

Youngstown Marathon Board Meeting
March 4, 2020
Second Sole
5:30 PM

The meeting was called to order at 5:30 PM.

Attendees:

Mark Lipinsky
Crystal Siembida Boggs
Josh Boggs
Joe Midlick
Nicole Ranttila
Janie Crawl
Christina Toth
Steve Hixson

Reports of Committees and Board

- I. Marketing
 - A. Posts that featured ambassadors and pacers continue to attract the most attention
 - B. Working on regaining access to Instagram account; if access cannot be gained soon, a new account will be created
 - C. Media releases will be sent this week to advertise about beneficiaries
 - D. Beneficiaries will be promoted this week via social media
 - E. Need to get pics of relay for articles
 - F. Other options include Lamar billboard marketing, Runner's World online marketing
 - G. Facebook has been best way to gain exposure, as well as at other race expos
- II. Race Registration
 - A. Website traffic is up 86%
 - B. Website accessed primarily through search engines and Facebook
 - C. Registration is down from last year, but still increased from 2018
 - D. Biggest push so far came from the Valentine's Day promo
- III. Logistics
 - A. In 2020, work with Scott to resolve any issues with downtown course set up and volunteers
 - B. Have plan in place to transport any injured runners off the course

- IV. Ambassadors
 - A. Ambassadors have been chosen
 - B. Board looking to choose additional ambassador(s) from registration pool
- V. Expo
 - A. Steve to check about Boardman Y
 - B. Still considering options between Y, YSU, Covelli
 - C. Crystal sent email to board members to distribute working table at other expos
- VI. Sponsors
 - A. Novacare will again sponsor expo
 - B. YSU will help with band and water stops
 - C. Nissan will sponsor pacer car for 5K, 4 SUVs for relay runners and create a commercial
 - D. Check into DeBartolo
 - E. Joe set up a Sip and Paint 5/28 at Brazen Brush to raise funds. We will charge \$40 and \$55
- VII. Training Groups
 - A. Groups will all be 16 week groups starting in July
- VIII. Volunteers
 - A. Janie reached out to YSU Honors program
- IX. Pacers
 - A. All pacers chosen
 - B. Josh will create a code for pacers to share that offers 10% discount
- X. Beneficiaries
 - A. Promotion has begun to seek entrants
- XI. Website
 - A. Post course map as soon as possible, especially for relay runners

Financial Report

- I. Bill List
 - A. None at this meeting
- II. Approval for Expenditures
 - A. None at this meeting
- III. Board will use CPA for financials

New Business

I. Promote Brazen Brush event 5/28

Meeting Minutes Submitted by Nicole Ranttila, Board Secretary