

NS Marathon Committee Meeting

October 9, 2019

7:30pm, Municipal Office, Conference Room

MINUTES

In attendance: Talent Wilson, Crystal Stoddart, Amanda Nippard, Cara Newell, Cara Atkinson, Jennifer Shand, Brandi Nickerson, Gerilyn Crowell, Jennifer Shand, Colin Wickens, Eddie Nickerson, Jody Crook, Chris Frotten, Anna Kenney, Suzy Atwood, Samantha Goreham.

Regrets: Sasha Crowell and Shaun Hatfield

1. Call to Order
 - a. The meeting was called to order at 7:32pm
2. Additions to the Agenda
 - a. There were no additions to the agenda
3. Approval of the Agenda
 - a. Duly Moved and Seconded. Motion passed
4. Approval of the Minutes
 - a. Duly Moved and Seconded. Motion passed
5. Membership Updates
 - a. Three requests have been received and will be reviewed at the next meeting where a recommendation will be made to council.
 - b. Adlai Cunningham has resigned from the committee but is still willing to volunteer closer to the event.
6. Budget Presentation
 - The fiscal year for the event is September 1 – August 31
 - The money brought in through registration will be used to cover the operating costs of the marathon. If there is a short fall it will be covered by the municipality. (Medals are included in the operational budget)
 - The money brought in through sponsorship will be used to pay for swag items (including shirts)
7. Terms of Reference/ Committee Responsibilities and Structure
 - A document was distributed showing a suggested organizational chart, with the committee growing larger it has been suggested that there be a reorganization of who attends the monthly meetings, there would be a head of each

subcommittee who would come as a representative of that committee as well as a president and two vice presidents.

- Members of the committee suggested that people look over the document and discuss it at the November meeting
- It was also suggested that we review the roles of committee members annually in September
- There was a question on how council would be involved in recommendations. Council would be approached if the committee wanted to make abnormal or major changes to the event.

8. Subcommittee Reports

a. Financial/ Budget

- See item 6

b. Registration

- “No Swag” registration will now be called “Medal Only” registration to avoid confusion. Moved by Jennifer and Seconded by Colin.
- Remove “Run Nova Scotia Number” as a required registration item, make it optional.
- Prices for the 2020 marathon and sub events are as follows:

Sub-event	Medal Only Pricing	Registration Pricing
Virtual (all distances)	\$20 + Shipping	\$35 + Shipping
6 km	\$25/\$35	\$40/\$50
10 km	\$40/\$50	\$55/\$65
Half Marathon	\$50/\$60	\$65/\$75
Full Marathon	\$60/\$70	\$75/85

- Medal Only registration is a \$15 discount
- Duly Moved and Seconded. Motion to approve prices passed unanimously.
- Opening Day will be November 1st
 - **Marketing will develop social media posts advertising the November 1st opening**
- Anna and Samantha asked the committee about continuing their longstanding practice of giving one free registration to Run Nova Scotia for a prize at their AGM and two to Recreation Nova Scotia for auction items. The committee was fine with that practice continuing.
- We can do different coloured bibs for different distances through Atlantic Chip. Samantha will coordinate with Troy on this.

- Race times for 2020:

Sub Event	Start Time
Full Marathon	7:15 am
Half Marathon	7:30 am
10 km	7:45 am
6 km	8:00 am

- Duly moved and seconded, the motion to approve start times passed.

c. Sponsorship/Fundraising

- Mile East Productions is interested in running the escape room **January 31st, February 1st, and February 2nd**. If there is enough interest, they could do a second weekend.
- The cost per person is \$15 including tax.
- There would be a 40/60 split of the profits before tax. (We would get \$5.22 per person.) There is potential to earn \$1000.
- Suggested location: Sherose Island Rec Centre
- They would like to see the Rec Centre on October 26th at 2pm **Samantha can show them the Rec Centre. Amanda will contact them.**
- The sponsorship document was reviewed. Duly Moved and Seconded to approve the sponsorship document. Motion Passed.

d. Race Administration

- By random number generation the winner of the 2019 survey contest is Marjolaine Levesque. **Samantha will send her a promo code for free registration.**

e. Marketing

- A marketing timeline was reviewed
- There was a suggestion to have a design the medal contest. It was decided not to have a contest.
- **The committee will rewrite the timeline to reflect that decision.**
- A suggestion was made to share stories from Instagram to facebook. **Jennifer will investigate linking the accounts to share stories only.**

f. Swag

- Trip giveaway: Anna sent a letter to Julie-Anne and is waiting to hear back. **Anna will follow up.**

9. Other

a. Blow up Arch

- The cost for the blow-up arch is \$2000. The committee will discuss this more in the future.

- b. Discussion arose about having multiple clocks at the finish line. **Samantha will talk to Troy about it.**

10. Adjournment

- a. The meeting was adjourned at 9:43pm

Next meeting date: November 13, 2019