



CITY OF BURTON

VETERANS HONOR RUN COMMITTEE MEETING

SEPTEMBER 12, 2018

MINUTES

Community Room

Regular

6:30 PM

4303 S. CENTER ROAD
BURTON, MI 48519

This meeting was opened by Commissioner James Craig at 7:03 PM.

A. MEMBERS PRESENT

Jim Craig, Bob Wilson, Sue Warren, Vaughn Smith, Courtney Miller, Steve Welch, Amber Shaw, Rob Wheeler, Debbie Newton and Tony Newton.

B. PURPOSE OF THE MEETING

1. Veterans Honor Run Planning and Discussion

Courtney Miller from Planet Fitness said she could assist with whatever is needed, and should be able to recruit some volunteers and participants.

Discussion continued regarding sponsorships for all four series races, facebook pushes to market races and banners up in Planet Fitness.

Steve Welch said the proceeds go to the Disabled American Veterans and school organizations. I will ask Kroger to donate bananas and granola bars.

2. Ruck Division Discussion

Rob Wheeler of Clarkston said I would like to have a Ruck Division in the Veterans Honor Run. I have been Rucking for three years now and have done close to 30 events. Rucking is where you run with a military backpack. Some events have weight requirements, some do not. This is a growing trend in fitness. It was featured in Men's Health magazine a couple of years ago.

Discussion on whether to make the event a 5K to fit into the time frame better, time limits, challenge coins or patches. For the race participants, 11K and or 5K Ruck division, allowing backpacks with weights vs military backpack for the 5K, and adding information onto the website.

It was discussed as to how we would like to start the runners first, the Ruckers second and then the walkers with one minute intervals in between.

C. AUDIENCE PARTICIPATION

Courtney Miller, Planet Fitness Field Marketing, stated field marketing is a fairly new position. My goal is to find a way to impact the community. I have researched Burton's Community Events and the Veterans Honor Run is something that I would love to be a part of. I can also help with advertising the races at Planet Fitness and hand out flyers, etc.

D. COMMITTEE DISCUSSION

Jim Craig stated we still need to send an invoice to VetBiz Central. I will bring the water. We have volunteers from American Heritage Girls and Powers High School. It would be nice to have a food truck or dessert truck at the race events.

Amber Newton said some ideas for dessert and sweets afterwards are Coldstone ice cream or donuts.

Sue Warren said it was decided at the last meeting that this year Chamber of Commerce donations would be \$200 to Race to Grace and \$200 to the Hot Fudge Race to make up for last year. In 2019, we will go back to \$100 for each of the four races.

Meeting was adjourned at 8:45 PM.
