

**Youngstown Marathon Board Meeting**  
**September 29, 2022**  
**7:15 PM**  
**Double Bogey's Restaurant**

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

Attendees:

Joe Midlick  
Nicole Ranttila  
Janie Crowl  
Scott Denham

Reports of Committees and Board

- I. Marketing
  - A. Social media
    - 1. Reached 1700 people in last week on social media
    - 2. Videos have been shared
    - 3. Ambassador posts and videos have gotten most hits
    - 4. Eric Wilhelm from WFMJ has posted – reach out to him for possible promotions
    - 5. Post daily until race
  - B. Other marketing plans:
    - 1. Recruit local celebrity to run race and track on social media – Eric Wilhelm? (Mark)
    - 2. Promo on morning news show (Mark)
    - 3. Joe met with Jeff Ondash for marketing
      - 1. Marketing with Cumulus has begun
      - 2. Radio station spots scheduled
      - 3. Armstrong TV providing 100 TV spots and \$500 donation
- II. Race Registration
  - A. Registration on pace with 2021 but behind 2019
  - B. Down 70 entries from this point last year
- III. Logistics
  - A. Scott is managing construction changes downtown
  - B. Changes coming due to shutdown on Commerce Avenue

- C. Coordinate with Janie to place volunteers
- D. Per Mark, all permits have been submitted
- E. Mark handling van rentals
- F. Scott got estimate for cones
  - 1. To be delivered October 21
  - 2. Will either be billed or Scott will pay with credit card
- IV. Ambassadors
  - A. Ambassador marketing has yielded good engagement on social media
- V. Pacers
  - A. One pacer needed for 2:45 half marathon
  - B. Christina will manage
- VI. Expo at Boardman Y
  - A. Photo booth with banner
  - B. Joe working on vendors for expo
  - C. Contract being edited for Joe to distribute
- VII. Volunteers
  - A. Janie is down volunteers
  - B. Reach out to high schools to get students who need volunteer hours
- 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
  - B. Nicole promoting on social media

### 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. Yoga on Tap raised around \$600
- II. Medals done
- III. Shirts to be designed within the week
- IV. Captive Sports from CA will do race photos

- A. They will not charge marathon, will charge if runners wish to purchase photos
- V. Steve booked DJ
- VI. Banner for finish line in production; banner also created for photo booth
- VII. Joe will work on new mile marker signs and working on sponsorship signs

New Business

1. Jackie from The Vindys will sing the National Anthem
2. Possible race between Jeff Ondash and Kelly Pavlik
3. Superhero Kids Race being promoted
4. Board voted to elect Candace Madden as Director of Community Relations

Meeting Minutes Submitted by Nicole Ranttila, Board Secretary