



Ironman Community Task Force
January 11, 2022 8am

Present:

Bryan Magnus
Julie Woody
Dorine Peregrim
David Lally
Cheri Cross
Ann O'Leary

Charlie Terry
Dick Cummings
Michelle Preston
Roy Holzer
David Nye
Jay Ward

James McKenna
Mary Jane Lawrence
Kristin Strack
Bethany Valenze
Lauren Yates
Andy Flynn

Key Points Discussed:

- Meeting Goals: What we want in 2022? What are the dealbreakers? Do we want to move forward after 2022, how many years?

Discussion:

- Everyone needs to keep full community in mind and remove personal feelings. If community supports the event, what do we want?
- This is more of a "what will Ironman do?" situation. They need to somehow be graded on their progress to make the recommended changes. It is understood that these changes will take time and won't be an overnight fix. However, if Ironman is not progressing toward changes that better the community, should the event continue?
- Conduct another survey to the community following the 2022 event asking if they felt things got better.
- Decision needs to be made about 2023. If we do not want it then Ironman needs to be able to have time to look elsewhere for a new location
- Give Ironman 2022 and 2023 to make changes and move forward. Perhaps have a clause that if they drop the ball completely on 2022, then 2023 does not happen. Let them know they are welcome to start looking at alternate locations, in case 2023 does not happen.
- Important to continue conversations with Ironman if we commit to more years.
- Possible recommendation is to commit 2022 and 2023 with option for 2024 & 2025 if progressing
- Vote: Should we move forward to recommend 22 & 23, show by raise of hand. 11 yes, 1 no. Caveats: Survey after 2022 to registered voters, Ironman should begin looking at

different dates for 2023 (based on data that shows times that won't interfere with high visitor traffic ie weekend after July 4th).

Dealbreakers:

- Point person: Specific person that people can call with questions. Whether that is someone at the ROOST office or another location. This person should be available 3 weeks prior to event and one week after, have dedicated number for people to call.
- Dedicated campaign on to training camps on road etiquette, include sharing the road rules for drivers. Notes: there need be to clear consequences, no threat of enforcement doesn't help. Unfortunately, NYS does not have a cycling licensing system so other ways of identifying training camps is needed, such a participants wearing bibs.
- Dedicated campaign to market businesses, activities and communities along race route that includes, but is not limited to the map.
- Communication plan that details race day congestion points and times, escort system, etc.
- Details on community giveback (this is in Ironman's best interest) that provides specifics such as organizations receiving funds, how much, what projects are funded, etc.
- Parking issues: work with communities to provide more off site daily parking so as not to overtake Main Street area and municipal lots. Ironman would need to communicate this to athletes.
- Possible: Athletes must be vaccinated and will need to show proof.

Next Steps:

Build on dealbreakers, present to communities.

Ask Ironman what their dealbreakers are for us.