**Youngstown Marathon Board Meeting**

**August 16, 2023**

**7:15 PM**

**Second Sole**

The meeting was called to order at 7:13 PM.

Attendees:

Joe Midlick

Nicole Ranttila

Candace Madden

Beth Hepfner

Mark Lipinsky

The board voted to approve the July meeting minutes.

Reports of Committees and Board

1. Marketing
   1. Social media
      1. Promote relay
      2. Promote beneficiaries
      3. Promote $1K sponsors
      4. Promote registration before 10/1 price increase

B. Nicole to work with Mark on email blasts and promos

C. MLO Brothers will promote on their show in exchange for mile marker sign

1. Website
   1. Work on FAQ section
   2. Feature ambassadors
   3. Add new sponsors
2. Race Registration
   1. 141 total registrants
   2. 7 people in relay
   3. 111 in half marathon
   4. 23 in 5K
3. Logistics
   1. Relay
      1. Exchange at old mill parking lot
      2. Get band at exchange spot
      3. 4.3, 4.0, 4.6 miles
   2. Permits
      1. Liquor permit sent with money
      2. Mill Creek, Boardman, Youngstown permits submitted
      3. Mark to follow up
      4. Considering doing an in-kind donation to park versus fees
   3. Scott to certify the half marathon
      1. $100 Mapping
      2. $100 Reviewer Fees
      3. $600 for time
   4. No planned construction in park for October
   5. Get new maps and new logos on the maps (without sponsors so can be reused) - Scott is working on this
   6. Get new signs for the 5k for mile 2 and 3 with logo - Joe to order
   7. Mark to contact Southwoods about medical support
   8. Going with Second Sole timing for race event (Corbin will time)
   9. Consider belt for the team chip (relay) provided by GCXC
   10. Massage after race - reach out to Drayer
4. Ambassadors
   1. Chosen and will be promoted
   2. Put on website
   3. Video filming 8/26 in park
      1. End with businesses challenging others (Joe will contact)
5. Pacers
   1. 1:30, 1:45, 2:00, 2:15, 2:30
   2. Christina has taken care of pacers
6. Expo
   1. Need expo sponsor
   2. Major expense is table/chair/piping rental - can setup without this year
   3. Joe to call B&O Station and St. Charles
   4. Will hold at YMCA if held 10/21; Mark will talk to Tom at YMCA
   5. Consider a different setup to save on expenses associated with draping and piping
   6. Candace to reach out to vendors
   7. Decide by end of the month
7. Volunteers
   1. Jenna is taking over volunteer coordinator position
   2. Jenna will work with Scott on logistics
   3. Janie will still coordinate cycle crew
   4. Nicole to post on Facebook after Labor Day
8. Sponsors
   1. #1 Cochran $1k
   2. Kia Ganley $1k
   3. 898 Marketing $500
   4. Huntington as title $7500
   5. Anonymous donor
   6. Mediate Financial
   7. Talking to Ed Muransky at Southwoods (Steve)
   8. Steve sent proposal to Asics (5k or expo)
   9. Mark sent information to Drayer
   10. Armstrong Cable providing $500 and 200 TV spots (possibly 150 towards race and 50 to Taste of Youngstown)
   11. Talk to Uhaul about sponsoring a truck
   12. Lisa will follow up with previous sponsors and Chamber of Commerce

X. Beneficiaries

A. Autism Society of Mahoning Valley

B. Buster’s Brigade

C. Dorothy Day House

D. Golden String

E. Offer option to either do water stop or work Celebration Village

Financial Report

1. Beth reviewed account and expenditures
2. Bill list and moneys received were reviewed, including recurring charges
3. Profit from Taste of Youngstown $4325.29
4. Reports sent to DT Moore for accounting

Old Business

1. Board insurance
   1. Joe did insurance application and bill from Centerfield is en route
2. Shirts
   1. Get shirts for new ambassador
   2. Shirts for race
      1. Mark will work on designs
      2. Goal to have shirts next week
3. Medals
   1. Mark will work on mockup by end of month
4. Utilize previous year bibs
5. Nicole will talk to Mario about videos
6. Have table at Panerathon August 27 with Second Sole

New Business

1. Work with radio station to edit commercials, as the information is outdated
2. Contact Andrew DiPaolo for media coverage

Meeting Minutes Submitted by Nicole Ranttila, Board Secretary