

Youngstown Marathon Board Meeting
Race Recap Meeting
November 9, 2022
7:15 PM
Double Bogey's Restaurant

The meeting was called to order at 7:20 PM.

Attendees:

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

Reports of Committees and Board

- I. Marketing
 - A. Social media
 - 1. Reached almost 8K people on social media during race week
 - 2. Engagement up 200% in last month
 - 3. Have shirt design to release sooner next year
- II. Race Registration
 - A. Registration was lower this year, with 605 total
- III. Logistics
 - A. Discussed closure and detours around Shields Road to improve traffic and safety next year
 - B. Speak to Boardman Police next year
 - C. Advertise and post on social media about closures
 - D. Cyclists had to help direct downtown because not enough police presence
 - E. Consider having lead cyclists in orange
 - F. Mark picked up two people who could not finish the marathon
 - G. Bib numbers hard to read on the course (make larger and brighter next year)
 - H. Consider placing mat at the split to better monitor bibs/runners
 - I. Reconsider medical stations
 - J. Create task lists next year before event

- IV. Ambassadors
 - A. Ambassador marketing has yielded good engagement on social media
- V. Pacers
- VI. Expo at Boardman Y
 - A. Positive feedback
 - B. Location is good
 - C. Kids Run was a huge success
- VII. Volunteers
 - A. Consider having lead cyclists in orange
 - B. Revisit Shields Road as listed above
- VIII. 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

Financial Report

- I. Bill list and moneys received were reviewed
- II. Banking statements were reviewed and approved
- III. Approval for Expenditures
 - A. United Rentals: some confusion about charges for rentals that Mark, Josh, Joe working out
 - B. Must carry over \$3000 as a nonprofit
 - C. Hold around \$800 for thank you mixer
 - D. Payouts due from credit card transactions made through Second Sole
 - E. Approximately \$24k in expenses need paid from race day
 - F. \$850 proposed donation to each beneficiaries = \$3400 total
 - G. Come up with percentages for board members each year

Old Business

- I. Photographer –
 - A. Consider photographer with more race experience for finish line, such as the on-course photographer
 - B. Consider someone local

New Business

1. Post-race party 11/17 at Penguin City
2. Relay teams for 2023
3. Finalize board payouts (percentages) for 2023
4. Decide beneficiaries by February 1 and include in Taste of Youngstown
5. Board to discuss Youngstown Trifecta with Peace Race and Panerathon
6. Board to discuss concert at Penguin City after the race next year

Meeting Minutes Submitted by Nicole Ranttila, Board Secretary