

Youngstown Marathon Board Meeting
January 30, 2019
Second Sole
6:00 PM

Attendees:

Mark Lipinsky
Josh Boggs
Steve Hixson
Alicia Miller
Janie Crowl
Joe Midlick
Crystal Boggs
Nicole Ranttila
Erik Reed

Items of Business

- I. New board members Nicole Ranttila (Secretary) and Erik Reed (Ambassador Coordinator) were introduced.
- II. Financial Report (Alicia)
 - A. The 2019 budget will established in upcoming board meetings
 - B. New revenue at this point is from early online registration
 - C. 2018 debts have been satisfied
 - D. Waiting on sponsorship amounts from Mercy, Chemical Bank, Air Force
- III. Foundation Bylaws (Joe)
 - A. Joe presented a draft of proposed bylaws
 - B. Board members are to review the proposed bylaws and submit edits and questions to Joe by March 1
 - C. Joe, Crystal and Nicole will work on the bylaws
- IV. Race Registration (Josh)
 - A. It was agreed that the virtual race option would again be offered. An earlier promotion of the virtual race (as opposed to 2018) was suggested.
 - B. Virtual entry needs to be created on the website
 - C. A Valentine's promotion will again be offered, which gives 14% off each race from February 14 to February 18
 - D. Promote dressing up and a Halloween theme for registration, including a prize for best costume
 - E. Pursue Hoka sponsorship and free slides as a way to boost registration

- V. RRCA (Josh)
 - A. The Youngstown Marathon has been selected as state championship for the marathon distance
 - B. RRCA will provide rewards for winners
 - C. We have to promote RRCA and the affiliation
 - D. We qualify for a Gatorade sponsorship
- VI. Website (Josh)
 - A. Ambassadors have been listed on the website
 - B. A gift card option has been created on the website to allow entries to be given as a gift
- VII. Ambassador Updates (Erik and Crystal)
 - A. Bios have been posted online
 - B. Instagram and Facebook will feature each ambassador
 - C. Ambassadors receive 10% off for each entry
 - D. Monthly ambassador promotions will be featured to encourage and reward ambassadors for enrolling registrants
 - E. Erik and Crystal will contact local newspapers to feature ambassadors
- VIII. Social Media (Erik, Crystal, Alicia)
 - A. Plan to create GoPro videos and post online
 - B. Erik has created community link to post training and nutrition tips
- IX. Pacers (Crystal)
 - A. Christina Toth chosen as Pacer Coordinator
 - B. Applications for pacers are being accepted until February 14 and goal is to choose by March 1
 - C. Six applications currently submitted
 - D. Pacers will be promoted on social media
 - E. Pacers receive free race entry
- X. BQ Certification and Logistics (Mark)
 - A. Goal is to have race certified by June 1
 - B. Must meet with city engineer to account for any city construction and develop a contingency plan
 - C. Any qualifiers will qualify for the 2021 Boston Marathon
- XI. Expo (Mark)
 - A. Explore options of Covelli concourse versus main arena
 - B. Joe will reach out to Youngstown Phantoms and NovaCare about sponsoring the expo, which would include naming rights
 - C. Crystal is working on vendors and will obtain contracts
 - D. Prices for vendors were discussed and a raise in prices from 2018 was discussed; to be finalized once the final estimates are obtained for the price of the expo

- XII. Training Groups (Mark)
 - A. Part of the deal with Hoka is to have training groups
 - B. Rick Blair to coordinate training groups, including beginner and advanced groups and a 12 week program
 - C. Focus on social media support of the training groups to boost attendance and encourage runners to engage
- XIII. 2019 Beneficiaries
 - A. Application to be posted online soon
 - B. The board will choose two beneficiaries and the runners will vote on the third
 - C. Encourage beneficiaries to interact at the expo and event as volunteers
- XIV. Miscellaneous
 - A. “Conquer the Course” will be slogan of the race and be featured on the shirt
 - B. March 1 is Finisher Medal Day and may be a great way to show the medals and encourage participation
 - C. Run Ytown is April 14 and is an official Youngstown Marathon event and offers a course preview
 - D. Mile Event is June 14 at Boardman High School and is an official Youngstown Marathon event
 - E. Run Ytown Race Series: Firecracker Four Miler, Peace Race, Youngstown Marathon (participants receive a special shirt and can register for all three races at the same time online)
 - F. Erik will reach out to some contacts for swag bag items
 - G. Consider using local photographers to capture photos on the course in addition to official finish line photos
 - H. Birdfish Brewery would like to do beer tent again; explore if other breweries would like to partner

Meeting Minutes Submitted by Nicole Ranttila, Board Secretary