

LDEI 2016 Annual Conference

Planning Committee Notes

Thursday, June 16, 2016

5-6:27 p.m.

Conference Call

Meeting Participants:

Drew Faulkner

Susan James

Polly Wiedmaier

Ann Stratte

Katherine Newell Smith

Stacey Adams

Rosa Mendoza

Meeting Notes:

- **Committee Reports:**

Optional Tours Committee:

Katherine Newell Smith has completed the pricing for the tours. Pricing was determined based on transportation, food costs, coverage of organizers, etc. Any profit generated through tours will go toward conference expenses although profit is anticipated to be minimal as tours are priced to be reasonable. She will provide the final price information to CiCi Williamson for the brochure.

Transportation for the tours will be provided through Reston Limousine. Reston can handle the reservations for the various tour options, if needed. It was suggested that Greg Jewell reach out to Reston to coordinate the best way to manage arrangements. Reston will also be considered for the Friday night Union Station event. Friday night arrangements will be handled separately by the Planning Committee leads or their designee. Susan James will also follow-up with Reston as a possible conference Patron donor. Ann suggested potentially featuring them in the brochure in some way.

Educational Sessions Committee:

Stacey Adams reported on educational sessions planning and noted that the sessions' line-up and speakers are now complete. Focus now will be on content. Ann referenced

her recent conversation with Eileen Dykes regarding Eileen assisting Stacey with sessions' organization and follow-up given her experience with Women in Gastronomy. Stacey will contact Eileen. A question was asked about whether or not the sessions be taped. Currently there isn't a budget to record the meetings but the Committee could explore a grant option, live streaming, or student volunteers. Drew Faulkner agreed that recording the sessions would be valuable and will make a note that someone should be assigned to follow-up on this idea. Polly will contact Aviva Goldfarb for her thoughts as she has recently been recording her work. Other video experts within the Chapter may be contacted too.

Stacey Adams and Polly Wiedmaier are working on the #FoodPorn contest that is tied to FoodPorn educational session and will be promoted through social media. The contest will close on October 20 and the winner will be announced at the conference Saturday night MFK Fisher banquet. The group will work with Greg Jewell to promote the contest to the membership through an email blast, the LDEI Facebook page and by posting information on the LDEI website. Polly and Stacey will also promote the contest through the DC Chapter social media sites. Prizes are to be determined and will be awarded for 1st, 2nd and 3rd place winners.

Food and Beverage Committee:

Polly Wiedmaier reported that Susan Slack contacted her regarding the Global Culinary Initiates breakfast Saturday morning. Susan is interested in international/global breakfast options. Polly will check with the hotel to see what's possible. Polly and Ann have also spoken with Design Cuisine on the Friday night dinner and the option to have local chefs and DC Chapter book authors to provide tasting dishes. The tasting dishes will help supplement food provided by Design Cuisine and give us the room to have a better selection of food and beverages. Polly will request assistance with organizing and transporting the tasting dishes. An estimate of the number of attendees for the dinner will be provided by Greg Jewell around the end of September. A question was also raised about the budget line item for the photographer and how the photographer may be used now that we're not doing Chapter photos. This will be further considered by the Planning Committee leads including social media uses.

Transportation for the Friday night event will need further follow-up. Work with transportation information already solicited and Reston Limousine.

Hospitality Committee:

Drew Faulkner referenced the information that she received from the Charleston Chapter on how they handled the hospitality suite. The marketplace will be Friday-

Saturday 10:30 a.m. – 2:30 p.m. An author’s book signing will be held Friday 4-6 p.m. Politics and Prose will be brought in to provide the books for the book signing event.

Rosa Mendoza had questions about roles. Drew noted that Alison Ricketts will handle goody bags and that Susan James will work with potential sponsors. Debbie Moser will help to organize the marketplace. A call will be scheduled shortly to coordinate all these activities. Rosa also asked for ways to solicit volunteers. It was suggested that volunteers be requested through Entre News. Drew will also share the Chapter volunteer list with Rosa for email follow-up. Polly suggested using Sign-Up Genius as an option for confirming volunteers. Ann suggested reaching out to Marie Stephanie who has helped to coordinate volunteers for the past two conferences. Eileen Dykes may be another resource for Rose to contact.

Goody Bags Committee:

No report provided.

Fundraising Committee:

Susan James reported that LDEI has asked the DC Chapter to raise \$10K in 20 pledges of Conference Patron of \$500 each. All Chapters have been asked to also solicit Conference Patrons but may have different quotas. To date, 25% have been sold in the DC Chapter with 15 more Patrons needed. Susan is looking at potential local donor prospects and has a working list of companies that she plans to reach out to. Susan will seek further suggestions through Entre News and reach out directly to Chapter members who may be able to assist with donor ideas. Any donors of \$2500 or more will be directed to Greg Jewell.

Susan is also looking into possibly promoting Patrons at the conference marketplace. It was suggested that Susan contact Stacey Zeigler directly to explore this idea further. Susan also has some questions about how donor funds are directed that she will discuss with Stacey.

Adjourn