

## 2014 Summer Forum Meeting Notes

January 10, 2014 3:30pm

Upd: 12/5/2013

**Note: Use the PGRTAZ membership directory for contact information and the Committee member E-mails**

7 repeat committee members, without counting Event Day Volunteers who may repeat. We've met that committee success metric!

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	Repeat Committee Members	SF Committee Focus	Organization	Collaborate	Attending
1	Melissa Kemp	Sustainability and Learner Centric emphasis	Premium Organization	All working groups	No
2	Russ Goldstein	PGRTAZ President, Organizational Sponsor Representative	US Trust Bank of America	Board	Yes
3	Ed Knight	PGRTAZ Program Committee Chair	ACF/AEBI, Giving Counsel	All working groups	Yes
4	Adele Dietrich	2014 Event Chair, AFP liaison	Arizona Community Foundation	SF Cmmtee, AFP	Yes
5	Lindsey Jackson	Communications/Messaging/PR, Social Media	Gammage & Burnham	Marketing Collaborators	No
		Social Media, Step and Repeat Interviews, Community Lounge		Phoenix Fashion Week	
6	Nicole Powers	End of Day giveaways, 50/50 Raffle	Make-A-Wish® America	All committees	Yes
7	Chris Sar	Program Planning	Phoenix Children's Hospital Fdtn	Monthly meetings	No
8	Mallary Tytel	Program Planning		Monthly meetings	No
		Program Planning		Monthly meetings	
		Program Planning		Monthly meetings	
10	Tiffany Coggashall	Sponsorships/Event Day Volunteers		Membership	Yes
111	Beth Salazar, Diane Jezek-Powell	LAL liaison, cttee member at large-LAL generally has a table in the community lounge for promoting LAL	YMCA/Consulting Gomper's Habilitation Center	Leave a Legacy	No
12	Brad Harris	Marketing Collaborators		SF/Programs	No
		Board member or Philanthropic Interest Point Of View, eg: AZ Grantmakers' Forum		Program Planning and Marketing Collaborators	
13	Steve Brock	Sponsorships	Bell Financial	Sponsorship	Yes
14	Allison Gee	Sponsorships	Allison Gee Fine Art Appraisals	Sponsorship	No
15	Sierra Kamela	Sponsorships	Hacienda Health Care	Sponsorship	No
16	Stephanie Weadock	Administrative Support	Premium Organization	All	Yes

As of 11/11/13, 9 direct SF Committee Volunteers. 3 additional with the efforts of the [sponsorship committee](#) to sell SF sponsorships. 2 additional with LAL liaisons. 2 additional with BOD leadership link We meet this success metric!

### **Reference Documents/Links provided:**

1. Planned Call Agenda
2. Prior Call Notes
3. Save the Date card
4. 2013 Registration Brochure
5. Programs committee topic and sessions ideas
6. Key timeline target dates
7. Learner Centric Programming
8. OurVolts FAQ
9. [Link to the SF Committee Reference Page on the PGRTAZ website](#)
10. [Link to OurVolts for volunteer hours tracking](#)
11. [Link to the 2013 Summer Forum Final Report](#)

**9:30am: Adele conducted an opening round to include:**

- Meeting focus: the focus of the meeting is to report on updates for marketing materials and committee work
- Time restraints-all good for an hour
- Approve agenda-A consent round was conducted to approve the agenda. All consented to the agenda as submitted.

Committee meetings are posted to the Events section of the PGRTAZ website; committee members are encouraged to RSVP either there, or via Calliflower tool.

**5 minutes: Action Items Table Process**

*Quick Review: Outstanding Tasks: note, those DONE on prior notes will be removed from the next call agenda*

10-4	All	Visit Our Volts: create a user name; sign in, enter hours	By Dec 9
10-8	All	Send potential SF sponsor contact names to Melissa and Steve Brock	Ongoing
11-2	SB	Work with sponsorship committee members to follow up with outreach list	Feb 14
12-1	SW	Request the graphic designer to provide three Save the Date card samples using different photos of working groups as requested with the chosen color scheme/theme layout	Done
12-2	SW	Forward requested Save the Date card samples to committee for review/feedback	Done
12-3	SW	Post confirmed schedule of committee meetings to the PGRTAZ website	Done
12-4	SW	Connect with Steve B. to offer direction, clarification and support of the sponsorship drive	Done
12-5	SW	Connect with Brad H. to offer direction, resources and support for the marketing collaborators committee	Done
1-1	SW	Check on Allison Gee's logo formatting to confirm it is ok as reflected	1/31/2014
1-2	SB	Coordinate and schedule a sponsorships committee call	1/17/2014
1-3	SB	Follow up on the potential to have a speaker from Bell & Associates on the topic of life insurance	1/15/2014
1-4	BS	Report back to the committee on a basic track session for endowment	1/15/2014
1-5	TC	Review topics and sessions ideas summary and provide feedback to the committee	1/15/2014
1-6	SW	Research options to avoid conference call feedback	1/31/2014

**Committee Members**

Stephanie advised of several outreach attempts to Jack Marks to confirm his commitment to the committee. After several attempts with not response, Jack has been removed from the committee.

Adele highlighted the open seats on the committee; Social media/PR, two for programming and a board member or philanthropic interest point of view. Adele encouraged all to keep an eye out for individuals that may be interested in filling these seats and to forward potentials to her.

**Approve prior meeting call notes**

The December 9, 2013 committee meeting call notes were presented. With no comments or edits requested, Steve moved to approve the notes as presented. Tiffany seconded the motion. The motion passed.

**Save the Date Card**

The final theme and graphic for the conference has been confirmed. Stephanie has received the print ready file from the graphic designer and has forwarded it to the printer. The cards will be ready for pick up by Monday. Stephanie will coordinate the pick up from the printer.

Distributing the save the date cards is targeted for no later than the week of January 20<sup>th</sup>. All board and committee members, sponsors and marketing collaborators will receive a batch of cards. The cards will be made available at the monthly PGRTAZ meetings as well.

Stephanie was asked to check on Allison Gee's logo formatting as it is a bit different than what was formatted last year.

### **Registration Brochure**

Stephanie shared the registration brochure from last season's SF. This was presented as just an FYI for the next graphic marketing piece scheduled for production. Target for having all content gathered and over to graphic designer is January 31<sup>st</sup>. The target delivery date to printer is noted for February 14<sup>th</sup>. Confirming keynote speakers and sponsors is key for inclusion in this marketing piece. Distribution target is noted for February 28<sup>th</sup>.

### **Sponsorships (Steve Brock)**

Steve reported initial emails were sent to the list of potential renewing and new sponsors. The list has been divided up among the sponsorship committee for their outreach and follow-up. Steve has received a couple no responses back. He will follow up with the committee for updates on their outreach. All on the call were encouraged to keep an eye out for potential sponsor leads. Beth reported she is still following up with Morris Hall & Kingman. Tiffany noted a heavy work load for year-end which distracted her attention. Now that year end is over, she will be focusing on her portion of the list for outreach. She requested a sponsorship committee call. Steve will send an email to committee members to schedule with an extended invite to Stephanie and Melissa. Russ met a couple people that may be interested in sponsorship.

### **Programs (Adele)**

Adele presented a topics and sessions ideas summary resulting from programs committee calls. She asked if there were enough professional development sessions. Steve noted a life insurance speaker from Bell and Associates may be a good addition. Steve will follow up w on this and report back to the committee. Beth noted a basic track idea for endowment and will kick her thoughts around for reporting back to the committee. Tiffany will review the topics and sessions ideas summary and provide feedback at a later date. Nicole asked if ethics sessions are different under professional development than under leadership. Adele noted many session topics could fit in all three categories. Placing ethics under these two tracks ensures we have ethics covered. Ethics under leadership speaks to confidentiality. Ed noted ethics under leadership may be presented by a suggested speaker from Melissa, Marianne Jennings. Marianne could present in a broader perspective. Beth noted under program development, advisory may need to be endowment. Russ gave a shout out to the strength of Ron Schiller for possibly filling in building endowment. Ron would ask for travel reimbursement and honorarium that is within PGRTAZ SF budget. Russ also noted US Trust can present on a lot of these conversations at no cost.

The next programs committee call is scheduled for January 15<sup>th</sup> at 11am. All were encouraged to forward additional thoughts and feedback to Adele.

### **Social Media and communications (Russ and Lindsey)**

Russ reported the committee is devising a plan to push the event through a twitter handle dedicated to the SF and PGRTAZ. This would provide a reach out on daily basis to all non-profits. By way of example, YNPN has 1800 followers. This media vehicle allows ease of developing a list pretty quickly. There will also be two sheets on each table during the PGRTAZ Jan. 21<sup>st</sup> program to gather social media contacts. There is also the idea of leaving 3-4 tweets or posts for meeting attendees to take and hand to their social media people.

### **Marketing Collaborators (Brad Harris)**

Brad provided a written report to share in his absence:

I contacted everyone on the marketing collaborators renewal and prospect lists before the holidays, with the following results to-date:

#### **YES**

EVEPC

ONE (I propose that we count Emily's email in lieu of a signed agreement if that's okay.)

ACF

## **LIKELY**

AEBI

## **CONSIDERING**

Center for Planned Giving at the Community Foundation for Southern Arizona -- their board is taking it up on Jan. 21.

I'll continue follow-up as time permits. I would think Alliance of Arizona Nonprofits and AFP and ASU would be likely, but I haven't reached them yet. Also have a couple of updated contacts for YNPN (to replace Maureen O'Brien) but they have not responded. YNPN was on the new prospect list, so not sure how likely they are.

Brad Harris

## **Timeline**

Adele noted we are pretty much on target. The holidays make it very challenging to reach people for all items.

## **OurVolts**

Reminder to log your hours

## **Closing Round**

Adele conducted a closing round where all noted the meeting was productive and valuable. There were several comments on the phone feedback hindering attendees being able to hear/comprehend discussion. Stephanie will look into options for avoiding feedback issues.

## **Next Meeting**

February 14, 2014 9:30am

**The meeting was adjourned at 10:13am**