

AGF Special Events Committee Meeting Minutes
October 8, 2009 11:00 am – 12:00 pm
Teleconference

In Attendance: Gene D'Adamo, Sandi Perez, Suzanne Reuss, Marissa Theisen, and Erin Dow

Marissa called the meeting to order at 11:00 am.

Marissa informed the committee that Kerry Blume had a family emergency and would not be able to chair the meeting.

Finalize Menu

Marissa noted that committee members who responded regarding the menu had selected three different options. She noted that Lois had suggested Option 5 with chicken instead of salmon and recommended that option to the committee. The committee approved.

Update on Registration

Marissa provided updated registration numbers of 157 registrants including sponsor tables. She noted that last year, a total of 34 registrations came in during the last three weeks. Assuming a similar trend this year, she estimated attendance would approach last year's total of 199 registrants.

Upcoming PR Efforts

Marissa noted that the ads that Gene donated in the Scottsdale Republic had run, the most recent one on Oct. 3rd. Gene also stated that the October edition of AZ Society magazine was distributed last week and was also available at AJ's Find Foods stores. Marissa will be interviewed for KFFN radio on Oct. 20th. Channel 3 has also expressed interest and Marissa is working on finding a family with three generations that would be interested in doing an interview on generational philanthropy. Currently the Whiteman family is being approached for this interview. The interview would be recorded on Oct. 15th and aired on Oct. 16th. Marissa also reported that several articles will run in community papers like the Paradise Valley Independent and Ahwatukee Foothills in the next few days. Erin informed the committee that AGF's final direct marketing will be an email to partners asking them to send out a "1 week left" notice to their respective lists, as well as a notice to the AGF News & Notes email list of 600 emails.

Review Event Details

- Program Content/Agenda – The committee provided feedback on edits for the program. They recommended that the word 'from' be removed from the agenda, and instead, add the speaker's title. Sandi recommended bolding the AGF website at the bottom of the agenda page. Sandi also suggested that the Special Events Committee be recognized somewhere on the program. Gene suggested that Delta Dental be recognized on the program for the printing of the program.
- Program Printing – Delta Dental will be printing the programs. Erin stated that we will need about 200 programs. Sandi asked to have the final program sent to her by Oct. 20th.
- Program Evaluation – Marissa noted that we had a great response to the program evaluation at last year's luncheon and chose to keep the same questions and formatting for this year's evaluation.

- Decorations – Marissa said that this year we will have a plated dessert instead of the desert trays in the center of the table. For centerpieces, AGF has purchased plastic pumpkins and will decorate with leaves and candy corn. There will also be the tools and promotional items from sponsors to decorate the tables.
- Other details
 - Marissa noted that this year, the Biltmore moved the event to the Grand Ballroom. A map to the room has been provided on the event website and AGF will post signage at the event to direct attendees to the Ballroom.
 - Marissa suggested that the committee members each come up with one question for the speaker before or during the event to promote interaction and discussion.
 - Sandi asked if AGF would have pens at the event for attendees to use when filling out evaluations. Erin noted that ACF had provided pens last year but wasn't sure if they would again this year. Gene offered to provide some pens if necessary, and Sandi offered to supplement what Gene is able to provide.

Volunteers

- Registration – Marissa asked Suzanne if ACF would be able to provide 2-3 volunteers to help with registration at the event. Suzanne said she would look into it and get back to Marissa.
- Parking/Entrance – The committee agreed that with signage near the parking garage and the entrance, AGF should not need to post volunteers to direct attendees.
- Pictures – Marissa noted that AGF's new VISTA staffer Heather would be at the event to help with setup, registration, and taking pictures.
- Video Recording – Marissa informed the committee that AGF's marketing consultant had suggested taking video of the program to use in post-event marketing and general resources. Marissa had decided against the idea because it would be dependent on the speaker's permission to use the video and take considerable staff time to edit and produce a video.
- Setup/Take Down – Marissa noted that if ACF volunteers were able to help with take down, it would be great. If not, the AGF staff would be able to take care of it.

Marissa adjourned the meeting at 11:30 am.