

Meeting #3 Agenda 6/26/21

1. New goals, discuss
 - a. Reached out to DP about new prizes for this year (customized 5K backpacks), We just have to draft up what exactly we want to order and he will be able to get it for us (we will have to pay for it).
 - b. Position Updates
 - i. **Course Marshal:** Started communication with Doak people, but they have yet to respond.
 1. **Felecia:** Wait this week to see if they respond. Send a follow up email on Monday or Tuesday. If there is no response then we will use the old route and then start communication with FSUPD.
 - ii. **PR:** Talked to Alyssia and thought to keep the medals the same as in the past. Go with a black shirt to make the design pop.
2. Our goals for individual positions
 - a. **Course Marshal:** Draft a list of food trucks and activity trucks/businesses that could participate on the day of the race (Fizzler man included). Ideas to try to get Coach Norvell involved in the race, whether it be to run the race or just even a shout out to the 5K on social media. Meet with Felecia and Avian after drafting a list for food trucks to go over logistics.
 - b. **Registration:** Start coming up with designs for the medals (before June 28th) with Sydney. Start working on sticker design and virtual pack design/materials (before July 14). When the shirt design is approved and finalized, order them.
 - c. **PR:** Start coming up with a design for the 5K shirts and send it to Alyssia when finalized. Start coming up with designs for the medals (before June 28th) with Alyssia. Update other social media accounts like twitter, instagram, etc.
 - d. **Sponsor:** Notify the brotherhood about sponsor calls by the 28th (maybe make a post asking about who would commit to make sponsor calls). We can use the old script from last year for calls, look over it and revise any old information that won't apply for this year. You can also look in the 2019 folder at the script that Sarah made and take some ideas from that as well. Clear out the old info from the sponsor list (such as tick boxes and comments), update the loyalty column (you can find last year's sponsors on the website) and anything else that you think needs updating. Get in contact with Gulf Winds about chip timings, Felecia can give you contact info for them.. Let me know if you have any questions or you want me to look over anything.
 - i. **Sponsor calls starting on June 28th and end of Sept. 5th**

- e. **Volunteer:** Draft some ideas for a Nike backpack, go on the nike website and pick 3 backpacks that we could customize with full press (maybe come up with a color scheme and design that we could have fullpress print onto them. Was thinking that we can have 2 for finishing prizes and one for a raffle). Let us know if you have any other ideas for prizes or items from Nike.

3. Brainstorm more ideas

a. Prize idea:

- i. FSU shoes with custom laces
- ii. Water bottles

b. How to get people more involved

- i. Golden Girls
- ii. Have the coach or president of FSU fire off the gun for the start of the race
- iii. Dave Westberry announces for the race
- iv. Promotional video with Dave Westberry
- v. Tweeting at Norvell, hype video with Norvell (maybe even with some football players), or just having him send us a video to use for hyping up the race.
 - 1. See what Dr. Plack thinks
- vi. Osceola/Renegade on the field.
- vii. Get football players toss the football around to each other or runners
- viii. Pep band in the stands.
- ix. Doing snippets of pregame and having runners run through us.
 - 1. Pending if we are able to be on the field and if we have enough Chiefs.

c. Letting senior brothers run the race.

- i. If there is an excess of people then let them run
- ii. Having people who really want to run the race be involved by running with GoPro or other positions that involves running the race.
- iii. Poll what senior brothers would want to actually run the race.

4. Questions from committee

- a. **Sydney:** Do you want me to reach out to Dr. Plack about Coach Norvell?
 - i. Felecia will reach out to him.
- b. **Malik:** What are the constraints when it comes to money for prizes.
 - i. Budget will be sent in slack.