$15)
 - hoodie (\$40)
 - Equipment and Rental - Phil Trzcinski

- Bullhorn update - they are not very durable and cost about \$70-80 per device
 - P. Trzcinski motion to buy new ones with max budget of \$300; 2nd Olivera; passes
 - Falling Leaves plans to request 8ft tables from Boilermaker; P. Trzcinski will coordinate picking up and putting in trailer before Falling Leaves
 - Trailer getting parked at A&P after Skeleton Run
 - Two battery packs in the trailer are not functional at this point; gas powered generator working fine and is a better and more reliable alternative. Battery packs will be removed and disposed of
- Membership - Rebecca LaPorte
 - 469 current members (compared to 480 this time last year)
 - Membership renewal; if you do it after Falling Leaves it will be good through 2025
 - Andrew will send a membership push email to Falling Leaves registrants after the race
 - Melissa will set up the RunSignup back end
- Webpage/Race Calendar - Melissa Barlett & Andy Hartnett
 - Website is looking great
 - Forms are having an issue, Andrew will contact Rocco and cc Andy to see if they can be fixed. Right now they are not sending messages that come through the forms
 - Our website needs a history page; Melissa working on creating content for our history page
 - George has a collection of running magazines from the 1980s where we may be able to pull content from; he will work on reviewing and putting together the content
- Facebook & PR - Andy Hartnett
 - FB Stats
 - Paid ads
 - Other updates
 - Ads doing well for falling leaves
 - Awards page and Saturday run page made
- Newsletter
 - deadline is 20th of each month
 - Michelle emailed SpliTimes procedure email
 - need assistance with content editor
 - Email Andrew with questions about the SpliTimes procedure and instructions
 - Member Spotlight - G. Searles interviewing A. Hartnett next
- Clubs & Organizations Liaisons - Melissa Barlett/Erik Winberg (USATF and RRCA)
 - RRCA update was provided in the last SplitTimes
 - Goal is to have an RRCA update provided in the newsletter quarterly
- Sponsorship - David Dietz/Sarah Harrison
 - Review sponsorship information from David

- Discussed potential proposed changes for Andrew to discuss more with David
- May form a committee to discuss in more detail
- Discussed changes on working for sponsorships levels, investments, and tiers
- Need updated wording on the social media column
- Email David if you'd like to help with this; cc Andrew
- Bank of Utica update - need to provide them an update once we finalize the club sponsorship opportunities
- Town Square Media update - not interested in donating air time at this time.
- Cliff's Fuel Cards for Club Cup - need to do roulette for Woodsman's

OLD BUSINESS:

- Racing team/race captains
 - Brookfield Classic - 09/14/2024: Travis Olivera - looking for a list of people who used the code for registration. Will try and get a picture.
 - Wineglass Marathon - 10/06/2024: Travis Olivera - will try and get a group picture but it has different starting points so may not be possible. Will also see if there are any opportunities for carpooling.
 - Mohawk Hudson River Marathon and Half - 10/13/2024: Chris Edick - no updates at this time
- Group Runs
 - Erik hosting group runs on Saturdays. Working to partner with Grow Brewing in Spring 2025. Sneaker Store for larger events (still in progress).
 - A. Hartnett coordinating UR travel team - looking for 2025
- Call for candidates/elections - Melissa Barlett
 - set up committee
 - plan November general meeting

NEW BUSINESS:

- UR History Documentation
 - A. Rubino was able to contact previous generations of Utica Roadrunners and will share the information with G. Searles to reach out to help preserve and digitize the history
- Announcements

Meeting adjourned at 8:33pm 1st F. Vallone 2nd M. Hedeem

Next Meeting: October 21, 2024 at 6:15 at Boilermaker Headquarters

Future meeting dates:

November 18, 2024, December 9, 2024