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SACRAMENTOWORKS

**SACRAMENTO WORKS, INC.
EMPLOYER OUTREACH COMMITTEE**

Date: Wednesday, January 29, 2020

Time: 3:30 p.m.

Location: SETA – Board Room
925 Del Paso Blvd.
Sacramento, CA 95815

AGENDA

1. Call to Order/Roll Call
2. **ACTION:** Approval of December 11, 2019 Minutes
3. **DISCUSSION ITEM:** Future Focus Event 2020
4. **ADJOURNMENT**

Committee Members: Larry Booth, Troy Givans, Babette Jimenez, Christine Laster, Fabrizio Sasso, Louise Stymeist, Rick Wylie

This meeting is open to all members of the Sacramento Works, Inc. Board and the public.

DISTRIBUTION DATE: WEDNESDAY, JANUARY 22, 2020

Employer Outreach Committee
Minutes/Synopsis
(Minutes reflect the actual progression of the meeting.)

SETA Board Room
925 Del Paso Blvd., Suite 100
Sacramento, CA 95815

Wednesday, December 11, 2019
3:30 p.m.

1. **Call to Order/Roll Call:** Mr. Wylie called the meeting to order at 3:33 p.m. The roll was called and a quorum was established.

Members Present: Babette Jimenez, Christine Laster, Rick Wylie

Members Absent: Troy Givans, Fabrizio Sasso, Louise Stymeist

Others Present: Kathy Kossick, Roy Kim, Phil Cunningham, William Walker, Terri Carpenter

2. **ACTION:** Approval of October 30, 2019 Minutes

The minutes were reviewed; no questions or corrections.

Moved/Laster, second/Wylie, to approve the October 30, 2019 minutes.

Voice Vote:

Aye: 3 (Jimenez, Laster, Wylie)

Nay: 0

Abstentions: 0

Absent: 3 (Givans, Sasso, Stymeist)

3. **DISCUSSION ITEM:** Future Focus Event 2020

Ms. Carpenter stated that the workforce board discussed this and it seems that we should move forward with coordinating the event for 2020. We already have one sponsor: Lynn Conner with the Better Business Bureau. Ms. Carpenter stated we need to bring in at least \$40,000 to make this event viable and she expects revenue to come from sponsorships and event registrations. Ms. Carpenter suggested not changing the sponsorship levels but consider changing the ticket level prices to bring in additional revenue. Mr. Wylie suggested selling tables. Mr. Wylie wants to have a named sponsor that will 'own' this event, i.e., the Golden 1 Future Focus event at \$25,000.

Mr. Kim reported that he recently got some quotes for another event and the one that came in lowest was Arden Hills Event Center; it has the capacity to serve breakfast, lunch, and meeting facilities as well.

The committee discussed table sponsorships: \$1,000 per table with 10 seats. Mr. Cunningham asked what people would get for sponsorship and Ms. Carpenter replied that the sponsor logo would be placed on the Future Focus Website and be recognized at the event.

Committee members discussed potential key event sponsors such as Wells Fargo, Golden 1 Credit Union, Safe Credit Union, 5-Star Bank, SMUD, Kaiser, and Sutter. Ms. Carpenter suggested we move ahead and plan the Future Focus event and prepare to pitch sponsorships to potential sponsors. Mr. Kim stated that if it will be a recurring event, we should keep the Future Focus name and if a major sponsor is secured, add that to the name of the event.

Committee members then discussed ticket prices and sponsorship prices. Mr. Wylie suggested a ticket price of \$150. A table sponsor price would be set at \$1,000 which would include placement of the company logo on the website and in the program, an exhibitor booth, as well as a table for 10. Ms. Carpenter stated that if the ticket prices are increased, it will lessen the number of education and public sector attendees.

Ms. Carpenter reviewed the budget. Valley Vision will help with the event coordination including logistics and facilities.

Mr. Wylie shared information about a potential keynote speaker, Paul Carroll. Mr. Carroll is currently working on a book explaining how to design a Future Perfect based on the Laws of Zero. Mr. Wylie gave a brief synopsis of the theory which is based on the notion that the best way to predict the future is to invent it. There was discussion on obtaining a video from one of Mr. Carroll's prior speaking engagements.

Ms. Carpenter agreed to contact Arden Hills for possible October 2020 dates. All of the local chambers of commerce will be asked to participate and consider joining the working group of Future Focus. Ms. Carpenter thinks Comstock's would be a good sponsor. She will be meeting with them after the first of the year.

There was a discussion on setting a date for the working group. Ms. Carpenter stated that Valley Vision will be included in all planning meetings. She asked if this committee would be the working group instead of having two different groups and Mr. Wylie replied that the Employer Outreach Committee would be the working group responsible for planning the Future Focus 2020 event.

Staff was directed to send an e-mail to the whole board and let them know what is going on, indicate that there is an interest in networking, and try to engage other members to assist in the preparation of this event. We need to have the board support.

It was decided to do a Doodle poll to determine the date for the next meeting. A number of dates were considered but staff was asked to hone in on January 29, 3:30 p.m. and then book the last Wednesday of each month.

Ms. Carpenter will readjust the budget and have it ready for review in January. Mr. Wylie asked that it be turned into a timeline showing benchmarks.

4. **ADJOURNMENT**: The meeting was adjourned at 4:35 p.m.