**Youngstown Marathon Board Meeting**

**July 12, 2023**

**7:15 PM**

**Second Sole**

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

Attendees:

Joe Midlick

Nicole Ranttila

Candace Madden

Steve Hixson

Beth Hepfner

Jenna Kifer

The board voted to approve the June meeting minutes.

Reports of Committees and Board

1. Marketing
   1. Social media
      1. Promote relay
      2. Promote beneficiaries, ambassadors, etc.
      3. Promo price increase July 1
      4. Promote sponsorship
      5. Promote registration before 9/1 price increase
2. Website
   1. Work on FAQ section
   2. Feature ambassadors
   3. Add new sponsors
3. Race Registration
   1. 2 Relay teams
   2. 71 in half marathon
   3. 19 in 5K
4. 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. Mill Creek, Boardman, Youngstown permits submitted
      2. Mark to follow up
      3. 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. Get new maps and new logos on the maps (without sponsors so can be reused)
   5. Get new signs for the 5k for mile 2 and 3 with logo
   6. Mark to contact Southwoods about medical support
   7. Course limit 4.5 hours
   8. GCXC (Dennis) will time the event; need to get promotions on their end
   9. Consider belt for the team chip (relay) provided by GCXC
   10. Massage after race
5. Ambassadors
   1. Chosen and will be promoted
   2. Put on website
6. Pacers
   1. 1:30, 1:45, 2:00, 2:15, 2:30
   2. Christina is marketing for these
7. Expo
   1. Need expo sponsor
   2. Major expense is table/chair/piping rental
   3. QTKinetics would like to donate but not be title sponsor
   4. Austinwoods reached out to Joe, he is talking to them about being title sponsor (waiting on their CFO approval)
   5. Reach out to Drayer
   6. If we do not get title sponsor, may just do packet pickup at Second Sole; deadline is August 1
   7. Will hold at YMCA if held 10/21; Mark will talk to Tom at YMCA
   8. Consider a different setup to save on expenses associated with draping and piping
   9. Candace to reach out to vendors
8. Volunteers
   1. Jenna is taking over volunteer coordinator position
   2. Jenna will work with Scott on logistics
   3. Janie will still coordinate cycle crew
9. 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

1. Dorothy Day House
2. Golden String

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. Taste of Youngstown
   1. Beth reviewed expenditures for Taste of Youngstown
   2. Sponsors already asking about dates for 2024; possible June 14
2. Board insurance
   1. Estimate: $743
   2. Mark will get quote from RRC

New Business

1. Shirts
   1. Get shirts for new ambassador
   2. Shirts for race
      1. Mark will work on designs
2. Medals
   1. Mark will work on mockup
3. Liquor permit needs to be in mail next week
4. Joe and Lisa will be on MLO Bros podcast July 18
5. Nicole will talk to Mario about videos
6. Have table at Panerathon August 27

Meeting Minutes Submitted by Nicole Ranttila, Board Secretary