

NOVA SCOTIA MARATHON COMMITTEE MEETING

May 8, 2019

6:30 pm, Municipal Office Meeting Room 2

The meeting was called to order by Committee Vice Chair Talent Wilson at 6:35 pm, in the Meeting Room 2, in the Administration Centre, in Barrington, NS, with the following members present: Talent Wilson, Crystal Stoddart, Jennifer Shand, Suzy Atwood, Cara Atkinson, Brandi Holmes, Cara Newell, Gerilyn Crowell, Colin Wickens, Anna Kenney, Amanda Nippard.

Regrets: Shaun Hatfield, Jody Crook, Lana Townsend, Eddie Nickerson, Adlai Cunningham, Sasha Crowell and Chris Frotten.

Additions to the Agenda

Gerilyn noted she was not present at the last meeting, as per the April 2 meetings stated. The correction will be made.

Approval of Agenda

Being duly moved and seconded that the agenda be approved as presented. Motion carried.

Approval of April 2 / 19 Meeting Minutes

Being duly moved and seconded that the April 2, 2019, be approved as presented. Motion carried.

Subcommittee Reports

- a) **Sponsorship:** Anna reported that she had received cheques from the following businesses – Pharmasave (bronze sponsor \$250); CIBC (\$50). She also reported receiving the sponsorship forms (no cheques) from Tyler Nickerson for Every Detail Auto Detailing (silver sponsor \$500) and Star Board Inn (silver sponsor \$500); Dan's Ice Cream Shoppe (in kind sponsor -240 cookies and gift certificates). The Committee will be purchasing 13 more dozen of cookies at a total cost of \$78.00. She also reported that

Kathy's Shoes will be a sponsor but have not received any money yet. Anna will ask Kathy again.

Amanda will check back with Sobeys' manager, Mr. Durkee.

It was mentioned that Jody had spoken with the individuals at Cross Fit.

b) **Swag:**

Mugs: Anna asked the committee which aerial photo they wanted on the mug. They selected #3. Anna will now order the mugs.

Shirt: It was decided that the 'Presenting Sponsor' name would be in a larger font than the other sponsors. Because we have 18 business names to go on the back of the shirt, it was mentioned we could 'brick layer' the names, therefore making the sponsor name look neat and today.

It was decided to order short sleeve shirts for the rest of the participants who register after May 31. It was decided to order a bright colour shirt for the committee members and the volunteers to wear during the registration / expo. The Committee members present at the meeting gave Anna their sizes. The Committee members not present, should give Anna their shirt size, as she will be ordering them soon.

RBC bags: Crystal gave Anna the RBC bags which will be used for the runner's kits. Along with the runner's shirt, bib and mug, promotion contest winners gift cards, Anna reported that Kathy's Shoes has donated shoe horns, candy and pens for the bags. Wilson's said they would give us items for the bags.

The committee members will make a list of potential items they would like to purchase and bring the list to the June meeting.

c) **Accommodations:** Amanda reported that she contacted airbnbs that she is aware of and they are reporting they are booked. Cara's parents have one and she will look into it. Gerilyn will check with Shaun to see if he may know some people at Sebim who has cottages they may be interested in letting runners use.

We will be having the SEA ME CAMP again this year, in the Sherose Island Ball Field. It was suggested that we start promoting it. Suzy will send the camp logo to Jennifer to use on Instagram.

Anna will check with the curling club to see if there is a wedding on that weekend.

d) Registration:

To date we had a total of 127 runners.

43 full; 39 half; 34 10k; 8 6k; 3 virtual

Anna reported the total revenue from Race Roster to date is \$7266.10.

e) **Marketing:** Talent mentioned that we should promote the 6k run, as she realized that the registration to date is low. As the committee discussed this topic, it was decided we should also promote 'what makes our race stand out' – Boston Marathon qualifier; relatively flat and fast route; state you are allowed to walk the distances; have the picture of the dog with the runner from last year 'if he can do it, so can you!'; picture of the NS flags on the Causeway, you have until May 31 to order your shirt size.

Anna can promote the 6k and 10 k on the Barrington Rec Walking Group facebook page, encourage the participants to walk in the marathon event.

We can promote the Lobster Festival 2k, 5k and 10k run which are happening June 5. (2k Tinker Run/Walk at 6 pm, \$2, PRE-REGISTRATION IS ENCOURAGED. For children 12 and under. 2k,5k & 10 k at 6:45 pm. \$2 for 2k; \$5 for 5k & 10 k. For age 13 and up. Both runs start and finish at NEP Gazebo. For more info or to register, call Barr. Rec. Dept. 637-2903)

It was noted that the Mother's Day promotion is presently on.

It was agreed that the committee purchase 4 banners (stand up) – one for each distance, to be used at the expo / post race reception for selfies. Suzy will look into it.

f) **Race Administration:** Crystal reported that Tyler Nickerson would like to do something at the finish line, possibly an ice bath. It was discussed and decided if he wanted to use a basin per runner and clean them before re-using, that would be better than having one large tub (grey fish box) for everyone to go in.

Anna will double check with Nichole Hopkins re: catering the seafood chowder and cold plate.

Crystal wanted to know when we could stuff the bags (runners kits). We will determine a time and date for this at the June meeting.

It was decided the get bibs have a 'tear away' piece at the bottom, so runners attending the post race reception can drop the bottom piece in a bucket, helping the committee keep track of how many come to eat. Anna believed the safety pins came with the bibs. She will confirm at the next meeting, after ordering them through Troy Musseau. The bibs need to have the names of the presenting sponsor, gold & silver sponsors.

Spaghetti Supper: It was decided that we change the hours of the spaghetti supper to 5 – 7 pm. Anna will notify Sobey's.

g) Financial:

Anna will email an up to date budget next week.

Other:

Sneaker 4 Funds: Brandi reported that this company does not deal with Canada. Cara Newell mentioned that she had participated in the Sackville Sneaker Shredder run and they had a collection of used sneakers. She will look into it.

Refund Policy: The committee was good with the policy.

Zipper Pulls: Suzy reported that instead of a zipper pull, we could give winners a key chain with the SEA ME RUN logo in a charm and add an extra charm that indicated 1st, 2nd or 3rd place. The committee agreed it was a great idea. Suzy will look into it.

Expo / Reception Committee: It was suggested by Amanda that now the sponsorship committee has completed their tasks, that an Expo / Reception Committee be formed. Talent, Gerilyn, Amanda and Anna agreed to become members. Talent will choose a date and let the others know when to meet.

A discussion was held regarding the Expo – should it include entertainment, we need to give it a NS spin, how much money should we spend on the expo, can we make the reception look prettier.

Re-measuring Route: Anna reported that she had emailed Perry Abriel regarding a date for them re-measuring the route. She had not heard back.

Correspondence: Anna received 2 emails from Run NS. The emails were read to the committee members.

Finish Line Announcer: Anna reported that she was not having any luck with contacted CKBW regarding asking an announcer for the finish line. It was decided that Anna contact Mark Stein to see if he was able to do it.

Date and Time for Next Meeting

The next meeting will be held June 12, 6:30 pm, Conference Room, in the Administration Centre, in Barrington, NS.

Adjournment

The meeting was adjourned at 8:30 pm.

Secretary of Meeting:_____