

GIRL SCOUTS HEART OF NEW JERSEY

YWOV Meeting Minutes

COMMITTEE: **YOUNG WOMEN OF VISION**

DATE: Monday, July 27, 2020

TIME: 6:00 PM to 7:00 PM

LOCATION: Conference call/ Virtual Meeting - Join Zoom Meeting:
Computer, tablet or smartphone: <https://girlscouts.zoom.us/j/97311588504>
Meeting ID: 973 1158 8504, Password: 356295

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
Wendy Deer, Board member	N
Michael Forrestall, GSHNJ COO	Y
Natasha Hemmings, GSHNJ CEO	Y
Gretchen Horwitz, Volunteer	Y
Aimee Hunnewell, Volunteer	N
Asia Norton, Board member	N
Kathleen Olivieri, Volunteer	N
Lydia Smith, Volunteer	N
Mara Tolas, GSHNJ Director of Development	Y
Jessica Viotto, Board member	Y

AGENDA:

WELCOME & Well-Being Check-in 😊

Old Business: Review and final decisions

1. Quick Review of minutes from June 29 meeting
2. Decision: Virtual event, Sept. 18th, 1-2:30pm
3. Keynote speaker - Tiffany Dufu
4. Sponsorships
5. Invitation
6. Social Media
7. Ticket Cost- discussion- 2 or 3 levels
8. Event Timing: Sign in 15 minutes prior to event; prompt start at 1:00; Magda -5-10; Tiffany to speak for 30 minutes; Gold Awardee - 10 minutes; Natasha - 2-4 minutes- intro and close.

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New Business / Action Items:

1. Gold Award Speaker:

- a. Mara announced that the Gold award speaker will be Emma Matza. Emma was a national delegate; a media girl and voice of Girl Scouts. She knows how to speak and has great enthusiasm

2. Tiffany Dufu

- a. media blast;
- b. Tiffany's headshot on FB, Verizon's logo
- c. Idea is to get groundswell of people interested

3. Further discussion for invitations

- a. save the date went out;
- b. not doing hand printed invitations
- c. Have a landing page- link that goes to place that talks about the event
- d. Leadership summit- Explain what YWoV is!!!- why they should care how they are making a difference
- e. Suggestion to highlight "Daisy Sustaining Donors" Re: Theme of "Sustainment" - as part of Event promotion/MarComm and the Fundraising ask overall.

4. Further discussion on sponsorships-

- a. Committee made a commitment to each get \$5,000 in sponsorships; motion made and carried
- b. Will also ask FDC to make same commitment – MB
- c. Discussed tackling the list (will be updated and circulated again) - MB
- d. Need to be bold and bullish
- e. Discussed three sponsors/person

5. Further discussion on Ticket cost

- a. Tickets for general public= \$40
- b. Tickets for Registered Adult Volunteers (troop or service unit level) & active girl scouts= \$25

6. Goals/timeline

TASKS	% Complete	Expected date	Notes
Identify Speakers	100%	25-May	ALL
Confirm Keynote Speaker	100%	26-Jun	Natasha
Confirm Gold Award speaker	100%	24-Jul	GSHNJ Staff
Initial/STD Communication	100%	11-Jul	GSHNJ Staff
Update Sponsors List / Ads	100%	26-Jun	MB
Secure Sponsors	20%	20-Aug	ALL

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Offer Ad spaces to smaller businesses or individuals	5%	28-Aug	ALL
Ticket Sales OPEN	0%	10-Aug 24-Jul	GSHNJ Staff
Invitation/Event Collateral w/Sponsors listed	0%	10-Aug 24-Jul	GSHNJ Staff
Ticket Sales (300 attendees)	0%	30-Aug	ALL

Committee Meetings

- a. Dates: June 29, July 13, July 27, Aug 10, Aug 24
- b. GSHNJ Staff will provide updates and requests in advance, if not attending meeting

Round Table - opportunity for all to raise questions, issues

NEXT MEETING:

Monday, August 10 - 6:00 PM, Zoom/Conference Call

ANNOUNCEMENTS - UPCOMING EVENTS

- GSHNJ Summer Virtual Camp activities
- GSHNJ Cookie Relief Fund
- Young Women of Vision Event - September 18th 1-2:30pm