

GIRL SCOUTS HEART OF NEW JERSEY

YWOV Meeting Minutes

COMMITTEE: **YOUNG WOMEN OF VISION**

DATE: Monday, June 1, 2020

TIME: 6:00 PM to 7:15 PM

LOCATION: Conference call/ Virtual Meeting:
Computer, tablet or smartphone: <https://global.gotomeeting.com/join/904708261>
Phone: Call +1 (646) 749-3122; Access Code: 904-708-261

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	Y
Mary Beth Dunn, Co-Chair, Volunteer	Y
Malissa Cass, Volunteer	Y
Dianna Beck-Clemens, Board Chair	Y
Natasha Hemmings, GSHNJ CEO	Y
Aimee Hunnewell, Volunteer	Y
Kathleen Olivieri, Volunteer	Y
Lydia Smith, Volunteer	N
Mara Tolas, GSHNJ Director of Development	Y

MINUTES:

WELCOME & Well-Being Check-in 😊 – Everyone reported in that they are doing okay.

Old Business:

1. Quick Review of minutes from May Meeting – Edit requested to date of YWOV event. Was done and sent to committee and Tiffany for BOD site posting

New Business / Action Items:

1. COVID-19 Impact
 - Committee all agreed that we proceed with a Virtual event on Sept 18, 2020.
 - We created and discussed the following list of impacts (things to consider) related to a virtual event
 - Event run of show (60 content + 15 for intro and departure)
 - Virtual program guide (include ads)
 - Using PPT/backgrounds to highlight Sponsor at various levels
 - Ticket price
 - Speaker possibilities – May be able get a larger figure, given no travel expenses and flexibility.
 - Sponsors – Need to re-visit list

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- Evaluate event/video platform options and capabilities (Zoom, Blue Jeans)
 - Time of day (Breakfast, Lunch, Evening)
 - Create YWOV Video as a promotional/sale item. Would request video submissions from VIPs/prominent figures and GS Gold awardees that could be incorporated with event video.
 - Adjust goals/timelines related to decision
2. Event Name/Tag Line – Confirmation: **“Taking action today to build a sustainable future for tomorrow”**
 3. Verizon (Sponsor) – Update
 - Magda’s availability – currently secured for Sept. 18, 1pm to 3pm (Note: Evenings are not ideal. Can contribute a video, but committee agreed would be best to have her speak in person.)
 - Sponsor funding received
 4. Goals/Timeline
 - a. Post meeting, MB and Mara (will) work together to provide reasonable updates to the goals/timelines, based on the impacts of decision to go with a virtual event.

NEW:

TASKS	% Complete	Expected date	Notes
Identify Speakers	100%	25-May	ALL
Confirm Keynote Speaker	100%	26-Jun	Natasha
Confirm Gold Award speaker	25%	24-Jul	GSHNJ Staff
Update Sponsors List / Ads	25%	26-Jun	MB
Secure Sponsors	0%	ASAP	ALL
Offer Ad spaces to smaller businesses or individuals	0%	ASAP	ALL
Ticket Sales (300 attendees)	0%	24-Jul	ALL
Initial/STD Communication	25%	11-Jul	GSHNJ Staff
Invitation w/Sponsors listed	0%	24-Jul	GSHNJ Staff

*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 – Update: Committee reviewed list. MB & Natasha gave updates related to the speakers that potentially fit our criteria (see agenda for details). Next steps: Natasha, MB, Pat and Mara will follow-up with the following: Tiffany Dufu, Collette V. Smith, Alfa Demmellash, Elizabeth Barry, Michelle Davis and Shacara Delgado.

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6. Sponsors Update – Committee reviewed list. Questions were asked related to overall sponsor strategy. Mara agreed to send template letter, as a starting point for committee members to reach out to their contacts.
 - **Request to committee – All amounts of sponsorships are welcome. (See Agenda for criteria.) Please make preliminary connections ASAP.**
7. MarComm Update – Tabled to a future meeting, will change based on decision to move to a virtual event.
 - **Request to committee – Any media contacts are welcome. Bring ideas to next meeting.**
8. Committee Meetings
 - Dates: June 29, July 13, July 27, Aug 10, Aug 24 (as needed)
 - 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 29 - 6:00 -7:00 PM, Web/Conference Call

ANNOUNCEMENTS – UPCOMING EVENTS

Cookie Cook- Off Event – Virtual / June 25

Young Women of Vision Event - September 18