

Youngstown Marathon Board Meeting
December 4, 2019
Second Sole
5:30 PM

The meeting was called to order at 5:31 PM.

Attendees:

Mark Lipinsky

Crystal Siembida Boggs

Josh Boggs

Joe Midlick

Nicole Ranttila

Rick Blair

Janie Crawl

Reports of Committees and Board

- I. Marketing
 - A. Posts that featured stories about runners attracted the most attention in the pre-race marketing and in post-race features
 - B. New tagline needed for 2020
 - C. Date for 2020 is 10/25/20 and registration will open soon
 - D. Create budget for more paid advertising
 1. Crystal reported that boosted posts reached as many as 40,000 or more people
 2. Buy an ad in Runner's World in 2020
- II. Race Registration
 - A. 1,071 registrations for all 2019 races, which was an increase from 2018
 - B. 5 Boston Qualifiers
- III. Logistics
 - A. In 2020, work with Scott to resolve any issues with downtown course set up and volunteers
 - B. Have plan in place to transport any injured runners off the course
- IV. Ambassadors
 - A. The board agreed to have ambassadors again in 2020
 - B. Discussion was held about having most ambassadors be from the area
 - C. Some ambassadors may be approached by the board based on registrations

- V. Expo
 - A. Covelli Center was preferred over the YMCA
 - B. Good feedback on vendors
 - C. Mark discussed using an event coordinating company to organize the expo and conduct registrations for a fee
 - D. May explore new location options in 2020 to have expo and pasta dinner at the same venue
- VI. Sponsors
 - A. No new business
- VII. Training Groups
 - A. No new business
- VIII. Volunteers
 - A. Good feedback reported
 - B. May need additional support downtown in 2020
 - C. May need relay volunteer coordinator in 2020
- IX. Website and Social Media
 - A. 2020 registration to launch soon
- X. Pacers
 - A. Pacers were very accurate this year
 - B. Very good feedback
 - C. Board would like to invite Christina Toth to coordinate again
- XI. Beneficiaries
 - A. Online voting for the third beneficiary is underway
 - B. Discussed having a different method for runners' choice beneficiary in 2020; for example, have runners vote at the expo
- XII. Post Race/Celebration Village
 - A. Good feedback and good amounts of food ordered
 - B. Joe asked to have the liquor license secured earlier in 2020

Financial Report

- I. Bill List
 - A. None at this meeting
- II. Approval for Expenditures
 - A. None at this meeting

New Business

- I. The 2020 race will feature a four-person relay event. The distances are: 7.4 miles, 7.9 miles, 7.4 miles, 3.5 miles.
- II. As new venues are explored for expo and pasta dinner, consider number of hotel rooms used in choosing location
- III. The board discussed utilizing the support of a CPA to enhance budget allocations and marketing

Meeting Minutes Submitted by Nicole Ranttila, Board Secretary