

MINUTES ARE NOT OFFICIAL UNTIL NEXT SUBSEQUENT MEETING

Triathlon Committee Meeting

January 12, 2016

PRESENT: Jill Starz, Christine James, Chris Rear, Meghan Scheele, Anthony Edge and I attended the meeting. I'm adding Anthony's email address to the list and we welcome him the committee! If anyone knows of others that would like to help by joining, please invite them.

Lynne, we ask that you please remove inactive members unless there is a need I'm not aware of for including them: Beth Luchsinger, Liz Carroll, Karl Lueschow and Jill Berg. Please include all others as listed above.

The website has been updated for 2016, thanks to Travis Thompson for that. Registration on Active.com is open, and I have had a number of inquiries, but there are no participants yet.

We talked about use of the proceeds from the 2015 triathlon, and asked Meghan and Chris to bring a list of swim and rec items that they would like to see purchased but haven't had funding to do so. The thought was to choose one or more larger item(s) to purchase and publicize on the website and promote for the 2016 event. They will do so by the next meeting and the committee will decide.

Another option for a portion of the proceeds was to fund a kid's triathlon late Saturday afternoon prior to the Sunday event. There was interest in sponsoring the event, and would like Kayla to check with the fireman's organization so we don't infringe on any of their events if it were to be held late Saturday afternoon, say 4:00 or 5:00 pm. Discussion centered around logistics, use of the pool, routes, etc. with details to be worked out once the committee feels it can be done. More discussion will be held on Feb. 6.

Other options for a portion of the proceeds were to purchase cones, signs and other equipment that will help us run a more efficient race. In 2015 we rented signs and cones from Racedayevents.com. along with the bike racks, but having our own would help with our costs in the long run.

Another option discussed was to use a portion of it to advertise this year's event. Creating flyers for putting on cars on earlier events, like the Verona Triterium, Lake Mills, etc would be helpful. We've discussed doing this in the past but haven't done so, and it was felt spending some money for publicity would help promote the event.

The goal will be to finalize decisions on the proceeds on Feb. 6 so we can include it with any publicity we create and on the website.

We discussed setting up a new bike route due to pending construction on Pioneer Road, and Jill will look at some options going out the same way as in the past, but including 2 loops, among other options. She will report back at the next meeting. We'd like to finalize it by then so we can post it on the website.

We discussed various levels for sponsors, and giving them a gold, silver, or bronze designation depending on level of donation. Gold = \$250, Silver = 100, Bronze = \$50 either cash or in-kind. It was felt the gold would have a larger presence on the tech shirt, but all would be recognized. More discussion will occur at the Feb. 6 meeting.

I spoke with Racedayeventsllc.com about timing the 2016 event. They submitted a proposal for the same price, \$1500, as last year's timer, ItsRaceTime. The difference is with ItsRaceTime we paid for mileage and hotel, which added \$335.00 to the total. We have been happy with the current timer, but, feel Racedayevents can offer us more. Discussion centered around our current relationship with Racedayevents, as we have rented the bike racks since we started the triathlon, they have been a sponsor of our event for the past several years, and they offered to help us by using their discount to purchase tech shirts and other equipment. They have experience timing many events, including pool swims, use MYLAPS disposable ankle strap chip timing, and are already familiar with the layout of the transition area. In addition, they offered to help us promote our event by sending out emails and providing a link from their website. They have a very large database as they run events all over the state, and would reach many more people than we have been able to previously.

Given the benefits of a relationship with Racedayeventsllc.com, the committee decided to hire them as our timer for the 2016 event and utilize the discounts and publicity efforts they offer when possible. If anyone that wasn't at the meeting has questions or concerns about this, and/or would like more information, I will be glad to speak to you about it. If I don't hear any concerns or problems by next week I will contact Racedayevents and take the contract to Lynne Erb for a signature. I will also contact Eric at ItsRaceTime and thank him for his efforts.

If anyone who was at the meeting has anything to add to this report, or correct, please do so by replying to all.

I hope you can make the Feb. 6 meeting at 6:00 pm. I'll send out a reminder in early February with any updates.

Thanks!

Jerry Landmark
608-712-6805

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