

NS Marathon Committee Meeting

February 9<sup>th</sup>, 2022

6:30pm, Virtual (Zoom link below)

MINUTES

Attendance: Amanda Nippard, Joel d'Entremont, Rick Allwright, Candice Phibbs, Talent Wilson, Gerylin Crowell, Brandi Nickerson, Talent Wilson, Sasha Crowell, Suzy Atwood

Regrets: Chris Frotten, Andrea Mood Nickerson, Shaun Hatfield, Eddie Nickerson, Misty James, Colin Wickens, Jody Crook, Melanie d'Entremont, Scott Symmonds

1. Call to Order: Meeting began 6:36pm
2. Additions to the Agenda: No additions to the agenda
3. Approval of the Agenda: Approved
4. Approval of the Minutes: Approved
5. Committee Reports:

I. Race Administration: As of February 9<sup>th</sup>, there was 73 participants in February. Last years race we had 189 people registered this time. The committee discussed that the low number could vary because covid-19, registration open later than normal. We will continue to promote the race and get more registrants.

Full Marathon	25
Half Marathon	22
10km	10
6km	8
Virtual run-all distances	8
TOTAL	73

II. Fundraising/Sponsorship: Every Tuesday we do a sponsor highlight and add them all on race roster.

III. Swag/Giveaways: medal designs- there are four medal options, each were presented. Since there is not a lot of people at the meeting. Suzy will email all medals and committee members can vote which one they want. They will vote by Monday February 14th Misty has received all the information for t shirts. Amanda will look into stickers for cars. We reviewed the tents and arches designs. The group prioritized: finish line- we want more options because we don't want a white background, medical, and tent A,

IV. Marketing: Rick looked into having a booth at bluenose marathon. So far, they are not doing a exhibition. Rick and Candice asked if they could put a SEA ME RUN slip in bluenose race slips, they are waiting for a response. Candice will also reach out to a race in Liverpool to have a race slip. Were having a lot of engagements on all social media outlets. Our largest audience is Facebook-it has many clicks. There have been two email marketing campaigns. Candice launched a training program on half and full marathon to FB and Twitter, which has good engagement.

V. Finance: We noticed the SEAMERUN runs a deficit. If it is \$30 then it will not be a deficit. We will not make a price change until March 22<sup>nd</sup>.

6. Registration information/webpage: Website has been updated to match Race Roster
7. Other: No updates
8. Adjournment: 7:30pm

Next meeting date: March 7<sup>th</sup> 2022, in the Multi-purpose Room/ Virtual (TBD)