

2020 Talent Innovation Summit Meeting Agenda

Monthly: Fourth Monday 3:00p.m. – 4:00p.m.

August 24, 2020

Join Zoom Meeting

<https://zoom.us/j/906250678?pwd=Rk03cW1ZRnNPM2hBNWU4MktBbjJUT09>

Meeting ID: 906 250 678

Password: 173161

Phone Number:

+1-929-205-6099

Access Code: 906250678#

Event Date and Location:

Wednesday, October 7, 2020, Career Source Capital Region and Virtual

Committee Members Present: Carrine Anaeto, Charlotte Brown, Audrey Clarke, Hadassah Israel, Sheila Jones, Patricia McCray, , Jim McShane, Vincent Palmer, Dee Robinson, Lorraine Wells, Reenee Williams-Walter, Trish Yahn, Denny Clark (Big Bend SHRM), **Board Members:** Shelly Bell, Renisha Gibbs, Jeanna Olson, Scott Watson, L. Shuntel Fuller (Event Coordinator), Dominick Ard'is,

Committee Members Absent: Kara Palmer Smith, Bethany Baratelli,

- **Welcome, Roll Call**
 - Hadassah and Audrey were asked to assist with capturing the meeting attendance in an effort to allow for more meeting time
- **Review Notes and Action Items from Previous Meeting**
 - This agenda item was skipped due to the changes to the event
- **Subcommittee Reports**
 - Event Logistics Subcommittee (LSF)
 - Recap of current registration
 - 24 total registered
 - 11 paid (the goal is 100)
 - 8 pending (we will follow up, but these are companies that tend to pay after the event)
 - TCC will be paying in advanced
 - Staff asked to hold off on registering for now
 - 5 discounted registrations made up of 2 sponsors and 3 staff
 - Budget review and approval
 - Marketing line item was discussed. Originally \$1000 was set aside but reduced to \$600

notes

- \$500 for advertisements
- \$500 for freelancers

Question: Why isn't the book sponsorship paying for the shipping also

Answer: the sponsorship was secured before factoring in the cost of shipping. We could potentially find a sponsor for the mailing of the books. Someone who normally ships on a regular basis.

- Production companies
 - Met with 10 companies
 - Received 3 quotes to date one was well over budget, waiting to hear from WFSU
 - Run of Show
 - Panel recording date is tentatively set for 9/16 from 10am-12pm
 - Working on getting a list together for MarCom of all of the graphic design requests needed for the day of the event
 - Recommendation – target local small business who would be willing to sponsor a book. Each company could be asked to donate \$50 if this is an option we want to explore.
- Marketing & Communications Subcommittee (Carrine)
 - Carrine – went down the marking list to share what has been implemented already
 - Finalized the toolkit - need to get a list of companies to send to
 - Paid advertisements are pending
 - Inquired about who can go do guest appearances on behalf of the summit
 - Suggestions were given
 - Partner outreach
 - Speaker & Keynote Subcommittee (Trish)
 - All speakers and panelists and emcee are available on the tentative recording date September 16th.
 - There will be one more meeting this Wednesday to finalize the panel topic
 - Sponsors & Partnerships Subcommittee (Jim)
 - There is nothing new to report
 - All logos have been received
 - There are still some sponsors who need to submit payments
- **Other Items**
 - There was a question about the change to the Marketing budget. The Marketing budget needs to be increased back to \$1000. \$770 has been spent thus far and it doesn't include Google display add. There will not be an app this year and therefore has been removed from the budget.

notes

- The BES team has been working on increasing the attendee count
- The jpg image for TIS needs to be revised. Carrine will look into this.
- **Action Items**
 - Approve the budget
 - Finalize the logistics for the day of the event
- **Adjourn**
 - The next Planning Committee Meeting will be held Monday, September 28, 2020 at 3:00 PM