

2014 Summer Forum Steering Committee Meeting
March 14, 2014 9:30am

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!

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

	Repeat Committee Members	SF Committee Focus	Organization	Collaborate	Attending
1	Melissa Kemp	Sustainability and Learner Centric emphasis	Premium Organization	All working groups	Yes
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	No
5	Lindsey Jackson	Communications/Messaging/PR, Social Media	Gammage & Burnham	Marketing Collaborators	Yes
		Social Media, Step and Repeat Interviews, Community Lounge		Phoenix Fashion Week	N/A
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	Yes
		Program Planning		Monthly meetings	N/A
		Program Planning		Monthly meetings	N/A
10	Tiffany Coggashall	Sponsorships/Event Day Volunteers		Membership	No
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 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	N/A
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. Speaker Summary
4. [Link to the SF Committee Reference Page on the PGRTAZ website](#)
5. [Link to OurVolts for volunteer hours tracking](#)
6. [Link to the 2013 Summer Forum Final Report](#)

Link to a recording of this call:

http://apps.calliflower.com/recording/download/52931?rec_key=10a2a7b961f2153376f71ddbd9b925c9f6595bcf

Ed called the meeting to order at 9:30am.

Opening Round

An opening round was conducted to assess time restraints and approve the agenda. All consented to the agenda as presented.

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

1 minutes: Action Items Table Process

Quick Review for AIs completed: Yes or No Request agenda time if items need discussion

10-8	All	Send potential SF sponsor contact names to Melissa and Steve Brock	Ongoing
11-2	Steve B	Work with sponsorship committee members to follow up with outreach list	2/14/2014
1-2	Steve B	Coordinate and schedule a sponsorships committee call	1/17/2014
1-4	Beth S	Report back to the committee on a basic track session for endowment-LAL education event in the Fall....	1/15/2014
2-1	Steve B	Forward update on sponsorships available/sold to sponsorship committee members	2/14/2014
2-2	Adele D	Program line up as of today distributed to all for reference	2/14/2014
2-3	Lindsey	Forward twitter handles to all	2/21/2014
3-1	Stephanie	Forward link to visual art communicator website to all for their review	3/14/2014
3-2	Premium Organization	Research re-activating/combining LinkedIn accounts	3/31/2014
3-3	Nicole	Forward giveaway contact info to Premium Organization for possible use in reaching out to sponsor list	3/31/2014

Approve prior meeting call notes

A consent round was conducted to approved the February 14, 2014 committee call notes. All consented.

Registration Brochure (Stephanie)

Brochure content was delivered to the graphic designer for producing the registration brochure. A draft of the brochure was delivered to Premium Organization yesterday for review. Target for delivery to the printer is early next week.

Open Registration (Stephanie)

With the speakers/sessions confirmed, target for opening registration is next week.

Sponsorships (Steve Brock)

Drafting updated sponsorship notice to be released the week of 3/17.

Melissa has a deliverable due to KJZZ for calendaring and messaging for the SF.

Potential sponsors that cannot sponsor may be a source for give-aways.

Programs (Ed)

The speakers and sessions are confirmed. A copy of the speaker sessions' summary was provided with the call agenda for reference.

Programs committee is in the planning stage for a visual art communicator for the luncheon plenary. Chris Yates, lunch plenary speaker, has been informed and has been provided information for his review to authorize having the visual art communicator during his presentation. Mallary noted recording or capturing of the visual art for use in promoting the Summer Forum would be great.

End of the Day Giveaways

Renewal request are already out to those from last year. Nicole is working toward new solicitations.

Social Media and communications (Russ and Lindsey)

Lindsey created the twitter account handle for Summer Forum. Russ and Lindsey are reaching out to marketing collaborators to solicit their assistance to send out weekly tweets.

Would like to forward meeting attendees and send out an e-blast to contacts with the stock tweets, encouraging them to pass them along.

LinkedIn accounts could be used. PGRTAZ has two LinkedIn accounts that need to be combined. Nicole will post some content. Reporters who attend any PGRTAZ events could post a recap, etc. to get a buzz going on LinkedIn.

Timeline

Early Bird Registration Opens	3/3/14	
VIP/Media/Comp Registration Opens	3/3/14	
Confirm Collaborators: start Press Releases	2/28/14	
Registration Brochures Distributed	2/28/14	
Outreach invite to Collaborators for 2014	2/14/14	
Registration Brochures to Printer	2/14/14	
Registration brochure content to graphic designer for layout	1/31/14	done
Deadline for Sponsors/Speakers in Reg Brochures	1/31/14	done
Headliners; breakout speakers Booked and confirmed	1/31/14	done
All Speakers desired INVITED	1/15/14	done
Settle on program topics/list of headliners	1/10/14	done
Best Possible Visibility and PR Coordinated sponsorship follow up	1/1- 1/31/14	done
Save the Date Notice posted to website and ready to go to print	12/13/13	done
Mass Sponsorship Appeal out	11/30/2013	done
Begin work on look/feel graphic options	10/28/2013	done
Budget, Theme, Logo, Committee OK	10/28/2013	done
Board basic OK: budget/theme/goals	8/2013	done

OurVolts

Reminder to log your hours

Closing Round

A closing round was conducted with everyone appreciating the short meeting and Ed's fine facilitation.

Next Meeting

April 11, 2014 9:30am

The meeting adjourned at 10:07am