

# GIRL SCOUTS HEART OF NEW JERSEY

## YWOV Meeting Minutes

---

**COMMITTEE:** **YOUNG WOMEN OF VISION**

**DATE:** Monday, May 11, 2020

**TIME:** 5:30 PM to 7:00 PM

**LOCATION:** Conference call/ Virtual Meeting:

Computer, tablet or smartphone: <https://global.gotomeeting.com/join/697229205>

Phone: Call +1 (646) 749-3122; Access Code: 697-229-205

**CHAIR:** Patricia Steingall and Mary Beth Dunn

**PURPOSE OF MEETING:** Planning meeting for 2020 YWOV Event

### INVITEES / ATTENDEES:

---

Name	Present
Patricia Steingall, Co-Chair, Board Secretary	Yes
Mary Beth Dunn, Co-Chair, Volunteer	Yes
Malissa Cass, Volunteer	Yes
Dianna Beck-Clemens, Board Chair	Yes
Natasha Hemmings, GSHNJ CEO	Yes
Aimee Hunnewell, Volunteer	Yes
Kathleen Olivieri, Volunteer	No
Lydia Smith, Volunteer	Yes
Mara Tolas, GSHNJ Director of Development	Yes

### AGENDA:

---

#### WELCOME & Well-Being Check-in 😊

##### Old Business:

1. Quick Review of minutes from January Meeting
2. Theme: "Sustainability" – discussed a few sub-themes as it relates to speakers.

##### New Business / Action Items:

1. COVID-19 Impact – Discussion and decided to wait until June 1<sup>st</sup> (next meeting) to determine how to proceed with this event - Virtual or In Person.

2. Event Name/Tag Line – Keep event name (YWOV Leadership Breakfast).

We reviewed the below ideas from MarComm and the committee agreed "c" is best.

- a. Preparing girls (or young women) for a sustainable future
- b. Conquering challenges today, for a more sustainable tomorrow
- c. Taking action now to build a sustainable future

**Recommendation made to take a bit from "b" to "c" and use the following. Will confirm at June 1<sup>st</sup> meeting. "Taking action today to build a sustainable future for tomorrow"**

3. Verizon (Sponsor) - Natasha gave an update. She met with Verizon contacts regarding volunteer wellness, the WAVE group and the corporate group. Magda is confirmed as 1<sup>st</sup> speaker.

# GIRL SCOUTS HEART OF NEW JERSEY

## YWOV Meeting Minutes

### 4. Goals/Timeline

- a. Committee reviewed the below goals/timelines. **Discussed below, including that we need to determine how we'll proceed with event (live/virtual). Also, discussed are the highlighted area below are in need of attention, as we are generally behind originally (pre-COVID) proposed schedule.**
- b. Ads for Program book – **We confirmed YES – this is a good idea.**
- c. **We also discussed having a virtual program guide and using PPT/backgrounds to highlight Sponsor at various levels, if we go virtual.**

Category	2019	2020 Proposed	Timeline Goals	Status
Speakers	Keynote	Keynote	Keynote Feb 1 <sup>st</sup> , all others by June 1 <sup>st</sup>	In progress
Sponsors	\$24,350	\$31,287	25% by Feb 1 <sup>st</sup> ; 50% by April 1 <sup>st</sup> 75% by Jun 1 <sup>st</sup> ; 100% by Aug 1 <sup>st</sup>	In progress
Program book / Ads	N/A	\$853	25% by April 1 <sup>st</sup> ; 50% by May 1 <sup>st</sup> 75% by Jun 1 <sup>st</sup> ; 100% by Aug 1 <sup>st</sup>	TBD
Donations	\$10,490	\$13,485	The bulk of these were in the room last year – maybe some up front by having a “friends of YWOV” listing in the booklet	In progress
Ticket Sales*	\$5,970	\$7,675	25% by May 1 <sup>st</sup> ; 50% by July 1 <sup>st</sup> 75% by Aug 1 <sup>st</sup> ; 100% by Aug 20 <sup>th</sup>	Not Started
Attendees*	200	250	See above – ticket sales	Not Started
Gross Revenue	\$ 42,000	\$53,300	Sept 2020	Not Started

\*Reminder that available tickets are based on sponsors. Sponsors get seats with their commitment, and they do not always use them all. The Verizon venue would max out at 230 seats.

### 5. Speakers -

- a. We reviewed speaker list (attached)
- b. Noted the following - Welcome speaker (Magda confirmed), Keynote (Committee to follow up with possible speakers), Gold Award speaker to close (GSHNJ Staff to identify & invite speaker)
- c. Committee members suggested additional names and advised possible connections to the speakers on the list. MB and Natasha to reach out to multiple speaker – notes are on the Speaker spreadsheet. Everyone is welcome to reach out to speakers. Mara sent a link to the spreadsheet for updates.
- d. Reviewed speaker key characteristics – Great speaker, Relevant topic, GS advocate, Gold Award awareness, “Draw/Influencer”, SM/MarComm following/add, etc.), honorarium cost low.

### 6. Sponsors Update –

- a. Mara confirmed that Verizon sponsorship funding has been received.
- b. Reviewed sponsor characteristics - Any industries, can be “competitive” (i.e. multiple from same industry), ideally within footprint, emerging markets – ALL
- c. Add sponsor ideas to (Google drive) list or send to Mara, MB or Pat – ALL

# GIRL SCOUTS HEART OF NEW JERSEY

## YWOV Meeting Minutes

---

- d. Sponsor process – Detailed description in meeting minutes from January 2020. Sponsor materials sent by Mara & forwarded by MB on May 11<sup>th</sup>.
- e. Request to committee – Please make preliminary connections ASAP.
- 7. MarComm Update – Last year’s plan was sent to committee to review & add ideas. Will review more once decision is made virtual/in-person. (Sent with meeting agenda)
- 8. Committee Meetings
  - a. Dates: May 11, June 1, June 22, July 27, Aug 24 (Call or in person, when we can)
  - b. GSHNJ Staff will provide updates and requests in advance, if not attending meeting
- 9. Round Table - opportunity for all to raise questions, issues

### **NEXT MEETING:**

---

Monday, June 1 - 6:00 PM, Conference Call

### **ANNOUNCEMENTS - UPCOMING EVENTS**

---

Cookie Cook- Off Event – Virtual / June 25

Young Women of Vision Event - September 22