Meeting #1 Agenda
1. Set our standards/expectations
   a. **(Alex)** My two goals for this semester are 1)Not copying the exacts of what has been done in the past, finding more effective, higher quality, cost effective options *(i.e. doing more research pricewise on things like the Balloon arch, how Gabby last year made the switch from Eventbrite to RegFox because it fit our format better* and 2) Get most of the big things done over the Summer when we have more time
   b. **(Felecia)** My two goals are 1) Branch out to brothers (transparency), as well as asking for the assistance more throughout the semester (i.e. ask for their help hanging flyers around the community and the campus, keeping their involvement with sponsor calls and maybe enhancing it) and 2) Establishing better communication between us as a committee and throughout all relations we have with others, whether that be to brothers or volunteers.
   c. Go over specific roles for each position (this is in the powerpoint)
2. Go through current generalized calendar
   a. On Slack
3. Meeting Times
   a. **(Felecia)** Meet every two weeks as needed until around late May/early June, then we will meet every week or more often as necessary.
4. **(Alex)** Our goals for individual positions
   a. *PR:* Video ideas! Flyer skeleton! If you want, consider doing merch or any other new ideas for the position. Right now, might be too early for Facebook page creation and other Social Media, but figure out how we are going to brand ourselves
   b. *Registration:* Meet with Gabby to understand the Regfox software, inform him that he can look into other software, but Gabby can explain why we chose them.
      i. **(Gabby)** Reason we switched to Regfox are for ease of check in, notification to racer, most cost effective, and customizable)
   c. *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) 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. Course marshal and volunteer 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.
      ii. Better communication with volunteers this year
      iii. Alexa and Regan were volunteer managers last year, Katie two years ago.

d. *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
e. *Course Marshal*: close coordination with sponsor manager is a new addition this year, there isn't much to do at the very beginning for this position, so you will be working on sponsor calls with the sponsor manager. Also working closer with the Volunteer Manager this year, i.e. coordinating route directors and their directions. Maybe meet in the next two weeks to figure out how to distribute the work.

5. Individual goals from the committee positions (whatever you have so far)
   a. *PR manager:* **(Autumn)** Increase SEO. How often we are searched and clicked. Working with information on google search engine, looking at keywords that will gain us more website traffic. Getting involved in other chapters' 5K's which will help us to gain more support
   b. *Reg Manager:* **(Belton)** Making sure everything is ready to go before the semester is started. Looking at shirt designs for this year, maybe white (looks a lot like chief shirts) or garnet.
   c. *Volunteer Manager:* **(Tony)** Communication. Looking into slack or other software to make communication seamless.
   d. *Course Marshal:* **(Shane)** Working with past holders of the position and seeing how they did things. Working closely with Tony especially as race day gets closer and with Gabby for the sponsor side of things.
   e. *Sponsor Manager:* **(Gabby)** Two big goals are to increase participation with brothers by making it easier for them to help out. Maybe making a sponsor call orientation so that brothers know how to do them. Second is making shadow boxes for the bigger sponsors for the follow up after the race. I would use extra shirts, leftover medals, and pictures of the brothers in front of the arch and so forth.

6. Discuss opinions on:
   a. **(Felecia)** Age tiers
      i. Split up the younger ages as much as possible (under 30) and maybe go up to 80 and over.
   b. Sponsor material due dates
      i. Three and a half weeks beforehand on October 28th
   c. Early-bird ticket price change
      i. Price changes on October 18th, we order shirts and medals on October 21st
   d. Any discounts we may want to do (other than Chief discount), further on this later
      i. **(Shane)** Maybe Tallahassee native discount (one day only) figure out how to regulate it (maybe a refund after its confirmed)
      ii. **(Tony)** Maybe FSU student flash sale, they would enter their FSU ID
      iii. **(Autumn)** Photo contest that is voted on by the general public or whatever. They would get their fees waived or a special prize or

something. Maybe send pictures from the day of the race. Decide winner when first place racer is chosen.

        iv. **(Belton)** Maybe a refer a friend and they could get a discount or save money after fee goes up to $35

        v. **(Belton)** Maybe a graphic that other people could add to their posts.

7. Notes:
   a. Emails where business will be conducted from hopefully with MarchingChiefs5K.com domain
      i. **(Alex)** Okay with providing passwords to these accounts to Felecia and I? This is for facilitation of exact information, not for checking correctness of emails
         1. General consensus of yes to the domain email.

8. Current mailing address

9. Best form of communication
   a. General consensus seems to be Slack but we will also be utilizing a text group chat to send out alerts to Slack message or changes.

10. Questions from committee
      i. **(Autumn)** Do we know what chapters have 5K's so that we can reach out?
         1. **(Alex)** Maybe we can post on the Meeting Grounds page and find out.
      ii. **(Belton)** Do we know where the proceeds are going this year?
         1. **(Alex)** Steven and I talked to Dr. Plack and we decided maybe making a new uniform shirt besides the chief shirt and making it free or reducing the price.
      iii. **(Gabby)** Would you like to be CC'd on all of our email or how would you like to receive the information.
         1. **(Felecia)** I don't think that we need to be CC'd in every email. We trust you enough to relay all of the important information to us.
   b. We will be posting the calendar and minutes in Slack.