**Attending**

|  |  |  |
| --- | --- | --- |
| Melissa Kemp | Chair | melissa@PremiumOrganization.com |
| John House | 2012/13 PGRTAZ Chair, program interest | john@coyotefinancial.com |
| Ed Knight | Lead sponsor rep, program interest | eknight@azfoundation.org |
| Russ Goldstein | PGRTAZ sponsorship chair, marketing collaborators | russell.goldstein@ustrust.com |
| Zee Peters | AFP liaison, program interest | zpeters@gabrielsangels.org |
| Jackie Palmenberg | Event Day Volunteers | palmenbergj@gmail.com |
| Beth Salazar | LAL liaison, cttee member at large | esalazar23@cox.net |
| Still needed | Communications/Messaging/PR |  |
| Still needed | End of Day giveaways |  |
| wanted | Board member or Philanthropic Interest POV |  |

**Melissa called the conference call to order at 3:35 pm**

**An Opening Round was conducted.**

All consented to the agenda as planned, and agreed to look ahead on their calendars for ability to attend monthly conference calls on the 2nd Mondays at 3:30 pm.  **Anyone with a permanent conflict please let Melissa know this week, so that other scheduling options can be worked out.** In the future this round will also include a Review of the Minutes of last meeting, and a Quick Review of any itemized Outstanding Tasks.

**Matters of Content:**

Melissa reviewed the current SF Facts and Status, including the following:

The scheduled date is June 12, 2013, at the Phoenix Country Club.

Her office is currently working on this year’s look/feel, and a few option will be forwarded to the committee soon for their feedback/preferences. She is hoping to build the Save the Date piece for January 10 distribution target (upload to website a save the date “button” by Jan 1). She also noted the current need to build a letter and outreach to last years’ Marketing collaborators on/before Dec 20, for confirmation that they will continue in JANUARY 2013, and to seek 3 new collaborators.

The PGRTAZ board agreed to the following event goals: The 2013 Summer Forum will

* maintain the same levels of sponsorships (pricing and number needed)
* continue with 3 distinct program tracks
* target profit of $6,000
  + John noted that the budget numbers had been adjusted this year to reflect fewer attendees at the lowest possible rates, or attached to sponsorship packages, as last years’ effort to bring out attendees was successful, but gave us a few moment’s concern about matching food costs per person to revenue per person.
  + Jackie noted that we had a lot of volunteers last year; many incented by their lower cost entrance fee. Melissa noted the same, and has instructed Stephanie to work with Jackie on this years’ volunteer staff emphasizing the right number of people, doing the right thing, at the right time, rather than an emphasis on an expanded number of volunteers.
* Generate 20 new members and two new annual PGRTAZ sponsors by 7/31/13
* net 3 new marketing collaborators
* establish a new mechanism for volunteer hours to be counted,
* Identify the 2014 Summer Forum chair by 7/31/13

The suggested theme of the 2013 Summer Forum focuses on excellence in stewardship/sustainability. The committee brainstormed some ideas for wording the actual theme, and some ideas/offerings included “Switch” with some specific modifiers below it to reference our three planned tracks, as well as some key words like impact, commitment, Core values, transparency, credibility, paradigm shift. Melissa will pull together the list from theme discussion for committee members to bat around via e-mail through month end. Next, we will review potential programs and speakers list, to build out this month and into next month, and we will seek to identify, approach, and confirm headliners and breakout sessions by Jan 15-30. All should send ideas for excellent speakers or potential topics around this theme as they stumble across them.

Russ updated on Sponsorships outreach. He has several meetings already scheduled with last year’s sponsors, to discuss renewing. Melissa noted the prospective sponsors list will be accessible to all committee members on a special page of the PGRTAZ website. Laura Leopardi will not renew, but she gave Russ several additional new names who might be good candidates. Melissa is supposed to put a proposal in front of Alan K soon; wondered if he could still be grandfathered into last years’ benefit amounts? John House indicated he would like to see some new names step forward before he considers renewing. He noted special attention should be paid to sponsor value and recognition at the event.

Melissa will forward with the meeting minutes a link to the SF Committee page on the website, where SF committee notes and reference items can be found.

**A Closing Round** was conducted to assess if the call was time well spent and covered needed information. All were pleased with the information and ground covered today. The call was adjourned at 4:24 pm.

Respectfully submitted,

Melissa Kemp,

2013 Summer Forum Chair