

NOVA SCOTIA MARATHON COMMITTEE MEETING

March 13, 2019

The meeting was called to order by Committee Vice Chair Talent Wilson at 6:34 pm, in the Conference Room, in the Administration Centre, in Barrington NS, with the following members present: Talent Wilson's, Crystal Stoddart, Gerilyn Crowell, Cara Atkinson, Colin Wickens, Suzy Atwood (Tourism and Community Development Officer), Sasha Crowell, Brandi Holmes, Amanda Nippard, Jennifer Shand, Anna Kenney (Recreation Director).

Regrets: Chris Frotten (CAO), Jody Crook (Councillor), Lana Townsend (MPAL), Cara Newell, Shaun Hatfield, Eddie Nickerson (Warden), Adlai Cunningham.

Additions to Agenda

Two items were added to the agenda – Sneakers 4 Funds and Amanda's email request.

Approval of Agenda

Being duly moved and seconded that the agenda be approved with the additional items, as presented. Motion carried.

Approval of February 13 / 19 Meeting Minutes

Being duly moved and seconded that the February 13 minutes be approved as presented. Motion Carried.

Subcommittee Reports:

- a) Sponsorship – Anna asked the Committee members who had contacted the businesses in order to fill out the Sponsorship Solicitation Summery form. With this information, she will complete the form. Amanda is working on getting information about the food for the reception, in order to approach Sobey's. Anna reported that the committee members have done well soliciting the businesses.
- b) Swag- Shirts: Anna will ask the company to send samples of the men's and women's shirts for the next meeting.

Medal: Anna will send the chosen medal design to the company to start the process of production.

Mugs: Suzy will get a photo for the mug. The committee decided that we should have pictures of runners on the Causeway with the Nova Scotia flags. Anna will ask Ken Chetwynd to take a 'staged photo' of runners (committee members) on the Causeway, before this year's event when the flags are up on the poles, so we can use the photos in future years. Anna told the group the NS flags are usually put up mid July.

Bottles: Anna will be placing the order for the bottles after April 1.

Other Swag: The Committee will decided if they want other swag items when they know how much they have received in sponsorship.

c) Accommodations – nothing to report

d) Registration -Suzy reported there were 75 runners registered.

Full	23	Half	22	10k	20	6k	7	virtual	3 = 75
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e) Marketing – It was decided that we do more promotional emails / facebook posts / Instagram posts for the following: St. Patrick's Day, Easter, Mother's Day, Father's Day and Canada Day. It was decided that we do random draws after each celebration. For the first promotion, 5 draws will be made for \$5 Tim Horton's gift cards. Amanda said her business would provide the gift cards for this promotion. Prizes for the other dates, will be decided at next meeting.

Sasha mentioned that when the committee is ready to 'reveal' its swag, the that emails, facebook and Instagram posts, be sent out at the same time.

Jennifer reported that she already has many followers on Instagram.

Suzy will create an image for the St. Patrick's Day promotion. She will send it to Jennifer, Sasha and Brandi.

Suzy had posters to distribute to the committee. Anna mentioned that any other committee member that wants posters to put up, please let Suzy know. Feel free to put

them up any place you go, and would allow you to put them at their place of business, community halls, etc.

- f) Race Administration – nothing to report
- g) Financial – Anna will bring the completed budget form to the next meeting.

Other

- a) Virtual Run – Anna wanted clarification if we were going to ask those runners to pay the shipping and handling on the swag we send them. It was decided that we would pay for the shipping and handling. They can receive a shirt, the finisher medal and a bib. It was mentioned that we will need to change this on Race Roster.
- b) Sneakers 4 Fund – Anna mentioned this program to the committee. It can be used as a fundraiser. Gently worn sneakers are collected and sent back to this company. They will pay you depending on the number of sneakers they received. Sasha and Brandi will look into it and report back at the next meeting.
- c) Amanda's email – In her email, Amanda was reporting that McDonalds wants to be a Bronze sponsor and they are working on getting us a few items as giveaways. She asked Anna to do a 'To Do Lists' with dates of when things need to be done by. Anna will have it done for next meeting.

She was asking about the aid stations, if there were some that needed more people. Anna reported that since Wilson's Shopping Centre had told us they wanted to do a station, they would get #2 (at Maureen's parents house). She mentioned that the Agape Café participants might be willing to help at the stations.
- d) Massages – Talent wanted to know if the committee wanted some massage therapists at the finish line. Talent mentioned that Faith Bower would also be available. Anna reported that in the past, the therapies were paid \$150.

Being duly moved and seconded that we pay the massage therapists \$200 each.

Motion Carried.

- e) Zipper Pulls – It was decided that we look at getting ‘zipper pulls’ for the winners. It would be something they would be able to clip on their finisher medals. Suzy will look into it and report back at the next meeting.
- f) Reception – It was discussed whether we should have a variety of desserts or keep it with the pies and ice cream. Too many different desserts would mean extra work. Therefore, Amanda suggested purchasing 2 slab cakes from Sobeys. She will check the cost and report back at the next meeting. Crystal said she would check with Katie at Dan’s Ice Cream Shoppe for cookies.
- g) Reception time – Last year, the reception had 2 sitting times. It was decided that because it was not the best results, we would only have one sitting time. The time will be decided at the next meeting.
- h) Staggered Race Time – It was decided that we offer an earlier race start to the full marathon runners, as our weather is warmer than years past, therefore they would get done earlier.
Being duly moved and seconded that the race start at 7:30 am for the full marathon runners and the rest of the runners will start at 8 am. Motion Carried.
Anna will contact the full marathon runners that have already registered, to notify them of this change. Suzy will make the necessary changes on Race Roster.

Date and Time for Next Meeting

The next meeting will be held April 3, 6:30 pm, Conference Room, in the Administration Building, in Barrington, N.S. Please note, this is one week earlier than regular meeting schedule.

Adjournment

The meeting was adjourned at 8 pm.

Secretary of Meeting: _____