

# NS Marathon Committee Meeting

February 10, 2021

6:30pm, Municipal Office, Multipurpose Room

## Minutes

In attendance: Joel d'Entremont, Misty James, Gerylin Crowell, Crystal Stoddart, Sasha Crowell, Talent Wilson, Brandi Nickerson, Suzy Atwood, Amanda Nippard, Scott Symmonds, Jennifer Shand, Colin Wickens,

Regrets: Jody Crook, Eddie Nickerson, Shaun Hatfield, Melanie D'Entremont, Chris Frotten

1. **Call to order:** Meeting was called at 6:33pm
2. **Additions to the Agenda:** Fundraiser will be added in other. Crystal will add something in race admin, and marketing will go first.
3. **Approval of the agenda:** Agenda Approved.
4. **Approval of the minutes:** Minutes approved.
5. **Membership Updates:**
6. **Subcommittee**
  - a) **Race Admin:** 189 people were presented. Participants are wondering about more details on the map. "Strava" or "map my run" to show elevation of the map so that will show more details of our race. Joel will update the municipal webpage so there is a more detailed map Misty will check with Shaun Hatfield of a screenshot of a detailed map. Broken link on Facebook Marathon page. Anna's email is still on the Facebook page.
  - b) **Finance:** Group discussed the budget operation costs. We are at \$13,817.00 for total revenue as of right now. Committee discussed that finish line expenses may be different and cheaper- bottles of water, Gatorade, and chocolate bar.
  - c) **Marketing and promotion:** we have been posting more on social media. Some themes are "Tip Tuesday" and "Motivation Monday".
  - d) **Swag:** presented prizes ideas: 50 draws for participants (virtual and in person). \$2,000 worth of prizes. Swag committee will give the list to Municipality and Municipality will put the prizes on Visa. They will try and keep the prizes local. 39 prizes will be from local businesses, 14 prizes can be used anywhere. Some of the bigger prizes worth \$200. Crystal has done letters for asking businesses to donate prizes. For t shirts- Scott presented some sketches; price can range \$10-\$50 per shirt depending on what our budget will be. Scott will, get some sample shirts. We will see if there is a bigger cost to put 50<sup>th</sup> or not is what we want to know. Medals- Suzy presented some samples of medals. Committee agreed to go with that medal company that Suzy presented- motion was first and seconded.
  - e) **Courses:** No update.

- f) **Volunteers:** We will need to think of a way for transportation from the finish line. We can look at taxi services, we can add on our COVID-19 plan a safe way for transporting participants from the finish line. We will need to provide masks for the finish line.
- g) **Hospitality:** No update
- 7. **Other:** Keep in mind of COVID concerns. Mile East Productions will do a car scavenger hunt for us. They do need two to three volunteers to update scores for the event. The date is March 14<sup>th</sup>. They are looking at a \$50 gift card for a prize- we will ask Captains Kats if we can buy 50 dollars gift card and they give us 50 dollars, so we have 100 dollars worth for a whole team. They also want the committee to test it out before they launch it.
- 8. **Adjournment:** Meeting is adjourned at 7:47pm
- 9. **Next Meeting:** March 10<sup>th</sup>, 2021