

2014 Summer Forum Steering Committee Meeting Notes
May 9, 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!

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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	Yes
2	Russ Goldstein	PGRTAZ President, Organizational Sponsor Representative	US Trust Bank of America	Board	No
3		PGRTAZ Program Committee Chair	ACF/AEBI, Giving Counsel	All working groups	
4	Adele Dietrich	2014 Event Chair, AFP liaison	Arizona Community Foundation	SF Cmmttee, AFP	Yes
5	Lindsey Jackson	Communications/Messaging/PR, Social Media	Gammage & Burnham	Marketing Collaborators	Yes
		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	Yes
8	Mallary Tytel	Program Planning		Monthly meetings	Yes
		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 Yes
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!

Link to a recording of this meeting:

http://apps.calliflower.com/recording/download/55516?rec_key=ccd3115f439cf404c7dbf63f66db06d973583c27

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

1. Planned Call Agenda
2. Prior Call Notes
3. Program Schematic
4. Sponsor summary
5. End of the day giveaways summary
6. Volunteers summary
7. Tweets
8. [Link to the SF Committee Reference Page on the PGRTAZ website](#)
9. [Link to OurVolts for volunteer hours tracking](#)
10. [Link to the 2013 Summer Forum Final Report](#)

Adele conducted an opening round to include time restraints:

- Mallery=need to exit 10:15am
- Diane=need to exit 10:15am

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	Ongoing
1-2	Steve B	Coordinate and schedule a sponsorships committee call	Done
2-1	Steve B	Forward update on sponsorships available/sold to sponsorship committee members	Done
2-3	Lindsey	Forward twitter handles to all	Done
3-1	Stephanie	Forward link to visual art communicator website to all for their review	Done
3-2	Premium Organization	Research re-activating/combining LinkedIn accounts	Done
3-3	Nicole	Forward giveaway contact info to Premium Organization for possible use in reaching out to sponsor list	Done
4-1	Premium Organization	Research the need and value to invite all members of one LinkedIn group to join the other LinkedIn group in an effort to shut one of them down	Done
5-1	Premium Organization	Send the list of attendees as of the 5/9 call to committee	5/9/2014
5-2	Premium Organization	Send the sponsor registration codes to Steve B.	5/9/2014
5-3	Diane	Connect with Nicole for potential giveaway resources	5/9/2014
5-4	Tiffany	Reach out to the Arabian Horse organization for a possible donation of an Ipod	5/19/2014
5-5	Stephanie	Connect with Nicole re: 50/50 raffle	5/19/2014
5-6	Stephanie	Connect with Diane/LAL committee on the best process for providing the workshop survey to SF attendees and capturing the feedback	5/19/2014
5-7	Lindsey	Connect with Premium Organization re: potential volunteer	5/9/2014

Approve prior meeting call notes**

All consented to the April 11th meeting notes as submitted.

Registrations (Stephanie)

Stephanie reported 91 registrations as of today. A huge focus on marketing the program for registrations will take place over the next three weeks.

A request for those who are already registered to avoid approaching them to register resulted in Stephanie sending the attendee list as of today to committee with the notes of this call.

Steve inquired about registration codes needed for sponsors representatives and VIPs. Stephanie will send the codes to Steve.

Nicole inquired: where are we w/ reg. #s compared to last year? Stephanie noted this time last year registrations were at 120+, so we are behind compared to last year.

Diane suggested the announcements and outreach incorporate a personal ask/feel in the subject line to get people's attention.

Tiffany suggested different subject lines with each announcement.

Programs (Adele)

The program schematic as of 5/8/14 was posted with the agenda for reference.

Adele advised the committee Stephanie Bivens had a different structure for the closing plenary than what was envisioned by the committee. Stephanie B. understood the presentation to be more of an adhoc reflection of the day to include someone else reflecting and commenting with her to the attendees. Adele inquired with the committee who they thought would be a good fit to present in this manner with Stephanie B. Lindsey suggested someone from the PGRTAZ board. Mallary suggested Russ and/or other SF committee member. Tiffany suggested asking Stephanie B. if there is someone she would invite to reflect with her that she may be comfortable with. Adele will take these suggestions and follow up with Stephanie B. accordingly.

Adele advised the panelists are confirmed: Greg Kruzel, Leslie Deshaw, and Rick Fresia. Adele has a lunch meeting next Thursday with the group to discuss questions and format of the session.

Sponsorships (Steve Brock)

A summary of sponsorships sold and available was posted with the meeting agenda for reference.

Steve reported three sponsors confirmed this week: breakout at 1500, AV at 1000, and proceedings at 1000.

The potential sponsors list outreach hasn't resulted in sales as expected. Other connections the sponsorship committee has made is resulting in sponsorship sales.

Other noted sponsorships received recently include the PGRTAZ board and ACS/AHA splitting a \$500 level sponsorship.

Stephanie reported the KJZZ/K-BACH media promotions ran with 20 spots on each station. Unfortunately, only one registration has resulted to date. Laura Barton with KJZZ received additional registration brochures for distributing with a letter to her contacts. Lindsey noted she had received one of these letters with the brochure.

Steve inquired as to when the deadline for ads in the proceedings booklet is targeted for. Stephanie noted the deadline for ad is 5/15.

End of the Day Giveaways (Nicole Powers)**

A list of giveaways received was provided with the agenda for reference. Nicole advised there is currently no fitness item. The Coyotes don't support efforts of this nature. Nicole asked if there are any specific items the group thinks she should go after:

Lindsey: bigger ticket items such as an iPad mini and/or other technology items and kindles, which are inexpensive (\$100) for consideration as the passport to prizes item. Perhaps an outreach to Barnes & Noble for a kindle may be beneficial.

Diane has a list she could go through for asks. She noted restaurants are a popular giveaway item. Home Depot has given to events. Diane will connect with Nicole on the list Diane has for potential giveaway asks.

Tiffany: She will reach out to Arabian show for possible Ipod donation.

Melissa: Premium Organization has just received a note from the Cardinals for the football.

Nicole asked if the 50/50 raffle will take place this year and if so, how will that be facilitated at the event. Stephanie W. will connect with Nicole off line on this matter.

Nicole noted she would like to see a change from last year to presenting descriptions of items. She is still hitting the streets for other giveaways.

Leave A Legacy

The survey on 4/22 noted a preference for a regionalized program for collaboration. Diane asked for suggestions on how the survey can be distributed at the SF. i.e.: flyer insert in proceedings book, page in the book, box on the registration table to provide feedback. Stephanie W. will connect with Diane to determine the best way to get the info they seek.

Volunteers (Stephanie)**

A list of secured volunteers was provided with the agenda for reference. Currently there are four volunteers. Stephanie would like to have 8-10 secured so more solicitation is needed. Steve B. volunteered during the call. Nicole noted her previous mention of ability and willingness to volunteer. Lindsey has a client interested in getting involved in the non-profit sector who may have interest in volunteering. Lindsey will connect with Stephanie on this matter for follow up. Nicole-“in”

Social Media and communications (Russ and Lindsey)

A list of prepared tweets was provided with the agenda. Lindsey reported the committee is using Hootsweet, twitter, facebook, and LinkedIn to promote the SF. It was suggested to provide the link to register whenever possible. Stephanie W. will add hyperlinks to the list of tweets. Lindsey will review the list with the hyperlink to ensure they work and do not exceed the character limits. Bitly.com can provide shorter links.

Timeline

Committee De Brief	6/20/14	
Summer Forum	6/3/14	
Community Lounge furnishings delivered to PCC	6/2/14	
Assemble Conf Book/Name Tag/Flash	5/30/14	
Standard Registration Ends	5/29/14	
Speaker Flash Drives ordered	5/16/14	
Proceeding Book to Printer	5/19/14	
All proceedings book content to graphic designer for layout	5/16/14	
Final Speaker Outlines Turned In	5/15/14	
Deadline for Ads and all other proceedings book content	5/15/14	
Early Bird Closes	4/30/14	done
Early Bird Registration Opens	3/3/14	done
VIP/Media/Comp Registration Opens	3/3/14	done
Confirm Collaborators: start Press Releases	2/28/14	
Registration Brochures Distributed	2/28/14	done
Outreach invite to Collaborators for 2014	2/14/14	done
Registration Brochures to Printer	2/14/14	done

OurVolts

Reminder to log your hours

Closing Round

Tiffany: request for track descriptions posted to the website and/or in the proceedings booklet

Melissa: amazing committee

Adele: best volunteer committee experience ever

Next Meeting

None scheduled