

## Ironman Community Task Force

September 28, 2022 8am

Present:

David Lally	Jay Ward	Mary Jane Lawrence
Sue Young	Cheri Cross	Kristin Strack
Michelle Preston	Julie Woody	James McKenna
Bryan Magnus	Dave Christen	
Dick Cummings	Tara Wright	

General Discussion:

- Talked last meeting about replacing the two Lake Placid area representatives that are no longer with the task force. Looking for potential members that would have similar feelings regarding IRONMAN and can provide productive feedback to support their position. Bryan mentioned Laura Walker, a Lake Placid business owner and resident that lives on the course. MJ will reach out to her.
- David Lally spoke with Charlie Terry, who is also resigning from the task force (confirmed by Michelle Preston). Charlie indicated that he does not feel his perspective is listened to. Both David and Michelle told him that his perspective is important to properly assess the event and make recommendations.
- Athlete Poll: Feedback is very favorable for the Lake Placid race. Net promotor score (a certain way of asking if product is liked) was 24 points above the global average for the 2022 race. There was a very high athlete satisfaction rating. Dave C will look at comments to see if any regarding recommendations of the task force or if there are any items of note the task force can work on. Dave C will share the slides with task force.
- Registrations: Currently have 1700 registered for 2023.
- Tourism Economics Group: Working with IRONMAN to incorporate their data into report. Should have report at end of October and will share with this group.

Recommendation Discussion:

- Contact Person: Over 40 interactions, mostly very specific access concerns. The contact person information needs to be distributed better. With the overwhelming number of signs, more signage may not be the best way. Suggestions including paid ads on social media and in the local newspaper. Dave Christen agrees that a better job of disseminating this information is needed in 2023. IRONMAN plans to hit every mailbox on the route with a mailer.
- Training groups: Julie mentioned in the last meeting that she spoke with some training groups and gave a pitch about code of conduct. Bryan said that he would be happy to help in this area to expand the number of groups reached. Dave C. asked if there were any anecdotal stories of behavior changes. It was felt that interactions with the athletes seemed more positive.
- Spectators: This is still a large area of contention. A resident near a local dining establishment spoke with MJ regarding issues happening in his yard with the spectators being disrespectful to his property. Dave C. thinks that IRONMAN may be able to work with this business to help alleviate problems. Tents were being set up along the corridor from the tennis courts to a sitting area across from the Lake Placid Club property very early. Task force feels that there should be guidelines as to when

they can set up. Dave C. saw these tents and they appeared to be club tents. IRONMAN can assist in this area.

- Porta Potties: The ones by the beach are pumped after swim start. If possible, being pumped in the afternoon could help with some issues of using private property for this purpose.
- Athlete Village: There was good feedback about the village. Would love to see more communities have a presence. Task force feels there could be a bit of educational information there as well. Also, there is opportunity for an interactive version of the map to highlight the different communities.
- Viewing areas: There are many families and older spectators and it is a long, exhausting day for all. Providing more viewing areas that include shade and seating could help alleviate some of the spectator behaviors by providing places to rest while supporting their athletes.
- Garbage: There is a need for more receptacles. Larger bins would help as well. Would also like to see recycling bins available for plastic. If possible, emptying the bins more frequently would also be appreciated. Will work with park district on this as well.
- Map: Needs updating, should highlight public restrooms along the course. There is however, a large number of maps still available for use. Distribution needs to happen sooner and they can be distributed year round.
- Road Closures: There was a last minute closure of Bill Huber Rd in Wilmington that caused some confusion. Some state police along the route are not stationed here permanently and may not know the area well. David L is wondering if it will be closed in 2023. Dave C. said that at times the state police make decisions based on the moment and its not always helpful. For the 2022 event, IRONMAN worked closely with the Black Brook deputy supervisor (Jamie) regarding concerns on Haselton Road. Where the break down was communication with state police. Have a good relationship with Jamie now and confident can work on the concerns.
- Traffic concerns: Friday event - on IRONMAN's list. Feedback also came back that bikes were everywhere on Friday as it is the last day athletes have with their bikes. Would like to have some people monitoring the bikes as there is a large safety concern. Option could be to try to spread out the bikes to other areas. There are officials in town on Friday that could be sent out on motorcycles to oversee the bikes.

**List of items to improve on for 2023 from July meeting can be found [here](#).**

**IRONMAN map can be found [here](#).**

Next Steps:

Follow up with municipalities for 2022 expenses.

MJ & Kristin will put together a Google Doc with key initiatives for 2023 and share with group.

Next Meetings:

November 2022 - Date TBD

January 2023 - Date TBD