

**Youngstown Marathon Board Meeting**  
**April 18, 2019**  
**Second Sole**  
**5:30 PM**

The meeting was called to order at 5:55 PM.

Attendees:

Mark Lipinsky  
Steve Hixson  
Joe Midlick  
Nicole Ranttila  
Christina Toth  
Alicia Miller  
Janie Crowl

Reports of Committees and Board

- I. Marketing
  - A. Regular posting on social media continues to attract the most likes for posts about ambassadors
  - B. Posts will tie in National Park Week on week of 4/25
  - C. Looking into posting on MarathonGuide.com - Alicia will check with Josh on what has been done with this site
  - D. Chemical Bank will have a social media contest
  - E. Alicia will check to see if we can be listed on the Runners' Guide calendar and if there is a cost
- II. Race Registration
  - A. Run Ytown had the most runners ever this year, with equal participation in both distances
  - B. 202 total registrations for Youngstown Marathon races
- III. Logistics
  - A. In May, Mark will finalize approval for downtown part of course
- IV. Ambassadors
  - A. Would like to get ambassadors involved at expos
- V. Expo

- A. Expo will be held in concourse of Covelli Center, final contracts under review
  - B. Novacare will present the expo as title sponsor
  - C. One paid vendor so far in addition to title sponsors
  - D. Idea was presented to make a quickie flyer to promote interest instead of sending the more comprehensive contract initially
  - E. Other expos: Canton, Pittsburgh, Cleveland
- VI. Sponsors
- A. Novacare paid \$3,000 for naming rights at expo
  - B. Continuing Health would like to become more involved with sponsorship - will be a mile marker sponsor, donate to swag bags and provide volunteers
  - C. Braydich Dental will donate toothbrushes to swag bags and possibly sponsor a mile marker
- VII. Training Groups
- A. Nine people will co-lead groups
  - B. Pacers and ambassadors will be coordinated
  - C. Yoga will be offered Sundays at Studio Oxygen
- VIII. Website and Social Media
- A. Virtual registration to begin soon
  - B. Erik has posted course videos
  - C. Medal photos?
- IX. Pacers
- A. Five half marathon and one full marathon pacer confirmed
  - B. Need 1 half marathon and 3 full marathon pacers
- X. Beneficiaries
- A. Deadline 4/19
  - B. 19 applications received
  - C. Goal is to choose winners at May meeting

## Financial Report

- I. Bill List
  - A. Postings through 3/31 listed
  - B. Crystal, Joe and Alicia working on putting together the 2018 ledger
- II. Approval for Expenditures
  - A. None at this meeting

## Old Business

- I. RRCA: committee is waiting to find out qualifications for Gatorade sponsorship
- II. Hoka: follow up meetings in May
- III. Ongoing discussion and solicitation of vendors for the finish line (Continuing Health and Orange Avocado)
- IV. Insurance: Joe presented quotes that were more competitive than current carrier; will discuss further

#### New Business

- I. Ytown Race Series: Orange Theory has expressed interest in paying for medals
- II. Other Expos: discussed having a laptop so people may register on site and then utilize a same day coupon code to save money

Next meeting: Thursday May 23 at 5:30 PM at Second Sole

Meeting Minutes Submitted by Nicole Ranttila, Board Secretary