



## UTICA ROADRUNNERS BUSINESS MEETING

Monday, February 10, 2024 6:15 pm, Boilermaker Headquarters

Board Attendance: Melissa Barlett, Andy Hartnett, Andrew Rubino, George Searles, Rebecca LaPorte, Frank Vellone, David Dietz, Lauren Culyer, Phil Trzcinski, Erik Winberg, James Kuny

Meeting called to order at: 6:17pm

Motion to accept minutes from last meeting: 1st L. Culyer 2nd F. Vellone

### INITIAL BUSINESS

- Handbook
  - A. Rubino updated emails and names
  - M. Barlett will just run through for final updates, save pdf, and upload
  - Riggie Run has been added to the Grand Prix
- Budget Meeting Tuesday, 2/11/25

### COMMITTEE REPORTS

- **Activities & Events – Erik Winberg**
  - **Races**
    - **Four Race Challenge** - Andrew Rubino
      - currently 30 signed up (we had 55 last year)
      - Closes March 1st
    - **Save Our Switchbacks** - Melissa Barlett & Sarah Harrison
      - April 12, 2025
      - A. Rubino working on insurance and permit for Zoo and City
      - TNT confirmed for timing
      - Kids run added! Will be doing the d run kids run course. Should we get something cute for the kids? Ribbons? Squishy ball?
      - Melissa will see if the energy center will provide any free gifts for the kids run
      - Registration is open
      - Thoughts on awards? Decided that shot glasses and pint glasses may be overdone. G. Searles suggests ribbons. Trophy for overall man and overall women and ribbons for the age groups.
    - **Summer Sizzle** - Travis Olivera
      - Father's Day: June 15, 2025
      - No Updates
    - **Falling Leaves** - Andrew Rubino

- September 28, 2025
    - Submitted deposit for Hotel Utica for 2025
  - **Skeleton Run** - Rob Kapfer
    - Sunday October 19, 2025
    - No updates
  - **Run 2 End Hunger** – Rebecca LaPorte Mason Hedeem
    - Waiting on final financial numbers
    - Request for \$300 budget for 2025 race (tape, granola bars, stickers)
  - **New Year's Run** at Accelerate – Melissa Barlett
    - No report
- Virtual Events
  - **FIVE after FIVE** – Melissa Barlett & Andy Hartnett
    - No Update
    - Suggestion was made to have ½ pint glasses as a prize option
    - Second suggestion made for socks (USA racing? Drymax socks?)
    - Koozie beer gloves?
- Activities - Limited
  - Scholarships - Travis Olivera
    - No Report
    - Andrew will reach out to Erik and Travis to start process
  - Boilermaker Training Program - Erik/Wendy/Pete
    - Saturday, March 1st, 7:30am @ Sneaker Store (confirmed with Josh)
    - Rest of March/April at Forte Strength + Fitness
    - Speakers? May be opportunity, still looking into this
    - Erik also looking to work with in bloom yoga as well
    - Sneaker Store - UR Deal Day for winter??? This is in progress with additional details under merch
    - There will be routes determined ahead of time that are safe
    - Currently have enough volunteers, Erik will let Rebecca know if there is a need to do an email push for volunteers
  - Boilermaker Expo table and volunteers
    - <https://kesslerpromotions.com/vendors>
  - Grand Prix - Gary LaShure
    - No Report
    - Added riggie run
  - CNY Running Club Cup - James Kuny
    - Cliff's Gift Card
      - Woodsmen's Run
        - Did Elizabeth Miller receive her card? Melissa has and will distribute
        - Tommy will also receive his, Melissa has and will distribute
  - Development Runs - Ashley Mancini
    - Talked with Ashley who was looking at doing a 12 week season with no start date confirmed yet

- Last year we did a shorter season due to historic drop offs after the Boilermaker
    - Discussion on the length of the season, okay with shorter season, there were no complaints about the shorter season
    - Discussion on whether we should change the day since the sneaker store run is on Wednesday, not interested in changing day at this time
    - Need to confirm season length and how many you need to attend to earn shirts
    - Will discuss at the budget meeting tomorrow
  - Youth XC Training Program - Nate Getman & Abbie Sutliff
    - No report
- Activities - Ongoing
  - Volunteers - Rebecca LaPorte
    - BTP volunteers - not needed at this time
    - Start planning for SOS - always need 4-5 in the switchbacks to guide people
  - Social - Melissa Barlett & Rebecca LaPorte
    - Delta Lake Inn Brunch Run - A. Rubino, T. Carlson, D. Lynskey
      - February 9th - Recap there were over 30 people who ran and/or went to brunch
      - The brunch was fantastic and members filled up the back room
      - Tommy collected RSVPs and helped to coordinate
      - Thank you to one of the owners Don Lynsey who helped organize and provide a great brunch deal to the club
      - Hoping to do it again next year!
    - Members meet up at Stride Coffee after Saturday morning run during BTP off season (about a dozen members showing up)
    - February 21st Happy Hour at The Bunker, there is live music there on that night
    - March 19th Trivia at Grow, trivia starts at 7pm - suggestion to provide food instead of drink tokens
  - Banquet and Awards - Jenna Stefka/Melissa Barlett/Ashley Mancini
    - March 8th, 2025 Club Monarch 6pm-10pm
    - DJ booked
    - Everything is in motion and awards are being worked on!
    - Logistics were discussed
    - Request for additional promotion about the banquet, Andy will promote
  - Racing team/Captains - Andrew Hartnett
    - 1/26/2025 - Chilly Chili 5K - Andy – Recap 8 attendees
    - 3/8/2025 - Tipperary Hill Shamrock Run - Andy
    - 3/23/2025 - Syracuse Half Marathon - Tommy
    - 5/4/2025 - Mountain Goat Run (Member Discount) - Andy
    - Brookfield Classic - Travis
- UR Supported Events
  - **Tunnel to Towers Utica 5k** - Phil Trzcinski/Alex Gonzalez
    - August 17, 2025

- No Updates
  - **Trenton Fish and Game Club Trail Run-Rob Kapfer**
    - August 3, 2025
    - No update
  - **Grateful for Graham 5k - Amanda Robertello**
    - May 3, 2025
    - Continuing promotion, sponsorships are coming in
- **Committees**
  - Diversity Committee - Melissa Barlett/Michelle Truett
    - On Hold no updates
  - Blood Drive - Andrew Rubino
    - MLK JR Day, Monday January 20, 2025
    - Nearly all donators were club members, numbers were a little low, legion donated money for pint glasses
    - Next donation day will be mid march, will be looking at doing passive advertising for other donation events
    - James may be interested in helping to coordinate a blood draw event and will connect with Andrew
    - Andrew hoping to coordinate again next MLK
- **Administration & Finance – Melissa Barlett**
  - Financial - James Kuny
    - Report submitted
    - Updating names on account
    - Budget meeting 2/11, 6pm, Babe's - food and beverages will be provided
    - If you need something and won't be at the budget meeting let Melissa know
    - Melissa now has access to the bank account online and can access the statements. Signers are able to get their own access. Still working on getting James and Erik on the account
    - Need to start our taxes process, James is following up with the person who has been doing it for the past few years
  - Merchandise - Frank Vellone
    - Coordination needed between Sneaker Store and USA Racing to stock UR Gear
    - Set up online store with USA Racing
    - Frank have was able to connect with Josh at the Sneaker Store
    - The singlets from USA racing need to order at least 30 pieces \$45/singlet
    - New balance minimum is 6, \$50 a singlet, set up online store with link, recommend men's and women's sizing options (Andrew wonders if these are screen printed, affects sweating)
    - Sneaker store can do hoodies (\$45-60); t shirts (\$20-30), tech tees (\$25-30) in a variety of colors
    - Andrew requested to open a UR store - t shirts, hoodies, tech shirts, singlets to open ASAP and open before the boilermaker training program. We will buy at enough singlets to make the minimum if necessary.

- Training program starts March 1 and sneaker store will be present and offering deals, need more information on deals so we can promote it with the boilermaker training program. Melissa will check in with Josh on Wednesday
  - Should we order more hats? Ordered 10 and all have sold. Will post on Facebook to gauge interest and then order more hats after a week. Andy will work on this
  - Additional Updates?
  - Any Updates to prices below?
  - singlets (\$30)                      ■ tshirts (\$5)
  - cow bells (\$3)                      ■ hats (\$10)
  - blankets (\$25)                      ■ hoodie (\$20)
- Equipment and Rental - Phil Trzcinski
  - Padlock - new lock is in, send Phil names and email addresses of people who need lock access (board and race directors)
  - Bullhorn - have been ordered and will hopefully be in tomorrow, they are rechargeable. Phil will provide receipts to James for reimbursement
  - Clock scheduled to be borrowed May 17 for MMRI Lupus Race/Walk
- Membership - Rebecca LaPorte
  - # members currently 286 current memberships (270 this time last year)
  - 2 year membership in effect - feedback? 44/286 are 2 year memberships
- Webpage/Race Calendar - Melissa Barlett & Andy Hartnett
  - Bios - send to Andrew who will compile and send to Andy for webpage updates this week
  - If you notice something is out of date let Melissa and Andy know
  - The race calendar is now updated
  - Andrew requests a max of 5 things in the slider bar on the website
  - Invoice for the domain for the website for the year
  - The email portion of the website is still broken, we have paid for it so it should be fixed. Andrew and Andy will follow up on this to make sure it is fixed
- Facebook & PR - Andy Hartnett
  - Racquet lake - did they pay us for promotion? Melissa and James will look into it through the December and January transaction. Once confirmed Andy will post on Facebook
  - No need for boosts on anything right now
- Newsletter
  - deadline is 20th of each month
  - Michelle emailed SpliTimes procedure email
  - Nominate members for profiles - let George know. Melissa will be featured in the next profile
  - George can email us the word document so it can be shared with other club members interested in a profile feature
  - Melissa will try and get upcoming award winners to do profiles as well
- Clubs & Organizations Liaisons - Melissa Barlett/Erik Winberg (USATF and RRCA)

- No Updates
- RRCA Conference is April 24 – 27, 2025 Minneapolis, MN
- Sponsorship - David Dietz
  - 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 volunteering please connect with David (sponsorship) and Rebecca (volunteering)
  - Cliff's Fuel Cards for Club Cup - Rubino working on
  - First Source Sponsorship - something we can work to help them budget for in 2026
  - David will send everyone the chart, don't forget to update David if you do any sponsorship outreach so they can be tracked and we don't duplicate efforts
  - Melissa suggests creating a flyer to advertise to schools to see if student groups want to volunteer at specific races (student athletes, honor society, clubs)
  - Sponsoring out the development runs for a smaller scale? \$100? Can have a table and have it advertised on Facebook and listed on the website
  - Maybe see if businesses will sponsor an activity for kids since the kids runs have been so popular lately

#### **OLD BUSINESS:**

- Continue discussion of marketing materials, recognition, banners, etc for sponsors levels. See above discussion on in sponsorship

#### **NEW BUSINESS:**

- Heart Run and Walk March 8th
  - We will not table since same day as the banquet and historically we haven't been able to sell things or promote races at this event
  - Some planning in the future may be worthwhile
  - Boilermaker is taking over the running portion
  - Maybe next year we might want to do a UR Team
  - Any volunteers to be the point person for the heart run next year?
- Announcements
  - USA racing donated some neck gaiters
  - If Lauren is coming to the next meeting will take notes at the March meeting since Rebecca will be away
  - Shout out to James for his work on getting things squared away for bank account

Meeting adjourned at 8:14pm  
1st D. Dietz 2nd J. Kuny

**Next Meeting: March 10, 2025 at 6:15 at Boilermaker Headquarters**

**Future meeting dates:**

April 14, 2025; May 12, 2025; June 9, 2025; July 14, 2025\*; August 11, 2025; September 8, 2025; October 13, 2025; November 10, 2025; December 8, 2025