**Youngstown Marathon Board Meeting**

**January 25, 2023**

**7:15 PM**

**Second Sole**

The meeting was called to order at 7:17 PM.

Attendees:

Joe Midlick

Nicole Ranttila

Mark Lipinsky

Candace Madden

Sarah Hixson

Steve Hixson

Lisa Resnick

Beth Hepfner

Scott Denham

The board voted to approve the January meeting minutes.

Reports of Committees and Board

1. Marketing
   1. Social media
      1. Post race registration week of 2/20; Nicole and Mark to coordinate
      2. Post about new board members
2. Website
   1. Nicole updated website with newest information
   2. Changed emails to the person’s first name
   3. Print new business cards
   4. Update logo
3. Race Registration
   1. Pricing
      1. Half marathon: $50, $60, $70
      2. 5K: $25, $30, $35
      3. Relay: $80, $90, $100
      4. Post on social media to help people who want to relay but do not have a team
      5. Teams will register together
      6. Mark will build the price schedule for Nicole to post
      7. Tab for corporate relay; tab for non-corporate relay
   2. Launch registration
      1. Goal; February 20, 2023 (soft launch)
      2. Mark will set up
      3. Start with a promo for lowest price of the year
      4. Promo release for lowest price
      5. St. Patrick’s Day promo may be good idea (less discount than initial)
4. Logistics
   1. Chips for each relay team member
   2. Course limit 4.5 hours
   3. GCXC, Second Sole Racing, Gopher A Run can provide estimates; may make more sense to have GCXC do the timing
   4. Set up start corral to help people find their pace
5. Ambassadors
   1. Nicole will post for ambassadors in February after race registration opens
6. Pacers
   1. Will not have pacers this year by board vote
7. Expo
   1. Penguin City could be possible venue
   2. NovaCare likely to sponsor expo again 2023
   3. Joe and Nicole will work on proposal
8. Volunteers
   1. Janie will coordinate
9. Sponsors
   1. Letters sent to title/main sponsors
   2. Candace and Joe to follow up with Mercy Health
   3. Last year’s responses came in April, but Joe will reach out in the meantime
   4. Reach out to Premier Bank

X. Beneficiaries

1. Nicole will work on promoting beneficiary applications
2. Applications due 3/10

Financial Report

1. Beth reviewed expenditures
2. Beth will review and edit formats of ledgers
3. Bill list and moneys received were reviewed
4. Banking statements were reviewed and approved

Old Business

1. Beth Hepfner and Lisa Resnick were introduced to the board
2. Huntington was offered seat on the board, as other sponsors have seats on the board
3. Relay will be a total 13.1 miles with 3 people (1st leg 4.6, 2nd leg 4.0, 3rd leg 4.5) and there will be a split point map and each runner gets a chip
4. Trifecta: on hold this year
5. Taste of Youngstown
   1. Pricing venues: Penguin City, Boardman venues, mall
   2. Consider which day of week is best
6. Dreyer Physical Therapy may be a good option as a sponsor
7. Dunkin’ Donuts and Giant Eagle may be other good options as a sponsors
8. There will also be a savings from not holding the full marathon (saving money on cones, time/labor, YPD, Mill Creek Park)
9. Consider a relay sponsor or bib sponsor (one of the local car dealerships – Joe will talk to Ganley)
10. Candace created task calendar for the board
11. Board decided to get three estimates from any vendors being considered for the race

New Business

1. Second Sole Racing is timing for Taste of Youngstown
   1. Sarah will coordinate registration
2. Obtain quotes for October event
   1. Steve will talk to Bill at GCXC
   2. Scott will check on cones to see if more are needed

Meeting Minutes Submitted by Nicole Ranttila, Board Secretary