

CCGA Conference Planning Meeting
Tuesday, February 11, 2020, 11:00 AM - 1:15 PM
The Hatchery

Present: Julie Samuels, Mamie Gray, Lorraine Kells, Gina Jamison, Sam Taylor, Angela Taylor, and Bea Jasper. Amy Olson participated via speakerphone.

1. Welcome & Call to Order

The meeting started at 11:15. Amy took notes and Gina was the timekeeper. The agenda was reviewed and accepted.

*The minutes from the last meeting (Jan 14) were not reviewed - will be accepted at next meeting.

2. Discussion about assignment of a Logistics Lead and a Volunteer Lead

At the last meeting, it was mentioned that there is a need for logistics support for the conference. There is also a need for a volunteer coordinator. **Lorraine** volunteered to help with logistics (with support from Finance and whoever else wants to participate). **Gina** offered to coordinate the volunteers.

3. Report of Venue Ad Hoc Committee (Angela) and Use of Arts Bldg Entrance and Bridge

The venue offers options as far as use of the space. It's a given that the registration this year will be on the first floor. The conference, the vendors and the meals will be on the 2nd floor.

The group had a discussion about the use of the bridge because it was tabled at the last coordinating meeting. The fee for the bridge is **\$250**. The initial thinking was that the vendors could be on the bridge (\$50 each) with space for **22** vendors.

Here is a summary of the discussion:

- It was agreed by all that the vendors should arrive early - set up by 8:30.
- All agreed that if we don't have at least 20 vendors, we should NOT use the bridge as it will seem empty.
- We will need to have someone speak and encourage people to sit and listen, and discourage them from visiting the vendors during the keynote. We will have a single page program and could have a poster with the schedule as well.

Option 1 - NO Bridge (enter through Academic Bldg Lobby)

- In this option, attendees enter through the Academic Building Lobby, register and then head upstairs to the 2nd floor "House" (large, open cafeteria). They cross the House to pick up their breakfast. They have breakfast, visit the vendors in that same space or chat with friends, then head to their workshops. Then they eat lunch, listen to the keynote and can also visit vendors right in the same space. (Potential to be loud and a little chaotic.)

- Depending on the number of vendors we have, the profit will be \$50 per table. 15 tables is \$750.
- Cordia has a map showing how the vendors could be set up without use of bridge. She says fire codes are met. How many vendors does her map accommodate? We need to see it.
- Angela and Julie thought that putting the vendors on the bridge makes them feel too separated from the rest of the conference. Bea also supported this thought.
- Keep in mind that we will need to reconfigure the House to accommodate the vendor tables. Do we have time?
- Sam thought that putting the vendors on the bridge could cause a logjam when people are walking from registration to the cafeteria via the bridge.

Option 2 - YES Bridge (enter through Arts Bldg Lobby)

- In this option, attendees enter through the Arts Building Lobby, which is closer to the parking area. They register and then head upstairs to the 2nd floor and cross the Bridge. Along the way, they can meander and visit the vendors and enjoy the great views. Then they can grab some breakfast and grab a seat in the "House" (large, open cafeteria). They can visit the vendors on the bridge or chat with friends, then head to their workshops. Then they eat lunch, listen to the keynote and can visit the vendors on the bridge. (Potential to miss the keynote.)
- The Bridge can accommodate 22 tables comfortably. This totals \$1,100 at \$50 each. The fee is \$250, for a profit of \$850.
- Vendors will be somewhat separate, so conversations can happen organically. There is less of a concern about noise. We can have more vendors by using the bridge.
- Could people forget about the vendors on the bridge?
- We will need to have some signage - maybe a banner about the 'marketplace'?

Table update (Angela):

- CCGA will provide tables for the vendors . Hopefully this will make setup easier.
- WYHS has 25 tables we can use (Matthew committed these)
- Matthew has a total of 50 tables. Angela has reached out to see if we could use more if needed.
- She determined that we need 8 tables for lunch.
- We will need additional tables for CCGA - registration and membership, swag, seeds...
- Angela possibly has backup tables through GPCC.

Action steps:

- Ask vendors to be set up by 8:30 (They have access at 7:30)
- Ask Cordia to bring her map
- Vote on use of bridge at Feb 18 coordinating meeting. Present options and cost comparison.

4. Discussion of "Swap" in lieu of Resources giveaway at conference

- Angela presented an idea that she and Cordia discussed about having people bring gently used tools to swap at the conference. Perhaps people could get a raffle ticket if they bring something and then pick something.
- How do we engage people? We could frame it as part of our sustainability message. We can announce it on Facebook and then follow up in our next email newsletter.
- When during the conference does it happen?
- How do we make it equitable? "Gently used" needs to be defined.
- What will we do with the stuff that is left at the end of the day?
- There will be a Resources tool giveaway in early March. For those expecting tools.
- Julie reminded us that the membership table has been doing this and there were no issues, no tickets were needed. People can bring it, put it on a table. Period.
- Bea emphasized that it needs to be organized and communicated clearly: "In lieu of door prizes this year, we are organizing a SWAP. Do you have a tool, a book, or something someone else may find useful? Bring it to the conference! It must be something that someone can carry home easily. Questions, contact..."

Action steps:

- Craft wording and bring to meeting - Amy and all (see above)
- Who will coordinate this? Decide at coordinating meeting.

5. Report on Catering - Angela

We are going with boxed lunches.

- All sandwiches will be made with gluten-free wraps. The wraps will be made of veggies: spinach, rice, cauliflower...
- The chef invited us to come out and sample! YES! When??
- The fillings for the wraps will be: Turkey, Chicken Salad, Beef, and Veggie (Roasted/Grilled)
- There will be two salads: Cucumber and 4 Bean
- We will reduce waste as much as possible. Sandwiches will be wrapped in paper. Salads will be served in paper bowls. We will get compostable forks if we do not have the camping bamboo cutlery as the giveaway item. NO PLASTIC!

Action steps:

- Try the food!
- Create a plan for recycling/composting ahead of time!

6. Report on Registration - Mamie

- Mamie gave an update and said that much of the process will be the same as in the past. She needs volunteers and would like some of the same people if possible. JW, Angela, Sally, Mamie, Nita.
- JW will provide the sheets as in the past.
- Mamie will make a list of what she needs.
- There is a desire to fine tune and improve the reporting. We need to know more about walk-ins. Mamie will work on a template to capture who walks in: Adult, Child/Student, Support.
- Also, we need to include paid and unpaid no shows. They do affect the conference because we include them in the food estimates and workshops! No shows make things messy!

- Bea mentioned that wristbands could be used as a backup. The number on the tabs can be reconciled with lists. They did not get them back from JW.

Action steps:

- Get wristbands from JW.
- Mamie will work on a template for the walk ins.

7. Report on Sponsorship - Angela and Cordia

- Angela confirmed that Openlands has donated \$1,000!
- She has reached out to someone about supporting breakfast.
- Cordia has sent some letters, she will have to report on that herself because Angela was not sure who the letters went to.
- If anyone has sponsor ideas, send them to Angela!

Action steps:

- Amy offered to look at existing sponsor list on Drive and make letters. She will bring to the coordinating meeting on 18th.
- Follow up with Cordia

8. Centerpieces

There was mention that Cordia was talking to New Leaf about donating centerpieces which prompted a discussion about having centerpieces:

- The tables are different sizes: round, booths, hightops, octopus... perhaps we should have nothing on the tables.
- Amy mentioned paper pots with herbs that people could take home.
- There was mention of terra cotta pots with silk flowers.

Action steps:

- We need an update from Cordia
- We should decide whether to have centerpieces at the Feb 18th coordinating meeting.

9. Support Team / Volunteer Coordination - Gina

We did a quick tally of volunteer needs:

- 5 - Catering (Angela)
- 3 - Registration - (6 adults total incl. Sally, Mamie, JW)
- 3 - Membership & Vendors (Julie) Adults
- 6 to 12 - Education (Timekeepers - Students)*
- Resources will do the seed table - confirm!

*Presenters Caitlin and Howard can bring students

Action steps:

- Ask Caitlin and Howard to identify student volunteers.
- Add language to support team info on website about orientation being required (Amy)
- Confirm that Resources can staff the seed table.

10. Committee Conference Updates -

Communications

Amy gave an update:

- Email newsletter went out Feb 10 announcing registration is open. Some people have already registered!
- Go Fund Me has been set up to accept payments.
- She is creating a flyer for all to circulate. Will send it asap.
- There is a plan to highlight all presenters on Facebook. (Also other conference highlights)
- We will send a follow up email later in February.
- We will make sure our Instagram is up and working!
- We are researching the giveaway item: Bamboo travel cutlery!
- Lorraine reminded us that we are also giving away packets of seeds at registration. Let's discuss this.

Action steps:

- Amy will make a flyer.
- Amy and Lorraine will make Facebook posts.
- Communications team will create follow up email about conference for late Feb.

Membership (Vendors)

Julie gave an update:

- It was decided that vendors can set up at 8:00 and leave at 2:30.
- Julie is going to update the application
- Lorraine mentioned that the 'second list' has more people.
- Angela gave a few more suggestions. There is someone who makes pastry that could participate in the morning. YUM!
- Gina's vendors from her Kwanza celebration could be interested. Jewelry!
- Lorraine reminded us that the MWRD is bringing potted trees. Beware of the compost! We will have to supply info to people about the compost.

WYHS Site Visit TBD soon!

- Could we talk to Matt about having the bldg. until 3pm on conference day?
- Angela requested dates from Matt for a site visit. Will be after 3:15.

11. Next Meeting

Tuesday, February 25 at 11:00 am at The Hatchery