**Members:**  **Mary McCoy, Melissa Craft, Earle Barnes**, Tymn Neece, Jayme Osborn, **Laura Jones**, **Corbin Ellsaesser**, **Debbie Czarnecki**, **Melinda Doherty**, **Brenda Duff**, Nikki VanIngen, Sharon Black, **Debbie Smith**

**Members not present:**  Tymn Neece, Jayme Osborn, Nikki VanIngen, and Sharon Black

**Recording Secretary:**  Earle Barnes

1. Announcement of Recording: Earle announced that the call was being recorded.
2. Theme ideas
   1. Mardi Gras – this has been used before
   2. Olympic
   3. SNUG rocks the 50s
   4. SNUG goes to the Oscars 🡨 Silver Screen SNUG
   5. Rio Olympics
   6. Roaring Twenties 🡨SNUG 2007 banquette theme
   7. Super Heroes/ComicCon
   8. 400th anniversary of Shakespeare’s death
   9. 50th anniversary for Star Trek 🡨similar to Fantastic Voyage theme
   10. Disneyland’s 60th birthday
   11. 150th anniversary of the Netherby Shipwreck

We discussed the potential conference themes seen over email that were going back and forth.   
  
Some had been sent to Missy via Myra or Martha and they were not very happy with some so they didn't share the whole list since they didn't think that they were even workable ideas.  
  
Jeff asked Melinda if we wanted SCC to be brainstorming and they already had been. The purpose of this call was to come up with some ideas so we would not be doing that on the main call.

Martha sent Missy an email just this morning with ideas and she was informed that we were looking into the Olympic based theme as well. The email was being forwarded again to the board as some members had not yet received it.

In the meantime, Melinda asked Missy to read through some of the conference name and tagline ideas to go with an Olympic theme that were pitched by SCC in the email.

Also attached was a document cataloging past conference themes and artwork.

Other suggestions included comic-con/superheroes.

Melinda inquired if we were all onboard with the Olympics theme and the consensus was yes.   
  
Missy thought that including an education based tagline was good as far as selling the idea to hospital administration.  
  
Earle indicated that in the email SCC sent out just now there's a bunch of them though the board should probably look through just to be thorough.

There was further discussion on different names and taglines included in the email from SCC.

Earle indicated that he hadn't heard back from the legal department of the Olympics probably due to them being pretty busy right now, but hopefully we will get some good news from them. If we didn't we would see what else we could come up with for the conference logo. Maybe use f

our rings instead of five.

1. Keynote speaker
   1. Former Olympic athlete
      1. Suggested sites

[http://premierespeakers.com/athletes](https://urldefense.proofpoint.com/v2/url?u=http-3A__premierespeakers.com_athletes&d=AwMFAw&c=qhent5lL-8Lans1hhN7NTGhSd0GBLfQfwUvzHj1D5tQ&r=4X-uQpBkj7ZPils8khUI9_mW-zKAMPMtZu7v4svLvl0&m=ys70weaLPVBzx3V97Apri3_usHl3DB-J-RzewnKBNAs&s=FIs6nS7dCHjVEAS7VQBzIFYphjapQtY7jCk0keavPW4&e=)

[http://www.athletepromotions.com/speaker/](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.athletepromotions.com_speaker_&d=AwMFAw&c=qhent5lL-8Lans1hhN7NTGhSd0GBLfQfwUvzHj1D5tQ&r=4X-uQpBkj7ZPils8khUI9_mW-zKAMPMtZu7v4svLvl0&m=ys70weaLPVBzx3V97Apri3_usHl3DB-J-RzewnKBNAs&s=6UU30-P_luaC8Vb2PvlfpYyvk09u2I5AZG8Y2bDGFjU&e=)

[http://www.harrywalker.com/speakers/inspirational-athletes-and-sports-figures.cfm](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.harrywalker.com_speakers_inspirational-2Dathletes-2Dand-2Dsports-2Dfigures.cfm&d=AwMFAw&c=qhent5lL-8Lans1hhN7NTGhSd0GBLfQfwUvzHj1D5tQ&r=4X-uQpBkj7ZPils8khUI9_mW-zKAMPMtZu7v4svLvl0&m=ys70weaLPVBzx3V97Apri3_usHl3DB-J-RzewnKBNAs&s=DhNwNRq8Bc-tJZDTsOrIZ8kIf75mXDAnuY0N-aL20tg&e=)

<http://www.eaglestalent.com/resources/the-idea-center-to-present-keynote-speakers/athlete-keynote-speakers-and-appearances/>

* 1. Joel Zeff
  2. Jim Collins (Good to Great)
  3. Morten Hansen (Great by Choice)
  4. Lowell Catlett

Melinda likes the idea of an athlete but hadn't a chance to review the list of companies that Earle sent. Eagle talent was the company that we used last year to secure a speaker.

Included in the agenda were some ideas for speakers that Melinda was familiar with from meetings at Baylor.

One other thing for Laura's committee to do is making recommendations for a speaker. Brenda and Missy indicated that they would work with Laura in this effort.

1. Conference planning chair

The email finally came through and we agreed that we would submit a prioritized top five to Laura.  
  
Melinda thought that we might think about writing down a job description for the conference planner duties.  
  
Melinda outlined that one other thing that she and Corbin felt like might be helpful to go along with the conference planner duties is with the contract and managing the travel arrangements.

Missy indicated that the Link was able to handle all the various specifics pertaining to the keynote speaker for the 2014 conference as well.

This was one of the things listed for the $850, but we would not have them select a speaker, but only handle the arrangements. This may be a point to negotiate the price down a bit.

1. Conference planning project plans

Melinda wondered who should own that document. Corbin spoke up and said that it should be a SNUG owned document that we can disseminate to those who need it. Other members were in agreement that we should keep as much ownership as we can.  
  
Missy indicated that from a timeline perspective we should try to incorporate the dates on Myra's spreadsheet broken out by month on to a new one because they are way more accurate than what we actually ended up with last year just because of all the chaos.

If SCC has recommendations that need to be added to it they need to give them to us and we can add it to the document.  
  
And for our first conference planning meeting is on the calendar for Wednesday, June 3rd. Jeff wants to have Myra go over the conference survey that was sent out already. Melinda would like the board to look that over prior to the meeting.  
  
Melinda gave kudos for the drafting of the conference planning document and Missy indicated that Tymm was key in its development and then just as they did things that they were discussing Tymm to just threw it in there. So really with everybody contributing and it is hopefully going to be super functional.

1. Conference planning outsource options from The Link

See table below, page 5

1. Hotel for 2017 event – Sheraton option

Melinda indicated that it is already a little bit late to change ~~this~~ hotels with us not being local and able to go look at them without a little bit handicap ~~like that and I~~ so would like to go ahead and procure the Sheraton 2017 and tack on a few days after the conference to go scout new locations for 2018.

There were no objections to that idea. Corbin mentioned that maybe the Link could also assist us with the selection. Missy and Melinda concurred and offered some further incite on this being where they have expertise and experience with SNUG as well.   
  
Melinda will let ~~Doree~~ Dori know of our decision to continue through 2017.

~~Right now I mean unless there's something that really has been that is the and then they can maybe we can deal with the moment this year right. OK go ahead and learned that we're going to~~  
  
They gave us option of April 23-28 the rate will go up to $205 plus tax with an overall reduction of rooms due to a shorter conference. Melinda voiced concern over the price being over $200.

The other option where we have a reduced rate of $189 will be May 21-26, which Melinda feels might be a busy time with various personal events.

There was some discussion where there was discord for a May conference because there are a lot of graduations, Memorial Day, and family plans.  
  
Debbie Smith said that we had the conference in May around Memorial Day and there were no other issues. Corbin and Missy both also preferred May over April due to nice weather and having a holiday weekend in case family wanted to come. Attendance was good as well, but to be sure Myra or Jim could be contacted for actual numbers.

* 1. April 23 - 28 $205 plus 12% tax
  2. May 21-26 $189 plus 12% tax

Discussion around the conference planning began again and items brought up were the swag, the logos, and how we are going to proceed in lieu of IOC approval for use of Olympic logos. Earle mentioned that we just have to wait but we will continue to design around that. The current drafts will not be our final obviously but he thinks the hard part is over pretty much. As far as the beginning phase of the planning. Everything else is going to be pretty much cut and dry. We will know who to call to get what we want and all that's the fun part.

Missy wondered since in the past and even this past year SCC has pretty much come up with all of the art work ~~and the time for everything did we want to~~ should we ask them to submit some ideas as well. Earle spoke up and said that part of him says yes and then the other part of says no because their problem is that we tax them too much but at least that's what it seemed like we don't want to take their resources away. But part of him also being creative likes to see what other people come up with and Corbin agrees. Missy also pointed out that they may have resources as well for obtaining artwork that we might not have access to. Earle pointed out that we need to make sure though that all the artwork is being used legally.  
  
Missy urged Melinda to ~~would~~ reiterate ~~and~~ this with SCC because in the past they have ~~kind of always~~ had control over the ~~our~~ work ~~that~~ but we need to approve any designs that they might go with or they are submitting.   
  
This meeting being impromptu will not count in the meeting required for attendance but this will be our extra credit in case we miss one.

Meeting was adjourned

Minutes Prepared by Earle Barnes - 5/20/2015

|  |  |  |
| --- | --- | --- |
| **Pre-Conference** |  |  |
| Venue contract review 2016 |  | $ 255.00 |
| Venue site search 2017 |  | $ 340.00 |
| 2016 Conference Theme |  | $ 510.00 |
| Work with SCC on Promotional materials/Marketing Mailers |  | $ 1,700.00 |
| Select conference gift/swag. Receipt of gifts/content at The Link office; prepare for the conference |  | $ 1,700.00 |
| Menu selection for all meals, breaks, and networking events at the venue |  | $ 1,700.00 |
| Coordinate all transportation needs, Super Shuttle contract, speaker |  | $ 1,360.00 |
| Keynote speaker selection (on the direction of the Board); securing contract and managing all speaker needs |  | $ 850.00 |
| Special events: all entertainment; décor; etc.. |  | $ 2,125.00 |
| Coordinate all a/v needs |  | $ 850.00 |
| **Conference On-Site** |  |  |
| One Planner x 8 days (SNUG to provide one sleeping room for 7 nights) |  | $ 6,800.00 |
| 2nd planner is included in the Registration contact |  | $ 0.00 |
|  |  |  |
|  |  |  |
| **Total** |  | **$18,190.00** |