

**AGF Special Events Committee Meeting Minutes**  
**March 19, 2007**

In attendance: Harold Dorenbecher, Helen Rosen, Lois Savage (by phone), Marissa Theisen

The first order of business was to discuss progress on the Raising Charitable event. Marissa reported the following:

- ❖ The speaker, Susan Crites Price is available in October and has placed a hold on her calendar.
  
- ❖ AGF checked with both the Arizona Biltmore and the Ritz Carlton for dates in October. The Biltmore Grand Ballroom had open dates in the Gold Room on Oct. 4<sup>th</sup> and 10<sup>th</sup> and the Grand Ballroom is available on Wed. Oct. 17<sup>th</sup>. The Ritz had open dates on Oct. 3<sup>rd</sup> and 4<sup>th</sup>. The Biltmore is slightly less expensive (\$44/person) and the committee felt the later date was better. So they recommended that AGF book the Grand Ballroom for Oct. 17<sup>th</sup> and then check to make sure no other major events were planned for that date. Marissa will confirm the Oct. 17<sup>th</sup> date with Susan Price.
  
- ❖ The committee discussed potential program partners (organizations which would help with the distribution of invitation materials in exchange for being listed on invitational materials.) The following organizations were identified:
  - Social Venture Partners (Marissa Theisen)
  - National Charity League
  - Junior League of Phoenix
  - Phoenix Country Day School (Helen Rosen)
  - Xavier and Brophy Prep (Lois Savage)
  - All Saints School (Harold Dorenbecher)
  - Jewish Community Foundation of Phoenix (Marissa Theisen)
  - Arizona Women's Foundation (Marissa Theisen)
  - ASU Women in Philanthropy
  - Women's Foundation of Southern Arizona
  - VSUW de Tocqueville Society
  - Others

It was agreed that AGF staff would develop would prepare a brief fact sheet on the event and distribute to committee members by next week. Committee members and AGF staff would then approach potential partner organizations to determine their interest in becoming involved.

- ❖ The committee discussed potential financial sponsors for this event and suggested that AGF send out a notice to its members describing the event and inviting members to become sponsors. The committee felt it would be relatively easy to

generate a minimum of \$10,000 in sponsorships. If AGF members don't come forward, then AGF should approach other institutes for sponsorships.

- ❖ The committee briefly discussed the process for sending invitation and concluded that printed invitations should be sent out a month before the event, followed up with email reminders. If possible, AGF should attempt to get mailing lists from all partners and compile a single mailing list. This would avoid duplication of invitations. However, some partners may not be willing to share mailing lists and prefer to send out the invitations themselves. Marissa offered to talk with the staff in Baltimore to see how they managed their mailing lists.

The second topic of discussion was the evening event for foundation staff and trustees. At the last Special Events Committee meeting, the group suggested Marissa approach the board about ideas for potential speakers who might attract this type of audience. Marissa reported that the board felt that Sandra Day O'Connor would be a positive draw, although they also suggested some other names. Despite the AGF Board's endorsement of Sandra, members of the Special Events Committee felt she would not be a strong draw – 1) because she is not a major donor, and 2) because she is already well known in the state and wouldn't be a strong draw. Committee members then discussed who might be a draw and identified several names including Bill Gates Sr., Eli Broad, someone from the Rockefeller family. As a result of the discussions, the committee recommended the following:

- 1) Postpone this event until spring 2008. It didn't make sense to try and pack two major events into the end of the year.
- 2) Committee members agreed to find out who might have connections to a major philanthropic figure. Lois will talk with Jerry Hirsch and Helen will talk with Susan Buddinger.
- 3) The event will be easier and less expensive to hold in a commercial venue rather than a private home.
- 4) Marissa will develop a brief fact sheet on the goals of this event which committee members can use when approaching contacts.

The third topic was the possibility of AGF hosting an event in early October for private foundations about legal implications of the recent charitable reforms. Harold explained that one of Northern Trust's legal experts, Grace Allison, will be out in Phoenix to speak at a conference and he suggested she would be available to speak to foundation representatives either at a breakfast or cocktail session. This would be a low-keyed affair, probably held at ACF, and assuming underwriting is available to cover food costs, it would be free. AGF would send out invitations and handle registration. The committee members enthusiastically approved of this idea and Harold agreed to work out the details with Grace. Marissa agreed to speak with Kim Kur at ACF to see about possible underwriting.

**The next meeting is scheduled for Monday, April 16<sup>th</sup> at 9 a.m. at ACF.**