

**Board of Directors Meeting Minutes  
March 21, 2019**

**Attendees:** Jill LaBrie, Jessica Dennes, Carlos Chavez, Jennifer Lohse, Kathy Janssen, Alexei Marquez, Haley McCachern, Tori Carlson

**Absent:** Heidi Gerrish, Shea Lynn Fernald

1. The meeting was called to at 2:15PM noting quorum was present.
2. It is with regret the board acknowledged the resignation of Haley McCachern from the board of directors due to personal reasons.
3. A motion was made, duly seconded and approved **the SAVMA Board of Directors meeting minutes from February 8, 2019 as presented.**
4. The Governance Committee submitted a proposed 2019 budget for approval. After a robust discussion and several amendments, the budget was **approved unanimously.**

TOTAL INCOME	\$ 38,500.00
TOTAL EXPENSE	\$ 35,785.00
TOTAL NET REVENUE	\$ 2,715.00

5. The Membership Committee reported a first meeting and discussed the idea of adding more social events to the membership recruitment plan.
6. The Program and Events Committee reported recruitment for the committee and programs are booked through April.
  - a. VolunteerSoAZ has 35 organizations registered. Flyers have been distributed with the Pokemon Go groups and the Zoo will send out a press release.
  - b. Jessica Dennes has been appointed chair for 2020 and submitted a debrief report of the 2019 event to the record.
7. The meeting adjourned at 3:10PM.



Submitted by Jennifer Lohse, Secretary

**What were our original event objectives and did we meet them?** We did meet objectives.

- To recognize volunteerism in Southern Arizona
- To elevate the brand of SAVMA
- To recognize the importance and role of Volunteer Managers
- To prove SAVMA volunteers could do an event of this size
- 200 minimum attendees, 400 funding target, 800 lofty goals (400 achieved)

**Were there any problems encountered as we tried to meet our event objectives?**

It was noted that the entire timeline for event planning and implementation was rushed and should be adjusted to allow better planning and to avoid the holiday rush. The award selection process worked well using the scoring sheet. That being said, the first few attempts at selection were less than ideal.

Advertising was needed for a more diverse pool of award nominations. No print media picked up on the press releases for the event.

**Was your individual role in the event production process clear to you from the outset? Did you find that the information you needed to do your job was readily available to you?**

Several committee members having taken on specific roles either dropped, or simply did not do their assigned work. Roles and responsibilities became unclear as participants scrambled to cover the workload. The timeline and roles and responsibilities document did not reflect actual work assignments and the dependency of some work on others responsibilities and timeline.

**What were some triumphs at our event? Who or what was responsible for them? How can we replicate that success in the future?**

Positive comments abounded. Sponsors were very happy with the results.

**How effective and efficient was our registration process?**

The self-stick name tags with the table numbers worked well.

**How did we utilize technology at this event? Was the tech we used easy to implement and analyze? What would you like to see happen at similar events in the future?**

The TCC A/V team was difficult to work with and was not upfront about fees, adding in \$200 for use of their computer. SAVMA had to provide a dedicated volunteer to do slide advancement.

### **Step by Step Process Review**

#### **1. Date and Time**

- a. Third Thursday in January worked well. January 20, 2020. So many people arrived early that it was agreed to move up the event 30 minutes, meaning registration at 8AM with 8:30AM start time.

#### **2. Committee Structure**

- a. The traditional hierarchical committee structure was underutilized, but this did not impact results. In fact, committee members noted the positive camaraderie that was built with an all hands-on deck approach. As the event grows this will not be ideal to sustain high quality reviews and growth in numbers.

### **3. Planning Process**

- a. The event committee did not hold independent meetings from the Program and Events Committee, making meetings run long. It is desirous to separate the two and have the event chair continue to serve on the event committee only.
- b. A number of individuals with key responsibilities did not use dropbox consistently so final materials are still missing from the event folder and book.
- c. Without a clear and consistent timeline for the event several deadlines were pushed back resulting in delays in going to print and additional printing costs and missed tributes. A timeline was drafted with consideration of communication deadlines, award deadlines and community event schedules.
- d. Roles and responsibilities were not clear and position descriptions are needed.

### **4. Keynote**

- a. Loved Vicki Clark and the specific points about taking volunteer manager seriously and paying them living wages. Bringing Vicki back would be ideal in a few years.
- b. It would have been better to have hosted a training for volunteer managers after the breakfast so we could get more bang for the buck of a national speaker.

### **5. Marketing, Communications, Media and Press**

- a. There were two radio interviews and a television interview on Morning Blend. There is a desire to deeper the media interactions by moving deadlines up and having a dedicated media volunteer.
- b. It would be ideal to have press along for a winner reveal activity.

### **6. Sponsors**

- a. Sponsor breakdown:
- b. Platinum- 2                   \$5,000
- c. Gold- 4                         \$3,000 (1-\$1,500 in-kind (UWSA- magnets)) sponsor
- d. Silver- 4                       \$800
- e. In-Kind- 2                     \$200 discount (4 comp tickets)
- f. Goals were exceeded in the areas of \$5,000 and \$3,000, making up for lackluster achievement in \$800 goals (4 achieved with 10 having been the goal).
- g. Sponsors will be asked to provide feedback on the benefits package before revisions are made.
- h. A \$1,500 sponsorship category will be added to encourage sponsors to move up.

### **7. Awards**

- a. The 5 metal awards by vendor, Mike Allen, were very well received and it is recommended to work with Mike again.
- b. Selection Committee has arrived at a new plan for selection that will allow pre-reading of nominations and individual ratings and calculations on a matrix before discussing rating variances.
- c. Another award should be added to separate Board Leadership from Program Volunteer Leadership.
  - i. Volunteer of the Year- 23 nominations received
  - ii. Corporation of the Year- 6 nominations received
  - iii. Nonprofit or Group of the Year- 11 nominations received
  - iv. Youth or Youth Groups of the Year- 4 nominations received
  - v. Volunteer Administrator of the Year- 8 nominations received
- d. The Community Service Recognitions should increase in size to (4"x4" by 1/2" with 2 colors) and to order exact numbers needed. It is recommended that the year be removed in future orders to allow multi-year usage.

### **8. Registration**

- a. 250 confirmed attendees with payments of 400 (table turn-backs). To decrease empty tables the sponsor chair will request names by January 2<sup>nd</sup> with reminders in December.
- b. Printed name tags worked well with no problems locating seats.

**9. Table/Ticket Sales**

- a. Member Tables- 16 \$400
- b. Not-Yet Member Tables- 3 \$450
- c. Member Tickets- 6 \$40
- d. Not- Yet Member Tickets- 4 \$45

**10. Communications: e-blasts, invitations, Printed-program**

- a. Program:
  - i. The program was not sent to print until 4 days before the event and when an error occurred, they needed to be printed at Kinkos (\$2600). The deadline for print is now adjusted. TEP will print in 2020.
  - ii. Ad sizes were mislabeled on the sponsor form causing conflict with layout. One sponsor noted the ad was greyscale and not black and white (watch for future years)
  - iii. Varied bio lengths for the CSRs made formatting difficult. Timeline adjustment will allow more editing time. To cut down on the size of the program, 2 CSR winners per page is ideal.

**11. Venue & Décor**

- a. Bach's Nursery Centerpieces (payment was less than organized and some groups did not pay and should have).
- b. Flowers, and balloons gave the stage a professional look with attention to detail.
- c. The long hallway between registration and the ballroom door looked sparse.

**12. Schedule of the Event:**

- a. The length of the program was well received, began at 9:05AM and ended at 10:18AM, the keynote was 20 minutes.
- b. Adding an award will require a timing adjustment to the schedule of event

**13. Technology (A/V) Video, Photography**

- a. There is a desire to have a more meaningful video that will show winner's impact on their community.

**14. Venue and Food and Beverage**

- a. It is recommended that a meat be added to the breakfast.

**15. Budget**

	2019 Budget \$	2019 Actual \$
Income	\$27,900.00	\$31,170.00
Expense	\$37,585.00	\$21,172.33
Net	\$ (9,685.00)	\$ 9,997.67

**16. Future Roles and Responsibilities**

- a. The R&R will match the timeline and the breakout of staffing.
- b. Leadership should be as follows:
  - i. Chair
  - ii. Awards
  - iii. Sponsorship

2019 Volunteer Recognition Event  
March 8, 2019  
Minutes



- iv. Communications
  - 1. Media and Public Relations Coordinator
  - 2. Graphics
- v. Venue & Décor
  - 1. Registration
- vi. Logistics & Schedule of Event
- vii. Workshop (keynote activities)