

NS Marathon Committee Meeting

December 11, 2019

6:30 pm, Municipal Office, Multi Purpose Room

MINUTES

In attendance: Talent Wilson, Anna Kenney, Melanie d'Entremont, Cara Newell, Cara Atkinson, Colin Wickens, Amanda Nippard, Gerilyn Crowell, Chris Frotten -CAO, Warden Eddie Nickerson.

Regrets: Suzy Atwood, Samantha Goreham, Crystal Stoddart, Andrea Mood Nickerson, Jennifer Larkin, Jennifer Shand, Sasha Crowell, Brandi Nickerson, Councillor Jody Crook, Councillor Shaun Hatfield.

1. Call to order:

The meeting was called to order at 6:30 pm.

2. Additions to the Agenda:

There were no additions.

3. Approval of Agenda:

It was duly moved and seconded. Motion Carried.

4. Approval of Minutes of November's Meeting:

The minutes were duly moved and seconded with the correction made to list Chris Frotten as absent. Motion Carried.

5. Membership Update:

Anna welcomed Melanie d'Entremont to the committee. Jennifer Larkin and Andrea Mood Nickerson who are also new members, were not able to attend the meeting. Anna will mail them the minutes of past meetings as well as the term of reference.

6. Subcommittees:

A. Finance – Budget - Anna reported there had been 4 more registrations from last month's report. The revenue total is \$4420.00. There are no expenditures.

Sponsorship – Cara Atkinson had a cheque from Pro Nova Marine for \$250; Colin had a \$20 donation from the Needs Store; Colin also reported he had been in touch with Asics and Saucony companies, as well as Sport Check store in Yarmouth. Talent asked who we rented the porta potties from. Anna will give her his contact information so she can reach out to him; Amanda reported that Pepsi had confirmed with her they will be a sponsor, more details to come later; Amanda also is in contact with the GNC store in Yarmouth; She also reported that Salty Shores might

be interested in doing a very early breakfast the morning of the race; Gerilyn ask Coke and they were not sure if they would be a sponsor.

Fundraiser – Amanda reported that Mile East Production will be doing an ‘Escape Room’ fundraiser for the committee. They do all the necessary preparations for the event and the committee provides a facility. It will be held January 31, February 1 & 2, 2020 at the Sherose Island Recreation Centre. The Municipal Staff will ‘try it out’ on January 31, in the afternoon. The company was asking the committee to choose a title for the event. The options were:

Haul’er Up
Traps and Trawls
Off the Wharf

The committee voted for ‘Traps and Trawl. Amanda reported they would be opening registration for the event very soon. The committee members were asked to share the information via facebook.

B. Race Administration –As of December 11, there are the following registrations:

Full marathon	17
Half marathon	19
10k	27
6k	14
Virtual	0
Total	77

C. Marketing & Promotion – The committee decided to do the ‘12 Days of Christmas’ (December 12 – 24) again this year and it will be promoted as ‘the best price that will be offered’ (12% off). Talent will contact Sam to get Race Roster codes for the online registrations.

D. Sway – Shirt & Towel – Gerilyn reported that she was in contact with Rock World East company regarding our shirts, as well as 4imprint and Cimitar regarding the shirts and towels. 4imprint and Cimitar will send samples.

Amanda reported that Wilson’s has been getting shirts for local sport teams and that we could go through them for our order. Amanda had a sample of the shirt. Cost of the shirts -men’s and women’s racer back \$6 American; men’s and women’s t-shirt \$7 American. The cost of the towel (100% cotton) \$14 to \$24 American.

Medal – to be discussed at the January meeting.

E. Course – Anna reported that she was in contact with Perry Abriel to have the half marathon route re-measured in the spring of 2020.

F. Volunteers – nothing to report

G. Hospitality - Anna reported that Samantha will be making application to Tourism NS regarding a permit for the 'Sea Me Camp' during our event.

7. Other:

A. Blow Up Arch – Amanda reported it is on hold as we do not know how much sponsorship money we will do getting.

B. Renewal of NS Tartan Permit – Anna reported that Samantha will be renewing our permit for the use of the NS tartan for our event.

C. Timeline – Anna will send a timeline template to the members asking them for target dates.

D. West Jet – Anna reported that she received an email from West Jet saying they are still considering our request for a prize. Other suggestions for prizes were discussed – possibly ask Boulder Coves (Shannon VanBuskirk) and White Point Lodge.

8. Adjournment:

The meeting was adjourned at 7:21 pm.