



Event Planning Team Minutes September 4, 2019

In attendance via conference call:

Michelle Clark	Virginia Beach
Trish Davidson	Rockingham County
Stephanie Davis	VA Tech CPAP
Brenda Garton	Lexington
Donna Krauss*Note Taker	Stafford
Melissa Rollins	Surry County
Mallory Stribling	Fauquier County
Valmarie Turner	Loudoun
Nicole Hair	Pulaski
Tiffany Garner	ODU MPA Student

Our agenda:

1. Welcome and Introductions
Let's start by sharing your name, current locality and role, and your favorite movie of all time
2. What events exist that we may want to plan an event around?
3. Should we plan an official "kick-off" VA event?

Notes:

1. Introductions- Name, current locality or organization, and favorite movie (**Imitation of Life** was mentioned twice)
2. Group discussed upcoming events that we may want to create an informal gathering around. Those we discussed: DAO, VML, VACO, ICMA, VML/VACO Finance Forum, VGFOA

First we determined the timing of these events for feasibility purposes:

- DAO- October 11 in Albemarle
- VML- October 5- October 8 in Roanoke
- VACO- November 9- November 12
- ICMA- October 19- October 23 in Nashville

Discussing these dates and working through what we may want to plan prompted some very important questions determined needed to be answered before we can move forward.

- Who is our target audience for our membership? Some of the events have elected officials primarily as their participants.
- Are there going to be membership fees? If so, what are those going to be?
- Do we have a budget for planning and hosting events?

It was noted that when we begin to plan events it would be helpful to reach out to the planning team of that specific conference or meeting to get on the agenda so that we don't conflict with existing meetings or gatherings.

It was noted that we could foresee having a breakfast or cocktail event before another scheduled function as the precursor as a way to begin to introduce ourselves to the network of women attending.

Starting simple was also a theme we discussed; until we have a more established infrastructure.

It was noted that as a start we could begin informing women if we had a page or half page summary of our organization that could potentially be distributed at some of the existing events listed above.

3. Before planning a kickoff event the group wanted to have some of the questions mentioned above answered. It was also discussed that marketing would be key in this and we hope to connect with the communications team.

It was noted that created a day long or day and ½ signature event in the spring would be nice; perhaps in conjunction with Virginia Tech or another college.

It was also noted it would be very helpful if we compiled a list of all significant events that we have access to where we could have a presence. We discussed perhaps survey the membership to begin that list with locations and dates to help us plan future events.

The call concluded with Donna indicating she would write up the notes and send them out to the team. The team discussed the frequency of our calls and also setting a specific day/time of the month for scheduling purposes. Until we are further along in our establishment we decided for now to just meet as necessary with that being a topic for future meetings.