

2008 Health Summit planning
Feb 19 2008
10:30 am
Sitka Community Hospital

In attendance: Doug, Gretchen, Elisabeth, Penny, Charles, Grace, Jack, Michael, Heather

Agenda:

Speaker Update

Sponsorship Update: USCG, Securing logos

PR Update: Save the Date cards, website

Dinner: logistics, food

Speaker: Dan Burden, board of Active Living Design, helped CA and CO come up with healthy living checklists, helped in Juneau with transportation, represented North America at an international conference on healthy communities, has worked with Anchorage also, former NGS photographer. www.walkable.org

His price is \$2500/day; Grace offered him \$1000/day and he accepted (\$3000 total) She anticipates an agreement with him today or tomorrow.

Sponsorship:

Budget update distributed to committee: SCS - \$250; City - \$750; Premera = \$3000; Paula Scott = \$500; Parks & Rec = \$1,000; Old Harbor Books = \$100; Steps = \$1,000

Still have about \$7,000 to go.

Checks should be given directly to Grace.

Thad said he would make \$\$ donation and contribute advertising. (ads last year totaled \$2454)

Meals left to fund: may be able to get SCH to do in-kind breakfast.

Last year's budget included \$1,018 in letterheads – Michael indicates that we probably won't be doing as many personalized invitations, and we probably can do the printing in-house.

Missing from budget is cost for a program; didn't have one last year, but need one this year because people are expecting to see their sponsorships on it. Not sure how much it will cost, space depends on how many sponsors we get; can also be printed internally. Printing and postage for Save the Date cards also need to be included in budget.

Other sponsor ideas: ask speaker if he has ideas; also with walkability focus – ask Mac's, Orion's, Bike & Hike.

Heather will email summit logo to committee

Everyone will follow up with the entities to which they distributed letters, encourage their participation. Also need to check back with sponsors who contributed \$250 and above to get their logos and a camera-ready ad in electronic form.

Everyone should also send their list of people that they gave letters to to Elisabeth so she can follow up with the rest.

Grace will give a letter to Kevin Sareault (USCG) and follow up with him. Better to ask them for people help rather than money.

PR Update:

Save the Date cards have been approved by committee; called AK Litho to get quote; Kendra sent mailing list = 121 names; MJ and HC will order 200 in case there are additions. Want them mailed by the 28th. Postcard stamp. Need to print labels and stamp them – need someone to do that. Maybe communications can do mailing. **Heather** will send Grace the bid when she gets it.

Also said we'd do small PR release in Feb – inc. nominations of award; **Charles** is working on it.

Event locations: Wednesday night dinner at Hames; Thursday community planning at Centennial Hall; Friday breakfast and policy planning at Sitka Community Hospital (?? **Elisabeth** will ask)

Website:

Last year, used online registration system on SEARHC website, pulled offline at deadline, exported to Excel to use as mail merge; included ability to have someone RSVP via phone and still be entered in that system also.

This year – lots of info on AOC website; good thing to have it there. May want to solidify the summit as it's own entity that will happen every year, good to have own domain name like sitkahealthsummit.org. Committee has done lots of branding work and need to keep that, giving own domain name would help that.

Group discussed pros and cons of establishing new domain name: many expressed their preference that the AOC link not be lost, because visiting the AOC page shows lots of collaborative community effort, including the health summit. Decided to register sitkahealthsummit.org, but have it redirect visitors to the front page of AOC website. **Matthew** will register the domain and set this up. **Heather** can help link up reservations website.

Hames Dinner:

Curt doesn't know how many it will seat, but can get plenty of tables from Blatchley, Presbyterian Church, wherever; stage set-up, etc. Just need people power to help put it up. Plenty of electrical outlets. Need to cover the floor – may be good USCG project.

Logistics subcommittee formed: **Doug, Jack, Grace**, maybe ask someone from Centennial Hall staff to help think through it.

Doug talked to Buzz at SEARHC – they have fed 700 at Hames. Halibut is going to cost more than last year; SEARHC catering has experience there, advantages to having them do it. Group agrees to ask SEARHC to cater. **Doug** will confirm.

Recommendation made to charge nominal fee (\$5?) for the dinner.

Before March 11:

- Logistics committee will meet
- Follow up on sponsor requests; email who you're contacting to Elisabeth

- Grace will contact USCG for help
- Get logo and ad from sponsors giving \$250 and above
- Secure website domain
- Grace/Gretchen will work with communications to make mailing labels
- Grace will confirm speaker

Also coming up in March:

- Discuss program content
- Ellen's movie: sneak preview on Wednesday night, show full film during lunch-and-learn on Friday?
- Send out press release on award nominations
- Mail invitations
- Decide on other activities (maybe have Dan do walkability stuff on Wednesday morning)

Next meeting – March 11, with big group

Need to meet again before that meeting to figure out? Decide via email if we will schedule an additional planning meeting.