



MARS PLANET FOUNDATION

October 25th 2023 Special Meeting Minutes

Board Members	Present	Ambassadors	Present
Beth Ziegler – President	X	Diana Jacoby	
Carol Knox – Vice President	X	Jenn Giesler	
Amy Riggio – Treasurer	X	Bethany Ratcliffe	
Tricia Holland – Secretary		Robin Parsons	
Maura DiGioia	X	Heliana Orr	
Kevin Hagen	X		
Liz Porco	X		
Lee Ann Riner	X	MASD Admin	
Jenn Stuber		Dr. Elizabeth McMahon	
Doug Wolf	X	Alternate School Board Member	
Vickie Zaccari	X	Nicole Thurner	

The meeting was called to order at 6:38pm.

Walk Around Mars Discussion

- ❖ Successful event financially for the MPF both times that it was sponsored in 2021 and 2023.
- ❖ Corporate donations increased in 2023 as compared to 2021, but community participation decreased.
 - One of the main pieces of feedback received from the survey was a desire for a community event.
- ❖ MPF members agreed to continue to use “Marty” when marketing for future fundraisers.

Color Run Discussion

- ❖ In person, one day event.
- ❖ Company supplies materials (color powder, marketing materials, prizes, online donation site) .
- ❖ MPF members required to organize and run the event.
- ❖ Business sponsorship opportunities:
 - Scrolling banner ads on event website and each individual participant’s fundraising website
 - 4 color stations – Business sponsor for each station. If desired, the business could provide the volunteers to throw the color at each station and could pass out swag.
 - Sponsor for water station
 - Sponsor for after party DJ
 - Donors who prefer to donate lower amounts can still be recognized on banners posted at event (starting line, finish line and/or after party are a few ideas).
- ❖ Online donations preferred
- ❖ Venue: Ideal venue would be Adams Township Park. Backup venue could possibly be Doc’s way.
- ❖ Date discussion:
 - Back-to-school would be difficult to distribute marketing materials
 - Last weekend in April is “iffy” weather-wise
 - May is busy with the Pittsburgh Marathon, Mother’s Day and Memorial Day Weekend



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- Most favored date by Board members was the Saturday of the last week of school as a celebration of the end of the year.
 - ❖ Will need EMT for event. Potential for Quality EMS to donate services based on past offer.
 - ❖ Discussed need for potential rider to Insurance policy. Carol Knox to contact insurance company.
 - ❖ Beth Ziegler will contact Color-A-Thon to review race waiver.
 - ❖ Discussed discontinuance of swag bags. Corporate Sponsors will be welcome to have volunteers on hand to pass out swag/materials at their sponsorship stations or after party if desired.
 - ❖ Marty will be incorporated in marketing.
 - ❖ Begin advertising one year in advance of event.

Doug Wolf motioned to pursue a Color Run in lieu of the Walk Around Mars. Carol Knox seconded the motion. Unanimously approved by all present members.

LeeAnn Riner motioned to adjourn the meeting. Carol Knox seconded the motion.

Meeting adjourned at 7:35 pm, the next Mars Planet Foundation meeting will be on November 21, 2023 at 6:30 pm in the Administration Building.

Meeting minutes respectfully submitted by Lee Ann Riner