



Ironman Community Task Force
October 19, 2021 8am

Present:

Ann O'Leary
Bryan Mangus
Dorine Peregrim
Julie Woody
Sue Young
David Nye
Jay Ward

Charlie Terry
Dick Cummings
Michelle Preston
Roy Holzer
Cheri Cross
David Lally
Tara Wright

James McKenna
Mary Jane Lawrence
Kristin Strack

Key Points Discussed:

Survey

- Survey has been finalized and is with the ROOST content team for review. Plan is to send out on Thursday, October 21.
- Survey will be distributed in the following manners
 - Email
 - Press Release
 - Paid Facebook campaign - targeted by zip codes
 - Shared in local Facebook groups/pages
 - Possible distribution of flyers with QR codes or paper copies of survey
- Survey will be out for 10 days. If there is a low response, another push will be made and the time extended.
- Results should be available mid-November.

General Discussion:

- This year, at the request of ROOST, Ironman turned on their economic survey to athletes for the Lake Placid event. A third party will gather the data. Ironman is covering this expense.
- Budget information is still being gathered from various parties to see the real financial impact. These include; ROOST annual contract, town/village costs, police, fire departments, EMS services.
- Dorine spoke with two parties regarding training camps. It was confirmed that there is no structure to these camps. Suggested the possibility that Ironman add a section in their registration regarding training and agreeing to follow rules of the road, be respectful. It would need to be enforced and have penalties.

- Suggestion of more signage along course, reminders of rules for running and biking. This could help with awareness and safety to both athletes and drivers.
- Julie spoke on feasibility of learning environmental impact of Mirror Lake. Stated it is difficult to gauge the water impact from a one day event as there are many other factors involved in the water quality.
- How things have changed from the beginning of Ironman until now regarding community give back. Adirondack Foundation did it in the beginning and may have information for the early years. When Graham Frazier started Ironman it was very community involved. Sales to different companies has cause a shift where the companies need to make a return on their investment and a loss of community involvement has occurred. There is also a lack of PR (no posters, banners) now.
- Suggestions on ways Ironman could bring the communities back into the fold.
 - Mini athlete villages in each community. Would bring more people into each community and showcase what those communities have to offer.
 - Map that highlights businesses and activities along the course.
 - Ironman provides dining vouchers to athletes to get them into area restaurants, maybe a similar program for other businesses can be done.
 - Need a physical office in Lake Placid for accessibility and accountability

Dave Christen will attend next meeting. A list of questions from the task force will be sent to him ahead of time to allow him to be prepared with answers.

Next meeting: Tuesday, November 2, 2021 8:00am