

Youngstown Marathon Board Meeting
August 2022
7:30 PM
Double Bogey's Restaurant

The meeting was called to order at 7:30 PM.

Attendees:

Joe Midlick
Nicole Ranttila
Scott Denham
Steve Hixson
Mario Ricciardi
Candace Madden

Reports of Committees and Board

- I. Marketing
 - A. Mario Ricciardi from Appleridge Productions completed two of three planned videos
 - 1. Will start promoting on social media
 - B. Other marketing plans:
 - 1. Recruit local celebrity to run race and track on social media (Mark)
 - 2. Rick Blair to do a weekly training update (Mark)
 - 3. Promo on morning news show (Mark)
 - 4. Talk to Jeff Ondash (Joe, Mark)
 - 5. Target major marketing after Panerathon
- II. Race Registration
 - A. Registration on pace with 2021 but behind 2019
 - B. 193 total (last year at 244 at this same time)
- III. Logistics
 - A. Updates will come as race gets closer
 - B. Scott is monitoring construction downtown
- IV. Ambassadors
 - A. Ambassador promotions on social media have begun
 - B. Ambassador marketing has yielded good engagement on social media
 - C.

- V. Pacers
 - A. All pacer positions have been filled
 - B. Christina will manage
- VI. Expo
 - A. Joe will coordinate Expo
 - B. Committed to expo at Boardman Family Y
 - C. Joe working on vendors for expo
 - D. Contract being edited for Joe to distribute
- VII. Sponsors
 - A. Mercy Health, NovaCare, Huntington, Second Sole checks received
- X. Beneficiaries
 - A. Ballet Western Reserve, Youngstown Blue Coats, Cadence Care Network, American Heart Association
 - B. Nicole will start promoting on social media

Financial Report

- I. Bill list and moneys received were reviewed
- II. Banking statements were reviewed and approved
- III. Approval for Expenditures
 - A. None at this meeting

Old Business

- I. Yoga on Tap has been officially planned for 9/14. Registration is \$20: Youngstown Marathon Foundation will receive \$15; Penguin City will receive \$5.
 - A. Nicole created flyer, will post and coordinate with Joe
 - B. Nicole will teach
 - C. Joe working on shirts to sell
 - D. Candace with Mercy offered to place flyers in swag bags at Panerathon afterparty
- II. Joe working on race photographer
- III. Steve to book DJ
- IV. Make banner for finish line arch with logo
- V. Mark and Steve will work on shirts for race: comparison pricing, possible ASICS sponsorship
- VI. Bylaws edited and submitted to state
- VII. Joe will work on new mile marker signs

New Business

1. Voted on bibs for race that feature park wildlife
2. Voted on ribbons featuring park wildlife with logo “Majestic Mill Creek Park”
3. Mark to give Scott information about obtaining permits needed (needs name or portal of how to submit); need Boardman, Youngstown, Mill Creek permits
4. Nicole to promote beneficiaries
5. Scott will rent cones for course
6. Joe working on bands for course

Meeting Minutes Submitted by Nicole Ranttila, Board Secretary