

NS Marathon Committee Meeting

January 12, 2021

6:30pm, Virtual (Zoom link below)

MINUTES

Attendance: Amanda Nippard, Joel d'Entremont, Misty James, Rick Allwright, Candice Phibbs, Talent Wilson, Gerylin Crowell, Melanie d'Entremont, Jody Crook, Brandi Nickerson, Scott Symmonds

Regrets: Chris Frotten, Suzy Atwood, Sasha Crowell, Andrea Mood Nickerson, Shaun Hatfield, Eddie Nickerson

1. Call to Order: Meeting began 6:32
2. Additions to the Agenda: No additions to the agenda
3. Approval of the Agenda: Approved
4. Approval of the Minutes: Approved
5. Introductions/check in: Candice and Rick introduced themselves to the committee. Candice and Rick do not have the phone yet. There was an inquiry about a child under 12 who wants to run: If the child wants to participate, they have to have a guardian with them while they run. The committee is not responsible for the child.
6. Committee Reports:
 - I. Race Administration: Rick and Candice would like to have access to previous race registrations for years 2018 and 2019. They want previous registrations so they can reach out to participants through mail chimp. Joel will provide previous registrations.
 - II. Sponsorship/ Fundraising: We have \$6,000 worth of sponsorship money. The committee members will drop off the cheques to the municipality. We still did not hear back from 11 businesses.
 - III. Swag/Giveaways: we got quotes for shirts- we are going to go with Sportswear Collection: Rick will message the three people who registered for a singlet shirt because the company does not offer singlets. The committee will decide colours next meeting. Buff: Talent presented the Buffs- they were quoted \$1.25 USD per buff (customs not included). The committee decided that they want to go with the Buff. They will be ordered in June. Stickers for cars: we will add stickers as well. The buff and stickers design will be discussed once we know the medal design. We need to make sure that we design our shirts based on sponsor- bigger sponsors must be displaced on shirts.
 - IV. Marketing: Went over the analytics. There has been more engagement and followers/likes for all platforms. There will be a valentines day giveaway. Getting a SEAMERUN table at the Bluenose expo? We will find out what the price is and go from there. Also, we discussed getting table at the art show.
 - V. Finance: no changes since last meeting.

7. Registration information/ updates/ website:

Full Marathon	17
Half Marathon	14
10km	8
6km	2
Virtual run-all distances	3
TOTAL	44

The Race Roster website is a bit different than the municipality webpage. That will be changed.

8. Other: updates on banners and tents- we are waiting for quotes on these items.

9. Adjournment: 7:23pm

Next meeting date: February 9, 2022, in the Multi-purpose Room/ Virtual (TBD)