

**AGF Special Events Committee Meeting Minutes**  
**December 3, 2009 3:00 – 4:00 pm**  
**Teleconference**

In Attendance: Sandi Perez, Gene D'Adamo, Harold, Dorenbecher, Marissa Theisen, and Erin Dow.

Marissa Theisen called the meeting to order at 3:05 pm.

**Review Event Results**

**a. Event Summary**

Marissa Theisen shared that attendance was slightly up this year compared to last year, which she felt was significant, given that most events have experienced a decline in attendance this year, compared to last year. Evaluations were very positive overall with the speaker receiving a rating of 4.85 out of 5. Gene D'Adamo noted that the meeting room (Grand Ballroom) was a better and more intimate venue than last year's location.

**b. Media/Marketing**

Marissa Theisen noted that AGF hired a PR firm this year to help with media outreach for the event. Although they did a good job of securing articles and interviews related to the event, the PR did not translate into additional registrations. Most registrants who responded to the survey said they heard about the event by direct invitation. Gene D'Adamo suggested that, given the relatively small investment (less than \$2,500), and the broader PR benefits, AGF should consider doing so again next year, assuming funds were allocated in the budget. Sandi Perez agreed that it was a good way to make the most of marketing a community-related event.

Marissa Theisen noted that the net profit for the event was about \$25,000, which is up \$10,000 from the previous year.

**Suggestions for Improvement**

Gene D'Adamo noted that the speaker was good, but he would have liked more solid take-aways from the presentation. Sandi Perez asked how the give-aways were received by attendees, and Gene D'Adamo responded that they seemed to be of high value. Marissa Theisen said that almost all the banks and discussion guides were taken after the event, as well as the marketing materials and free resources provided by AGF at the back of the room.

Gene D'Adamo suggested that to improve the flow of registration, the tables be moved to face the ramp so that people could see the separate check-in stations.

Sandi Perez noted that she received positive feedback from all her table guests.

Gene D'Adamo was worried about the number of speakers before the main presentation, but felt the speakers did a good job of keeping their remarks brief and to the point. He suggested that next year either the AGF Board Chair or the President & CEO speak, not both.

### **Suggested Topics for 2010 Event**

Marissa Theisen asked the committee whether they should continue with the youth philanthropy theme or alternate to a different topic. Gene D'Adamo noted that if AGF continued the same theme, it may run the risk of being seen as only doing programs related to that theme.

Marissa Theisen asked if Women in Philanthropy would be a relevant topic. Harold Dorenbecher thought it might be a good idea to partner with the ASU Women in Philanthropy group for such a theme. Sandi Perez said the Foundation for Women would be open to partnering as well. Gene D'Adamo expressed concern that the theme might limit the appeal of the program and the ability to raise funds and solicit sponsors. Marissa Theisen noted that co-sponsoring with other organizations might dilute the unique AGF branding benefits.

Harold Dorenbecher suggested that Marissa Theisen go back to the major sponsors of this year's event and ask them about topics they would be willing to sponsor next year. Sandi Perez noted that securing sponsors early would help determine how much to spend on speaker expenses. Harold made the point that the appeal of luncheons is the quality of the presenter, not just the topic. He also noted that marketing of the AGF event next September may coincide with efforts to gain voter approval of a ballot initiative to increase funding for the arts.

Marissa Theisen will ask Diane Halle and Jerry Hirsch for speaker ideas and query her colleagues at other regional associations as well.

### **Other Business**

Sandi Perez noted that she will be rotating off the committee and thanked Gene D'Adamo and Harold Dorenbecher for their work on the committee.

Marissa Theisen will be in touch with committee members to schedule the next meeting for the end of January.

The meeting adjourned at 3:45 pm.