

# NS Marathon Committee Meeting

March 11th, 2020

6:30pm, Municipal Office, Multipurpose Room

## Minutes

In attendance: Joel d'Entremont, Misty James, Eddie Nickerson, Chris Frotten, Suzy Atwood, Gerylin Crowell, Amanda Nippard, Colin Wickens, Melanie d'Entremont, Crystal Stoddart, Brandi Nickerson, Sasha Crowell, Jennifer Shand

Regrets: Andrea mood Nickerson, Talent Wilson, Cara Newell, Jody Crook, Shaun Hatfield

### 1. Call to order

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

### 2. Additions to the Agenda

a. contingency plan regarding COIV-19 will be added in other

### 3. Approval of the agenda

a. Agenda was moved and seconded

### 4. Approval of the minutes

a. The minutes in February were missing people in the attendance and in regrets, they will be updated. Minutes were approved and seconded

### 5. Membership Updates: No membership updates.

### 6. Subcommittee

a) **Race Admin-** presented the registration amount. 167 participants.

b) **Finance:** Finances were presented. Discussed new sponsors, Wilsons want to host a water station near Sobey's water station. The group discussed where Wilsons can put water stations at our marathon. We want to make sure that Wilsons won't be in the way of Sobey's.

c) **Fundraising:** We discussed having another escape room. Thought about hosting it during lobster fest. Group voted on not having it in summer. Decision motioned and seconded. We will host one in September and one in Wintertime

d) **Marketing and promotion:** valentines promotion went well. Next promo is Easter themed. Abbotts Marathon- will it be a conflict with Run Nova Scotia. If there is no cost, and if Run Nova Scotia has no issue with the collaboration, then we will move forward with this partnership. We will hire Kent the photographer to take pictures at the marathon.

e) **Analytics:** Analytics were not presented; they will be added for next meeting.

f) **Swag:** We reviewed the COIVD-19 issue regarding the t shirts and other swag items from China. We agreed that we will still move forward with the company, we will ask them to send us a sample. As soon as we see the sample towel, then we can agree on ordering 500 towels if we are happy. Motion for sponsorship committee to meet and make a letter for all sponsors who has not responded by April 10<sup>th</sup>.

- g) **Courses:** 6km course needs to be remeasured by run NS. Misty will check with Run Nova Scotia. Municipality will contact Department of Transportation (DOT) to trim the side of the roads for our runners. In May meeting we will figure out where DOT needs to work on then in June meeting, we will contact DOT.
  - h) **Volunteers:** have a volunteer and summer staff meeting closer to the marathon. Make sure that one member of each water station attends our meeting before the marathon.
  - i) **Hospitality:** catering-book Nicole the caterer for our event. Spaghetti supper before the night- Sobeys have been contacted, waiting for a response. We will buy cookies from Dans. Contingency plan- We will mimic what the Bluenose Marathon run will be doing.
7. Adjournment Adjourned at 7:30pm
  8. Next Meeting: April 8<sup>th</sup> 2020 in the conference room