

NS Marathon Committee Meeting

March 9, 2022

6:30pm, Multi-Purpose Room

MINUTES

Attendance: Rick Allwright (Zoom), Candice Phibbs (Zoom), Talent Wilson, Melanie d’Entremont, Colin Wickens, Sasha Crowell, Suzy Atwood

Regrets: Gerilyn Crowell, Amanda Nippard, Scott Symonds, Joel d’Entremont, Brandi Nickerson, Shaun Hatfield, Chris Frotten

1. Call to Order: Meeting began 6:33
2. Additions to the Agenda: PoV Language, Sobeys sponsorship, and RUN NS Race Series were added.
3. Approval of the Agenda: Approved
4. Approval of the Minutes: Approved
5. Committee Terms of Reference: Council recently approved the new Terms of Reference recommended by the Marathon Committee to better align with other committees of Council. Misty will send the link to the amended policy outlining the terms and next meeting may be used to determine an election of officers to fill new positions.

6. Committee Reports:

- I. Race Administration: Rick and Candice updated the registration counts and expect another jump as we approach the price increase on March 30. Sea Me Camp will also be increased to \$30 fee at that time.

Full Marathon	32
Half Marathon	41
10km	23
6km	16
Virtual run-all distances	13
TOTAL	125

Candice is preparing another newsletter to go out which will remind everyone of the upcoming dates to keep in mind: March 30 – registration and Sea Me Camp price increases to regular fees. April 8th – last day to register to guarantee shirt size. The committee added no refunds/ deferrals will be available after April 22nd. Runners unable to attend will be moved to the virtual race. Participants may register for the virtual run until July 8th. Registrations after this date will receive their race kits after the event.

The wording and attestation during the registration process has been changed with the recent lifting of public health restrictions. Runners agree to adhering to whatever public health mandates are in place at the time of the event.

- II. Sponsorship/ Fundraising: \$8,650 in sponsorship has been submitted to date. We are still waiting to hear from Sobeys, who has implemented a new process for applications for community funding as well as a few others. Sponsorship is already ahead of last year’s numbers.
- III. Swag/Giveaways: The 4th medal option was chosen, and Suzy took feedback around the spacing. She also applied to use the licence plate image and was approved. She will mock up a version that will work on stickers and send to Amanda, as well as the image file to Talent for the buffs.

Gerilyn forwarded the shirt information to Misty so it can be ordered after April 8th when we have all sponsorship information as well as participant numbers/ sizes.

- IV. Marketing: Candice has a number of posts scheduled to encourage registration before some important dates coming up. She and Rick have also made arrangements to have promotions placed in the race kits for the Run Our Shore Event in Liverpool.

Suzy is attending Saltscapes and will produce 250 rack cards to hand out. Candice will supply a special registration promo code to be included on the cards for 5% off registration redeemable until April 22nd.

Candice and Rick presented the opportunity to put a booth in the Yarmouth Spring Living Show May 6-8. The committee will determine if there are enough volunteers and if the budget should be used for the registration fee.

Misty was contacted by Run NS and applied to have the NS Marathon as part of the Road Race Series as well as have the Half Marathon as part of their Performance Series. This will include promotion through their media. We will need to add their logo to some of our online content.

- V. Finance: Sponsorship updated. Registration is going well and spending minimal. A full to date budget will be presented next meeting.
- 7. Registration information/ updates/ website:
Some website content will need to be updated to be in line with Race Roster wording and information.
- 8. Other: Misty will contact Troy to see about placing a white border around the logo to avoid having too much white in the finish arch. Rick has offered to update the logo if needed.
- 9. Adjournment: 7:30 pm

Next meeting date: April 13, 2022, in the Multi-purpose Room