**Youngstown Marathon Board Meeting**

**January 25, 2023**

**7:15 PM**

**Second Sole**

The meeting was called to order at 7:18 PM.

Attendees:

Joe Midlick

Nicole Ranttila

Janie Crowl

Mark Lipinsky

Candace Madden

Sarah Hixson

Steve Hixson

Reports of Committees and Board

1. Marketing
   1. Social media
      1. Reached almost 8K people on social media during race week
      2. Engagement up 200% in last month leading up to race
      3. Have shirt design to release sooner in 2023
   2. New announcements
      1. Press release to announce focus solely on a half marathon, relay and 5k; thus evolving the brand of the Youngstown Marathon Foundation
2. Website
   1. Nicole will get passwords to website
   2. Change emails to the person’s first name (voted and approved)
   3. Print new business cards
3. Race Registration
   1. Registration has not opened
   2. Launch on Valentine’s Day with a code
   3. First launch is lowest price of the year with code
4. Logistics
   1. Scott will provide updates at next meeting
   2. Launch registration 2/14
   3. GCXC, Second Sole Racing, Gopher A Run can provide estimates; may make more sense to have GCXC do the timing
5. Ambassadors
   1. Nicole will post for ambassadors in February after race registration opens
6. Pacers
   1. Discuss if pacers needed since there is no marathon
7. Expo
   1. Penguin City could be possible venue
8. Volunteers
   1. Janie will coordinate
9. Sponsors
   1. See new and old business
   2. Working on securing 2023 sponsors

X. Beneficiaries

1. Nicole will work on promoting beneficiary applications
2. Try to get applications in by 3/1

Financial Report

1. Bill list and moneys received were reviewed
2. Banking statements were reviewed and approved
3. Approval for Expenditures
   1. Approved payment to DT Moore
4. 1099 forms were mailed

Old Business

1. Board voted to approve Beth Hepfner at new treasurer for the board
2. New board member Lisa Resnick was approved to join board
3. Huntington was offered seat on the board, as other sponsors have seats on the board
4. Relay will be a total 13.1 miles with 3 people (1st leg 4.6, 2nd leg 4.0, 3rd leg 4.5) and their will be a split point map and each runner gets a chip
5. Board considered a Vindy’s concert for after the race, but the cost is prohibitive
   1. Consider other bands (RDNA, No Funk No Justice)
   2. Penguin City will give venue free
   3. Consider costs of the event overall
   4. Consider sponsorship for this event
   5. Could hold on a different date to draw more participants and use as a fundraiser (Youngstown Marathon Music Festival idea to explore)
6. Trifecta may not happen because Panerathon prefers to be a stand-alone event; Peace Race is interested; consider a different option for the third race
   1. Consider logistics of coordinating
   2. Consider the trifecta as a fundraiser
7. Taste of Youngstown
   1. Look at getting a sponsor
   2. Research more cost-effective venue

New Business

1. Board must have at least five but no more than ten committee chairs; will keep committees as is for now
2. Joe has sent proposal to Huntington Bank to be key sponsor; no response yet as their board has not met yet
   1. Steve and Joe will talk to their contacts at Huntington
3. Candace is working on Mercy sponsorship
4. Novacare has had some cutbacks and their marketing division has changed; Joe visited them and has established a contact person; Joe will contact next week again
5. Dreyer Physical Therapy may be a good option as a sponsor
6. Dunkin’ Donuts and Giant Eagle may be other good options as a sponsors
7. There will also be a savings from not holding the full marathon (saving money on cones, time/labor, YPD, Mill Creek Park)
8. Consider a relay sponsor or bib sponsor (one of the local car dealerships – Joe will talk to Ganley)
9. Candace created task calendar for the board
10. Board decided to get three estimates from any vendors being considered for the race

Meeting Minutes Submitted by Nicole Ranttila, Board Secretary