

2014 Summer Forum Steering Committee Meeting Notes
June 26, 2014 2pm

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	
8	Mallary Tytel	Program Planning		Monthly meetings	Call In
		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	Call in Yes
12	Brad Harris	Marketing Collaborators		SF/Programs	Yes
		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	
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. Program Schematic
3. Event survey results
4. Sponsorships summary
5. 2014 SF Event Success Metrics Results
6. [Link to the SF Committee Reference Page on the PGRTAZ website](#)
7. [Link to OurVolts for volunteer hours tracking](#)

2:00pm: Opening Round - Adele Dietrich

- Introductions
- Meeting Focus (what are you hoping to get out of the meeting?)
- Time restraints

Event attendance numbers (Stephanie)

Committee(s)

- Thank yous (Adele)

- Programs (Adele)
 - Program Schematic*
 - Event survey comments*

- Sponsorships (Steve)
 - Total sold*
 - Number of tables staffed in the community lounge (Stephanie)
 - Goodwill of Central Arizona Community Lounge
 - Sponsor comments (Martha Stoneberger)
 - Debrief attendee quick reaction round
 - Event Survey comments*
 - KJZZ/K-BACH media sponsorship
 - Sponsor comments (Laura Barton)
 - Number of KJZZ/K-BACH listener/member attendees (Stephanie)
 - Sponsor comments
 - Debrief sponsor attendee comments (Adele, Lindsey, Steve)
 - Debrief sponsor non-attendee comments:
 - Phoenix Philanthropy Group: We were very happy with our sponsorship and the networking opportunities. Love the Lounge! And the event was so well-planned, well-executed and I felt well-cared for as a sponsor.

- Marketing and PR
 - Tweets (Lindsey)
 - Other social media vehicles (Lindsey)
 - Press releases (Stephanie)

- LAL (Beth Salazar)

- Marketing Collaborators (Brad Harris)

- Volunteers (Stephanie)
 - Number of volunteers
 - Volunteers debrief call highlights
 - Event survey comments*
 - Door prizes
 - Debrief attendee quick reaction round
 - Passport to prizes
 - Debrief attendee quick reaction round
 - Ideas to make the passport to prizes process easier/clearer to attendees
 - 50/50 drawing
 - Debrief attendee quick response round

Event Survey results (Adele)

- Common feedback

Timeline

Committee De Brief	6/20/14	
Summer Forum	6/3/14	Done
Community Lounge Materials at PCC	6/2/14	Done
Assemble Conf Book/Name Tag/Flash	5/30/14	Done
Standard Registration Ends	5/30/14	
Speaker Flash Drives ordered	5/16/14	Done
Proceeding Book to Printer	5/16/14	Done
Final Speaker Outlines Turned In	5/15/14	Done
Early Bird Closes	5/15/14	Done
All proceedings book content to graphic designer for layout	5/15/14	Done
Deadline for Ads and all other proceedings book content	5/15/14	Done
Early Bird Opens	3/3/2014	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	
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

2014 Success Metrics (Adele)

- 2014 SF Success Metrics Results*

2015 Summer Forum (Adele)

- Interest in serving for 2015
 - Chair
 - Committee members
- Capitalizing on 2014 buzz
 - Sponsorships
 - Membership

OurVolts (Adele)

- [Reminder to log your hours](#)

Closing Round (Adele)

- Evaluate meeting facilitation, meeting efficiency, group effectiveness: “What went well? What can we improve?”

3:00pm: Adjourn