



Youngstown Marathon Foundation
C/O Second Sole
755 Boardman-Canfield Rd
Boardman, OH 44512

Youngstown Marathon Board Meeting
February 28, 2019
Second Sole
6:45 PM

The meeting was called to order at 6:55 PM.

Attendees:

Mark Lipinsky
Josh Boggs
Steve Hixson
Joe Midlick
Crystal Boggs
Nicole Ranttila
Erik Reed
Christina Toth

Reports of Committees and Board

I. Marketing

- A. Regular posting on social media has attracted the most likes for posts about ambassadors; fewer activity on posts about pricing
- B. Ads were run in the Business journal
- C. Rick Blair is working with Andrew DiPaolo on media attention
- D. Crystal listed the race on seven free directories
- E. Working on getting account with Marathon Guide unlocked

II. Race Registration

- A. A last minute campaign was launched to promote registration before the 3/1 price increase
- B. 101 registrations came in since last meeting
- C. Virtual race to be launched within the week

- D. Given the time before the race, registrations are higher than predicted
- III. Logistics
 - A. Mark will submit permits this week to Youngstown, Boardman, ODOT
 - B. Two versions of course will be submitted for BQ approval due to construction in Youngstown on Fifth Avenue
- IV. Ambassadors
 - A. 29 registrations have come in from ambassador codes
 - B. We will have a meet and greet with ambassadors at the expo (set up shifts)
 - C. Crystal sent press releases regarding the ambassadors
 - D. Salem Community Center will give passes to the winner of the March ambassador promotion
- V. Expo
 - A. Expo will be held in concourse of Covelli Center, final contracts under review
 - B. 36 contracts were sent out
 - C. Crystal has been promoting the expo to potential vendors on social media and sent out a press release
 - D. Secure time for set up either Friday evening or early Saturday on day of expo
 - E. YM will be at the Valley Health and Wellness Expo March 30
 - 1. The board approved the \$250 registration fee for this expo
 - E. Erie Marathon Expo is September 7
 - F. YM will trade spots with Canton Hall of Fame Marathon to appear at their expo April 27
 - G. Scrappers Health and Wellness Expo June 17
- VI. Sponsors
 - A. Continuing Health would like to become more involved with sponsorship
 - B. Eastwood Mall and Akron Children's Hospital have both inquired about sponsoring the Kids' Run
 - C. Donny Namath Subaru has inquired about being the pacer car and sponsoring the race
 - D. V&V may be a \$2000 sponsor
 - E. Hoka Meeting is March 5 - pitch sponsoring 5K to them
 - F. Chemical Bank to be \$15,000 race sponsor and donate \$2500 to Run Ytown
 - G. Air Force likely unable to sponsor this year, but other options may be explored with the Firecracker 5K or as a banner sponsor
- VII. Training Groups
 - A. Rick submitted preliminary 12 week schedule for marathon and half marathon and 8 week schedule for 5K
 - B. Pacers and ambassadors will be coordinated
- VIII. Website and Social Media
 - A. Virtual registration to begin soon

- B. Erik has posted course videos
- C. Medal photos released March 3

Financial Report

- I. Bill List
 - A. YSU Police bill was paid from 2018
 - B. Crystal, Joe and Alicia will work on putting together the 2018 ledger
- II. Approval for Expenditures
 - A. \$250 for Valley Health and Wellness Expo
 - B. \$25 for Erie Marathon Expo

Old Business

- I. The bylaws were presented for approval. The Board approved the Bylaws as written.
- II. Hoka Sponsorship meeting is March 5
- III. RRCA: committee is waiting to find out qualifications for Gatorade sponsorship
- IV. Beneficiary application has been posted online and Alicia sent press releases
- V. Ongoing discussion and solicitation of vendors for the finish line (Continuing Health and Orange Avocado)

New Business

- I. The Conflict of Interest Policy was reviewed and approved.
- II. Joe is presenting bids for insurance

Meeting Minutes Submitted by Nicole Ranttila, Board Secretary