

Youngstown Marathon Board Meeting
July 13, 2022
7:30 PM
Penguin City Beer

The meeting was called to order at 7:31 PM.

Attendees:

Joe Midlick
Nicole Ranttila
Mark Lipinsky
Scott Denham
Steve Hixson
Sarah Hixson
Mario Ricciardi

Reports of Committees and Board

- I. Marketing
 - A. Mario Ricciardi from Appleridge Productions was present to offer support with visual marketing. Mario offered to create videos to market the program and possibly use for commercial advertising.
 - 1. One video will be like a promo commercial featuring runners on the course
 - 2. A GoPro will be used to highlight the course itself in a second video
 - 3. A third series of videos will feature different experts on running tips (e.g., hydration, nutrition, etc)
 - B. Other marketing plans:
 - 1. Recruit local celebrity to run race and track on social media
 - 2. Rick Blair to do a weekly training update
 - 3. Promo on morning news show
 - 4. Talk to Jeff Ondash (Joe, Mark)
 - 5. Target major marketing after Panerathon
- II. Race Registration
 - A. Registration on pace with 2021 but behind 2019
- III. Logistics

- A. Updates will come as race gets closer
 - B. Scott is monitoring construction downtown
- IV. Ambassadors
 - A. Ambassador promotions on social media have begun
 - B. Ambassador marketing has yielded good engagement on social media
- V. Pacers
 - A. All pacer positions have been filled
 - B. Christina will manage
- VI. Expo
 - A. Joe will coordinate Expo
 - B. Joe discussing having expo at Penguin City Brewery (finalize details)
 - C. Have poster of runners so they can tag on social media
- VII. Sponsors
 - A. Mercy Health, NovaCare checks received
- X. Beneficiaries
 - A. The board received four applications: Ballet Western Reserve, Youngstown Blue Coats, Cadence Care Network, American Heart Association
 - B. The board voted to work with all four organizations as beneficiaries
 - C. The board also discussed choosing beneficiaries earlier next year to do more social media promotions and have their presence at Taste of Youngstown

Financial Report

- I. Bill list and moneys received were reviewed
- II. Banking statements were reviewed and approved
- III. Approval for Expenditures
 - A. None at this meeting

Old Business

- I. Taste of Youngst

New Business

1. Joe made some edits to bylaws to be reviewed by board, including elimination of CEO and using President and Vice President as leadership - need to vote at next meeting
2. Joe will create task lists and charts for each member
3. Mark and Steve will work on shirts for race: comparison pricing, possible ASICS sponsorship

4. Board approved to pay \$100 each to Jon and Bob, musicians from Taste of Youngstown
5. Need to book DJ
6. Need to decide about photographer for course and/or bib matching and pricing
7. Make banner for finish line arch with logo
8. New mile marker signs needs since sponsor has changed

Meeting Minutes Submitted by Nicole Ranttila, Board Secretary