

Marathon Committee Meeting

September 11, 2019

Barrington Municipal Office, Conference Room

Minutes

Present: Talent Wilson, Crystal Stoddart, Amanda Nippard, Cara Newell, Cara Atkinson, Jennifer Shand, Brandi Nickerson, Sasha Crowell, Adlai Cunningham, Jennifer Shand, Eddie Nickerson, Anna Kenney, Suzy Atwood, Samantha Goreham.

Regrets: Colin Wickens, Gerilyn Crowell, Shaun Hatfield, Jody Crook, Chris Frotten

1. Call to Order
 - a. The meeting was called to order at 6:30pm
2. Additions to the Agenda
 - a. Adlai added "One Thing" under other
3. Approval of the Agenda
 - a. Agenda was approved as updated by Amanda, seconded by Jennifer, passed unanimously
4. Approval of the Minutes
 - a. Minutes were approved by Amanda, seconded by Crystal, passed unanimously.
5. Next marathon date
 - a. The date for the 50th marathon is July 26, 2020
6. Subcommittee Reports
 - a. Sponsorship
 - The form needs a new header and date
 - Someone needs to highlight what will be added to the form
 - A list of potential sponsors needs to be started
 - The subcommittee will meet to discuss a timeline for sponsorship requests
 - Sobey's wants a better list for the spaghetti supper outlining what we are asking them to donate and what they will be providing on their own.
 - **Amanda will talk to Mile East Productions about an escape room fundraiser.** Discussion followed around location, it was suggested either the Rec Centre or the basement of the Municipal office. Profits would be done in a 60/40 split between the company and the marathon. The company needs three months notice for an event.
 - b. Registration
 - Waiting on prices before setting registration

- Tentatively opening in December
 - **Price setting will be done at October meeting**
 - Offer a full swag option and a bib only option for registration
 - **Select opening date**
 - We should have different coloured bibs for different distances. **Samantha will contact Atlantic Chip to see what the options are.**
 - Race Roster needs to be better organized there are too many options **Samantha will do a mock-up of what the event page for the 50th could look like and bring it to the October meeting.**
 - Discussion arose around the registrations without swag, some were given swag regardless of their registration. It was suggested that registrations with no swag be given a different colour bib to facilitate medal hand out.
- c. Marketing
- **The subcommittee will be developing a timeline**
- d. Swag
- There are discrepancies in the amount of revenue that was earned during the 49th NS Marathon, there was confusion about the amount of money available to be used for the 50th NS Marathon. Eddie brought up the additional 23000 that was in the municipal budget and questioned if it was spent.
 - Talent moves to purchase the towels contingent on there being a \$20,000 surplus from the 49th Marathon if it does not affect the 50th NS Marathon budget. Seconded by Crystal. Passed.
 - A hat supplier in Dartmouth was suggested by Tim Duguay (Run Nova Scotia) they were contacted but have not responded. Passage Print has said that they can do hats for the Marathon.
 - Other suggested swag items: Buff, bracelet, sand bucket, sunglasses, lip gloss by Lori's Lathers; a signature scent could be developed exclusively for the Marathon, old fashioned candy in a tin (seen at Dan's Bargain Centre)
 - The medal design was discussed
 - The idea of partnering with a travel agent or airline to do a giveaway for a trip was brought up, **Cara will investigate this.**
- e. Race Administration
- Virtual Run: People who register in the virtual run will receive a shirt, a medal, and a bib (without a chip). Discussion arose on how to manage shipping; one idea was to have two separate registrations one for North America and one for the rest of the world and have the shipping costs factored in. Another was to give an option to pay for premium shipping.
 - Survey results: **Suzy will share them via email.**
 - Marshals are needed at every turn. **Adlai will ensure there are marshals at each turn on the Hawk.**
- f. Financial/Budget
- **Anna will sort out the discrepancies in the budget.**

7. Other

- a. New members will need to fill out an application and deliver it to Recreation Department Staff
- b. Adlai's one thing: We should invite Denise Robson to the 50th NS Marathon either as a runner or as a speaker at the Expo or Reception
- c. Reception:
 - The first winner, Phillip Bower, and the first organizer of the Nova Scotia Marathon, Ron Jefferson, as well as past Recreation Directors who were involved with organizing the marathon will be invited.
 - The reception ran out of water and rolls.
 - Not enough people were serving.
 - There needs to be a specific reception budget
- d. There should be an improved category for in-kind sponsorship, Sobey's gave a lot in kind and was not well recognized for it.
- e. At the start line
 - The sound system was too quiet
 - A suggestion was made to have bagpipes playing
 - **Amanda will investigate the cost of a SEA Me Run branded blow up arch**
- f. Race kit pick up
 - A suggestion was made to have race kit pick up being at 12:00pm on Saturday and finish at 7:00pm
- g. 10 km
 - The turn around location needs responsible adults present to turn runners and they need to park their vehicle on Spruce Drive instead of on the race route. A suggestion was made to have signs informing runners that they are approaching the turn around.
 - We will not be having an extra start mat
- h. Distance markers
 - A suggestion was made to add additional distance markers
- i. Summer Staff
 - Amanda expressed concern about the summer staff not being where they were needed.
- j. Expo
 - An expo planning meeting will be held in January
- k. Aid stations
 - The first aid station on Cape Sable Island will have tables on both sides of the road so people do not cross the road to get to the aid station and to ensure the safety of the volunteers, it was suggested that the volunteers wear safety vests.
- l. Finish line
 - Is there a way to have separate clocks for each event like Valley Harvest has?
- m. Boston
 - When referring to the marathon located in Boston you must say "Boston Qualifier" instead

- n. Accommodations: Can local accommodations make blocks of rooms for the event and can we promote those accommodations? Discussion continued about whether this was the committee getting over involved in what the participants should be organizing for themselves. Send any accommodations that you can think of to Talent so she can compile a list. Mention was made of there already being a list on the Municipal website

8. Date for next meeting

a. The second Wednesday of each Month

- October 9th
- November 13th
- December 11th
- January 8th
- February 12th
- March 11th
- April 8th
- May 13th
- June 10th
- July 8th
- No meeting held in August

9. The meeting was adjourned at 8:30pm