

Youngstown Marathon Board Meeting
August 13, 2021
Zoom Meeting
6:00 PM

The meeting was called to order at 6:00 PM.

Attendees:

Josh Boggs
Mark Lipinsky
Joe Midlick
Nicole Ranttila
Janie Crowl
Scott Denham

Minutes from the March 25, 2021 meeting were approved.

Reports of Committees and Board

I. Marketing

- A. Crystal will manage local marketing; request for budget for local social media marketing
- B. Board approved up to \$500 for local marketing via Facebook and other social media outlets
- C. 898 Marketing is prospective firm to do additional marketing and guide marketing strategies; may do an in-kind agreement
- D. Website is updated with expo information, sponsors, and all current information

II. Race Registration

- A. Current signups:
 - 1. Youngstown Marathon: 268 registrants
 - 2. Marathon Bartender 5K: 5 teams of 3
- B. Race trends show declines in race day signups; most people will pre-register
- C. Run Ytown series;
 - 1. Peace Race 10/17, Distance Classic 11/7 in addition to Youngstown Marathon
 - 2. Custom medal for doing all three events

3. First marketing will be announced this weekend
- III. Logistics
- A. USATF Certification
 1. Scott finalized marathon map and will get map stamped and approved
 2. USATF certification is good for ten years
 3. Boston Marathon will use USATF number for qualifiers
 - B. Scott will make maps for half marathon and 5K
 - C. Half marathon and 5K maps can include logos and sponsors
 - D. Mark is meeting with Mill Creek Park Recreation Director August 16th to discuss completion of Lake Newport
 - E. Scott can make map with water stops, etc.
 - F. Scott and Mark will meet with the police organizations regarding street closures
 - G. Mark will have permits filed within the next two to four weeks (liquor, park, etc)
- IV. Ambassadors
- A. 38 coupons have been used
 - B. Nicole will begin to coordinate
- V. Pacers
- A. All pacer positions have been filled
- VI. Expo
- A. Need to finalize details of space and design at the YMCA
 - B. Joe will get vendors, Mark will work on logistics, Nicole will organize day of event details
 - C. Offer stage/microphone to sponsors for 10 minute talks
 - D. Reaching out to past vendors; not as much success due to large number of events occurring around the same time
 - E. Joe has been working with sponsors to fill tables
 - F. All information is up to date on website
 - G. Flyers created
 - H. Reach out to business listed in MindBody
- VII. Sponsors
- A. NovaCare sent \$3000 check; title sponsor for expo
 - B. Sweeney sent \$1000 check; may be able to transport runners with Suburbans; car will be on display at expo and at finish line
 - C. Joe will reach out to previous sponsors for mile markers
- X. Beneficiaries
- A. Discussed some additional marketing strategies for next year
 - B. Received four nominations, accepted all nominations (board voted)
 - a. Do not put dollar amount at this time
 - b. Create a formula based on race profits and then review after the events

Financial Report

- I. Bill list was reviewed
 - A. Accounting fees to D.T. Moore
- II. Banking statements were reviewed and approved
 - A. No bills at this meeting
- III. Approval for Expenditures
 - A. None at this meeting

New Business

- I. Motion was made to eliminate the CEO position; motion carried
- II. Committee Elections/Changes
 - A. Crystal will be marketing director
 - B. Rick Blair offered seat on the board, pacer coordinator positions; he is already doing water stop coordination
 - C. Nicole will be ambassador coordination
 - D. Scott Denham nominated as Logistic Coordinator and as a voting board member
 - E. Steve Hixson was elected as senior consultant (board member)
 - F. Mark Lipinsky retains board position as Race Director; Expo Coordinator
 - G. Joe Midlick retains position as Sponsorship Director
 - H. Janie Crowl retains position as Volunteer Coordinator
- III. Officer elections
 - A. Josh Boggs elected as president
 - B. Joe Midlick elected as vice president
 - C. Nicole Ranttila elected as secretary
 - D. Janie Crowl retains treasurer position (position not up for election this year)
- IV. Water stops will be staffed by companies/organizations who create a theme for their tables and then compete for best theme to earn \$250 (12 water stops)
 - A. Jones Dance Academy
 - B. Branch Street Coffee
 - C. YSU
- V. Joe will work with 898 Marketing to discuss some in-kind donations of marketing expertise
- VI. Mark will set up meeting with Youngstown Mayor Tito Brown to discuss starting the race
- VII. Board approved ceasing use of White Glove for quarterly payroll
- VIII. Celebration Village

- A. Penguin City
 - B. Marco's Pizza
 - C. Reach out to Giant Eagle or Meijer's
 - D. Gleaner's will donate 8 oz water bottles
- IX. Run Ytown Recap from April
- A. Highest attendance in five years
 - B. Canfield Police very helpful (send thank you from the board)
 - C. Board voted and approved separating Run Ytown from Youngstown Marathon
 - 1. Event will return to being a Second Sole event
 - 2. Youngstown Marathon may be the beneficiary of this event
 - D. Board voted and approved payouts to board members for their work on Run Ytown
 - 1. \$1000 to Josh
 - 2. \$1000 to Mark
 - 3. \$700 to Janie
 - 4. \$100 to Nicole
 - 5. \$100 to Joe
 - 6. \$100 to Crystal

Meeting Minutes Submitted by Nicole Ranttila, Board Secretary