

**Youngstown Marathon Foundation
Record of Proceedings
Regular Meeting
February 5, 2020**

The Youngstown Marathon Foundation met in regular session at 5:30 P.M. at Second Sole in Boardman, Ohio 44512 with CEO Mark Lipinsky presiding.

The following members of the board answered roll call:

Joe Midlick	Joshua Boggs	
Crystal Siembida Boggs	Mark Lipinsky	Steve Hixson

Also answering roll call were:

Christina Toth

Board members absent were:

Nicole Ranttila	Janie Crowl
-----------------	-------------

The minutes of 12/4/19 were approved. Boggs made the motion to approve, Midlick the second.

The board accepted the resignation of Alicia Miller. Miller stated work commitments prevented her from giving adequate time to the marathon board.

Lipinsky presented the board with a basic financial statement showing the marathon starting balance of \$4,942 as of 1/1/20. Deposits were \$5,389, withdrawals \$5,788. Leaving an ending balance on 2/4/20 of \$4,543. Midlick announced that Chemical Bank, a division of Twin City Financials, has committed to a \$15,000 sponsorship for the 2020 marathon event. In August, Chemical Bank will be changing their name.

Siembida Boggs presented a two page report on the Marketing Plan and Current Trends. She then presented an advertising opportunity through Compass Media, LLC. Upon discussion, Midlick made the motion to approve the expense of \$695 for a half page ad in the magazine. Lipinsky made the second and all approved.

Boggs discussed current registration numbers and the upcoming Valentine's Day promotion. The discount will be 14% off the race distances. The goal is 100 participants signing up from this promotion.

Lipinsky updated on Run YTown and that the permit application for Mill Creek has been filed and he will be filing the rest of the appropriate permits shortly.

Siembida Boggs released the names of those chosen to be ambassadors for 2020. She is collecting shirt sizes and will be giving them their promotion codes after the Valentine's promotion.

Toth presented the details on who has committed to pacing the marathon distances and times as of now. She will continue reaching out to potential pacers and Siembida Boggs will do some online releases for the applicants.

Siembida Boggs updated the board on the status of the Expo. Midlick found a location that is available at YSU - the DeBartolo Stadium Club. Siembida Boggs presented the quote and the board agreed upon the location and the price based upon what the negotiations for the parking came back as. Siembida Boggs suggested that the board start looking at locations for 2021 to avoid everything being booked.

Midlick discussed upcoming meetings with potential sponsors. Mercy Health is in their last year of their contract and will be contributing \$15,000 for the 2020 race. Midlick presented the idea of a fundraiser at The Brazen Brush. The board informally gave him the go ahead to plan an event with details to be announced and approved officially at a later date. Midlick is in the planning stages of having YSU participate in a pep band and water stop along the marathon course.

Rick Blair has been posting training run details in a group chat. Siembida Boggs and Toth reported that participants in group runs last year asked for more paces, distances, and locations. The details will be discussed with Blair.

Lipinsky discussed using EventHub for the online expo with a cost of \$797. The board asked for a mock up trail before committing to the expense. Lipinsky will arrange.

Midlick asked for the beneficiary applications to open up soon and Siembida Boggs stated she would update them from last year and get a press release out.

Due to Miller stepping down the position of Treasurer has opened up. Lipinsky made the motion to appoint Toth to the position due to her background in math and what she teaches in school. Midlick made the second. The entire board approved. Toth will be provided the information necessary to perform her duties as Treasurer in the coming days.

Under old business, Lipinsky said he is getting the relay locations measured for accuracy. Siembida Boggs stated everyone should have received their 1099s.

The dates for upcoming meetings were set. March 4th, April 8th, and May 6th.

The meeting was adjourned at 7:09pm.