

NS Marathon Committee Meeting

February 5th, 2020

6:30pm, Municipal Office, Multipurpose Room

Minutes

In attendance: Talent Wilson, Crustal Stoddart, Cara Newell, Jennifer Shand, Brandi Nickerson, Gerilyn Crowell, colin wickens, Amanda Nippard, Jody Crook, Suzy Atwood, Samantha Goreham, Chris Frotten, Joel d'Entremont

Regrets: Cara

1. Call to order

- a. Meeting was called to order at 6:32pm

2. Additions to the Agenda

- a. There was no addition of the agenda

3. Approval of the agenda

- a. Agenda was moved and seconded

4. Approval of the minutes

- a. Minutes was approved and seconded

5. Membership Updates

- a. Cara Atkinson resigned from the committee.

6. Subcommittee

a) Race Admin

- 1. 151 people registered as of February 5th.
- 2. We agreed to leave a breakdown of the participants on the agenda
- 3. We will discuss the process on virtual runners next meeting.
- 4. MC is booked-Mark stein.

b) Finance: Sam presented the financial summary. We have a new Bronze sponsor-Pharmasave, we will need to promote their contribution.

c) Fundraising: escape room was a success. People enjoyed it, and money was raised. The idea of hosting another escape room was presented- We can do it during Lobster fest, or at the arena.

d) Marketing and promotion: key chains were presented at the table. We will give the big key chain for valentines day promotion and ask them to share on facebook: "why do you love to run" and "who do you love to run with?" only valid to those who are registered. Then we will save the little ones on another occasion.

e) Analytics: Sam showed the engagement results from the previous Facebook promos.

f) Swag: t shirts were presented. The group decided on the holey fabric shirt. We like the current design on the t shirts. We agreed on the colour: light true grey. Rec dept. will check for light green volunteers' shirts and lanyards, so we do not need to purchase anymore shirts.

g) Courses: no updates

- h) **Volunteers:** no updates
- i) **Hospitality:** no updates
- 7. Other
 - a. Abbott world marathon email: Joel will check in with run nova scotia to assure there is no conflict.
 - b. Mybestruns.com phone call: they want us to pay money towards their service. First is \$500 a year. Second is \$144 a year. Both are about marketing the marathon. The marketing committee will look more into this service to see if it is worth it.
 - c. We will order rat cards.
- 8. Adjournment
 - a. Meeting was adjourned 7:22pm
- 9. Next Meeting
 - a. March 11,2020 in the conference room