Meeting #1 Minutes (5-9-22)

1. Goals and Expectations
    a. First 5k meeting!
    b. Let's be sure to be on top of things this year, especially with the early race date (Oct. 2nd).
    c. We're going to meet once a week on Sundays at 4:30pm unless otherwise noted so we can stay on top of things.
    d. Let's have a great race!
    e. If you ever feel like you're falling behind, don't hesitate to let Avian or Connor know. Our assistant members, Jalen and Elizabeth, are also here to help.

2. Committee Roles ppt (on google drive)

3. Emails
    i. Director: Racedirector.mc5k@gmail.com
    ii. Co-Director: Coracedirector.mc5k@gmail.com
    iii. Public Relations: Prmanager.mc5k@gmail.com
    iv. Sponsor: Sponsormanager.mc5k@gmail.com
    v. Registration: Regmanager.mc5k@gmail.com
    vi. Volunteer: Volunteermanager.mc5k@gmail.com
    IF YOU CHANGE THE PASSWORD LET US KNOW

4. Google drive
    ● Go to Psi page on Facebook - Go to Google Drive - Gamma Nu folder - Committee Chairs - Marching Chiefs 5K- 2022
        a. You can find your folders here with some resources.
        b. You also have access to prior 5K information.
        c. Agenda and Minutes are located here

5. Headshot and bios by May 24.
    ● Go to website headshots and bio folder in the drive
        ○ Write bios in the google doc
        ○ Upload headshots to that folder

6. Individual Goals
    ● **Natalie**: MC 5k hype video done as soon as possible; being active on insta 3-5 story posts a week, 2-3 actual posts a week to keep it updated

- **Alexis**: not just have social media outreach, invite other psi chapters, have radio, tv presence; have some sort of "famous person" (garnet and gold boys) in video for actual notoriety (natalie knows them)
- **Alexa**: pushing sponsorships, make it more of a field day with tables of free stuff; trying to be more organized, emailing/mailing; Trader Joe's has our application for bananas
- **Jordan**: want to have a better line of communication on race day between brothers, volunteers, people in charge (group me); want to have volunteers set earlier/earlier report time, ie with chalking; maybe have signs set up for specific running track directions for the tricky parts
- **Jalen**: instead of chalking maybe consider tape to really grab people's attention

7. Calendar
- Everyone get to work!
  - Link sent in messenger group chat, be sure to bookmark
- Plan ahead to ensure deadlines are met ahead of time, deadlines approach quickly.

8. Goals for each position (Directors)
- PR: Video ideas! Flyer skeleton! If you want consider doing merch or any other new ideas for the position. The Facebook event publishing date is on the calendar. We can also figure out how to potentially rebrand ourselves or keep the hype train from last year rolling. Also want to figure out how to keep our pages active in the "off season" Wanted to try and film hype video before august. You can also utilize the photoshop software, Adobe suite provided through FSU.
- Registration: Meet with race director to understand the race software and go over any potential ways to rebrand/edit the site
- Volunteer: Contact the past volunteer manager, figure out appropriate first steps for contacting past drum majors to lead them, establishing a formula about how different groups will be separated (pep-bands, route directors, brothers) and when we should start communicating this information to the volunteers (i.e. set a firm calendar date of when we tell them their dress-code when the message groups are made, and when the date for registration as racers for Chiefs needs to be set, I have a day for that in the calendar but it can be changed if needed.
  - Assistant members and volunteer manager work together! How? Video representation. Go through two or three days before with the Route Director to make sure you know where everyone will be positioned.
  - Better communication with volunteers this year

- ○ Figure out a platform for us for communication with route directors/volunteers on day of race
- ● Sponsor: Start looking at tiers and your opinions on the previous tiers for the sponsor card, edit the list of businesses, start considering labeling the priority level of businesses, consider how you want to involve the brotherhood
- ● Assistant members: close coordination with sponsor manager, you will be working on sponsor calls with the sponsor manager. You will be working with the race director on getting food trucks/activities for the day of the race. Also working closer with the Volunteer Manager this year, i.e. coordinating route directors and their directions.

9. Age tiers
- ● Split up the younger ages as much as possible (under 30) and maybe go up to 80 and over.

10. Sponsor materials due date (discuss)

11. Early bird ticket pricing
- ● $25 for in person before early bird then raise to $35. Price for virtual will be $35

12. Race Packaging
- ● Brainstorm in person packaging ideas- send to Avian or Connor

13. Logo
- ● New logo design idea
  - ○ Take teal shirts into consideration for designs
- ● Due the week before Sat. May 21, send to committee

14. Discussion:
- ● How to sell loot crates with old 5k and chiefs merch, discounted loot crates
- ● how to differentiate volunteers from runners (different shirts, vests)
- ● Assistant member email? General 5k email account for general use by everyone in the committee.
- ● Prize ideas discussion: really fun options but it depends on our budget; to be decided at a later date
  - ○ Get fsu departments and clubs to sign up as teams, include team prize bracket?
- ● If anyone needs help, feel free to talk to Alexa

Avian: You'll be hearing from me shortly with what exactly everyone's doing. Go team! See you next week.