

2020 Talent Innovation Summit Meeting Agenda

April 27, 2020, 3:00p.m. – 4:00p.m. via Zoom Meeting Details

Join Zoom Meeting

<https://zoom.us/j/906250678?pwd=Rk03cW1ZRnNPM2hBNWU4MktBbjJjUT09>

Meeting ID: 906 250 678

Password: 173161

Phone Number:

+1-929-205-6099

Access Code: 906250678#

Event Date and Location: Wednesday, October 7, 2020, Florida State Conference Center

Committee Members Present: Charlotte Brown, Audrey Clarke, Hadassah Israel, Sheila Jones, Patricia McCray, Dan McGrew, Jim McShane, Vincent Palmer, Kara Palmer Smith, Dee Robinson, Lorraine Wells, Reenee Williams-Walter, Trish Yahn, Jeanna Olson (Board), Denny Clark (Big Bend SHRM), L. Shuntel Fuller (Event Coordinator)

Committee Members Absent: Carrine Anaeto, Bethany Baratelli, Matthew Salera, Shelly Bell (Board), Scott Watson (Board), Renisha Gibbs (Board)

- **Welcome, Roll Call** – LSF welcomed everyone and took attendance
 - Acknowledged new members who joined the Planning Committee since the initial committee meeting: 5 internal staff members from CSCR and 1 external member from Big Bend SHRM were added to the committee.
 - A master committee list was created and shared with the committee. The purpose of the document is to have a master list of Planning Committee members and a breakdown of who is serving on which subcommittee(s).
- **Review Notes from Previous Meeting**
 - 2020 Event Chair
 - The roll of event chair will be discussed at the board meeting (Thursday, April 30th) to see if anyone is interested in potentially co-chairing the summit
 - Board Member Jeanna Olson has been asked to reconsider the roll and serve as a co-chair
 - External Committee Members
 - Big Bend SHRM – Denny Clark

notes

- Capital City Chamber – Kara has been in contact and she thinks the representative will serve; however, representative is unable to commit at this time
- BBMC – Jim will follow up with Antonio
- EDO Partners – Jim will follow up
- SBDC – Hadassah unable to make contact, but we will get them to help promote the event

- **Subcommittee Reports**
 - Event Logistics Subcommittee (LSF)
 - Met on April 13th
 - Discussed having the summit in two formats: in-person or virtual due to COVID-19
 - Committee looking to decide on which format to move forward with at the next committee meeting (waiting for Governor to release plans for reopening the economy)
 - If in-person, committee would like to see at least three quotes from each vendor - food, lighting, etc., to include quotes from vendors used at the last summit
 - Catering quotes have been received by Catering Capers, Luxe Catering and Social Catering
 - Earley's Kitchen (last year's caterer) is unable to commit to the event date at this time. No quote provided
 - Potential layouts were discussed, LSF to design and share with committee for review and discussion
 - If virtual, everything will remain the same. The committee discussed offering a meal voucher, so participants are still able to get a meal with their registration
 - The committee recommends the Planning Committee secure a talent to serve as MC again this year
 - The host criteria include the following: A dynamic leader who can connect with the audience and knows the topic, familiar with business community, a diverse background, available to engage with committee ahead of the event. The budget to hire such person is \$500.00.
 - Subcommittee meetings are set for every 2nd Monday of the month
 - Next meeting scheduled for May 11th
 - Marketing & Communications Subcommittee (Charlotte)
 - Met on April 22nd
 - Discussed preliminary draft of the marketing plan for TIS
 - Will be incorporating the promotional video produced last year

notes

- The draft will be emailed to subcommittee for review
- Next meeting will be determined by Doodle Poll

- Speaker & Keynote Subcommittee (Trish)
 - Met on April 10th
 - Spoke with BB SHRM and they are more than happy to assist with the event/panel discussion
 - Will get local speakers to serve on panel to discuss how disadvantaged populations can be hired
 - Keynote Colene Rogers - has agreed speak at the summit at a reduced rate of \$2500, however she will need to fly out on the same day of the event, only staying at the summit for the morning session. She also has a book coming out on May 15th and a book sponsorship is being proposed
 - Planning Committee need to make a decision regarding Colene Rogers
 - Move forward at her reduced rate knowing she is unable to stay for the full event
 - Forgo securing Rogers in hopes of securing two other national speakers who can commit to the full event (risk losing Rogers)
 - Kara recommended the committee engage Rodgers at \$2500 which means we cannot have another high-end speaker
 - Colene is a national speaker who lives in Tallahassee so there will be no travel accommodations or incidentals
 - Kara will speak with her about a virtual fee
 - Kara made a motion to move forward with engaging Rogers, Trish made the second, motion passed with unanimous vote
 - Keynote Nicole Isaac - is not available on our event date
 - Trish sent alternative keynote recommendations to Kara and the committee for review
 - Questions were asked about the budget for speakers
 - \$4500 is allocated for 2 keynotes and 1 talent. Securing Colene will leave \$2000 in the budget to secure another national speaker
 - Securing a local talent for MC would help with the remaining keynote balance
 - Charlotte has recommended Kara to serve as the MC for the 2020 summit
 - Trish thinks we can find speakers within the remaining budget, Scott Coulter is one of the alternative speakers Trish found who's fees are within the remaining budget
 - Denny has friends who are national speakers who we can engage
 - Meetings will be scheduled on an as needed basis
 - Next meeting scheduled for April 28th

notes

- Sponsors & Partnerships Subcommittee (Jim)
 - Met on April 20th
 - Scott Watson has agreed to help out
 - The committee agreed on the sponsorship levels and amounts
 - The Platinum level sponsorship will not be offered in consideration of those companies who may not be in a position to give as much due to COVID-19
 - Spoke with Charlotte about creating sponsorship documents
 - Spoke with previous sponsors and asked them to consider sponsoring again
 - Spoke with Holly (Duke Energy) regarding their level of commitment; at this time a commitment cannot be made because the company is shifting to major needs of the region due to COVID-19
 - Next meeting will be determined after sponsorship documents have been received by MarCom
- **Review Event Budget**
 - Jim reviewed the budget prior to the meeting
 - Kara gave an overview of the budget
 - Based on the current budget proposal TIS will be under budget and is scheduled to make a little bit of money should everything pan out
 - Current income projection - \$26000 to include current program funds, sponsorship dollars and registration (90 attendees at \$50 each)
 - Anticipated expenses - \$17100
 - A determination needs to be made on the registration fee; however, the amount will be the same regardless if the event is in-person or virtual
 - Since the first keynote speaker is local and will incur no travel expenses the recommendation has been made to combine the speaker expense line items on the budget for a larger pool to work with for securing a second keynote or use them to pay for the MC (Charlotte/Trish)
- **Other Items**
 - Meister Task Project Management Tool will be used to allow the Planning Committee to track tasks, assign them to individual departments and committees, create timelines and set deadlines for when specific projects are needed. It also allows us to create checklists within a task and add any attachments needed to support any given task.
 - Denny offered to assist the Keynote & Speaker subcommittee as he knows plenty of speakers in undercover talent pools
- **Action Items**

notes

- LSF to send Doodle Poll to committee to determine the next meeting
 - Logistics committee will push out the registration amount once it is set
 - Planning Committee members should bring recommendations for MC talent to the next planning meeting
- **Adjournment 4:00 PM**
 - Next committee meeting will be determined by Doodle Poll