

Meeting #1 Minutes (5/14/2021)

1. Goals and expectations

- a. **Felecia:** Really excited for the 5K this year. Covid will hopefully be less restrictive, so hopefully we will have the opportunity for a more in person race this year - which is great after coming off an amazing virtual year. We've seen the highest registration we ever had off of the 5K so just keeping that momentum going. So I'm really, really, really excited for this year.
- b. **Avian:** Yes. one of the goals I have is keeping everyone on the same page regarding individual tasks and overall what everyone is doing outside your individual position. Especially since the race date is earlier than last year and the start up date of the committee is a little later than last year, we have a lot to accomplish. It will be crucial that we all are on the same page.
- c. **Felecia-** So as he said we are starting a little later than last year and instead of the race being in November it is in October, so we have a little less time to start to get things going and all together in time for the race. But, Avian is here to help you, I'm here to help you, Alex is also here to help you as our advisor. So if you need anything don't be afraid to reach out to any of us to help you. We don't want you to feel stressed out because you are here for school and then everything else comes second.
- d. **Avian-** Yes, let's have fun guys! We have a lot of stuff to do but enjoy it while you still can. Enjoy your time here, have fun. Don't get so overworked to the point where you shut down - have fun.

2. Committee Roles ppt (sent out on slack)

- a. There will be more roles involved as we come up with more ideas!

3. Emails

- a. Director: Racedirector.mc5k@gmail.com
- b. Co-Director: Coracedirector.mc5k@gmail.com
- c. Public Relations: Prmanager.mc5k@gmail.com
- d. Sponsor: Sponsormanager.mc5k@gmail.com
- e. Registration: Regmanager.mc5k@gmail.com
- f. Volunteer: Volunteermanager.mc5k@gmail.com
- g. Course Marshal: Coursemarshal.mc5k@gmail.com
- h. If you change passwords please let us know.**

4. Google drive

- 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. Calendar
 - a. Link for calendar will be sent in Slack
 - b. We can be flexible with deadline if situation arises
 - c. RACE DATE: OCT 24th!
 - d. We will also have a master to-do list that everyone can reference.
- 6. Meeting times
 - a. Every week and a half
 - b. Be on the lookout of poll for day/times
- 7. Goals for each positions (from directors)
 - a. 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 football games start so that we can get an ad played during games. You can also utilize the photoshop software, Adobe suite provided through FSU.
 - b. Registration: Meet with race director to understand the Regfox software and go over any potential ways to rebrand/edit the site
 - 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 have a day for that in the calendar but it is very flexible
 - 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. Figure out a platform for us for communication with route directors/volunteers on day of race (maybe BAND app?)
 - 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. You will be working with the

race director on getting food trucks and activities for the day of race. Also working closer with the Volunteer Manager this year, i.e. coordinating route directors and their directions. Also want to look into changing route to run through Doak this year

8. Individual goals (from managers):

- a. **Alyssia:** Redesign of the logo and shirts since this is the 5th annual 5K.
- b. **Sydney:** Utilizing TikTok because it's a huge thing right now. Already came up with some Ideas for hype videos as well:
 - i. For the parents: A parody of parents trying to find their kid on a marching band video
 - ii. For the Alumni: taking clips or pics from the sixties, seventies, or eighties and making a video that could get them emotionally involved and potentially contribute.
- c. **Felecia:** Utilizing older Marching Chiefs items around the CoM to expand and continue our Marching Chiefs museum. - if access is permitted.

9. Age tiers

- a. In groups of 10 over 30. Younger groups will be grouped smaller.

10. Sponsor materials due date

- a. **Alex P.:** Usually give a week and a half to two weeks for shirts to be ready. Maybe even earlier than that to allow a week and a half for it to be shipped out.
 - i. Talk to Full Press too see what their shirt turnover rate will be in October then base dates off of that.

11. Race Packaging

- a. Everything used to be packed in black bags. We could keep it the same or we could change it. Brainstorm ideas - keep pricing in mind! Send ideas to Felecia/Avian and we'll talk about it next meeting

12. Logo

- a. Due by May 29th

13. Additional notes

- a. Headshot and bio due on May 29th

14. Any Questions

- a. **Sydney:** I'm not super familiar with Adobe Photoshop, but have used procreate a lot. Is that ok, or would you rather for me to use Adobe?

- i. If you are more familiar with it, that's fine. The templates that we used in the past are from adobe, but whatever you feel more comfortable using.

Notes:

Alex P.: If you are concerned that you won't be able to accomplish something by a deadline, it is more important that a task gets done rather than the task gets done by you specifically. Reach out to your resources like the directors or anyone else on the committee. It's ok if you can't accomplish something but make sure you let people know before the deadline.

Felecia: Yes. If you need help with *anything* don't hesitate to contact us. We are here to help.