



ECE CONFERENCE PLANNING COMMITTEE MINUTES
Thursday, February 15, 3:00-5:00 PM; COE Educational Services Conference Room

Chair: Michele Mosher (California Early Childhood Mentor Program)

Members: Janine Canada (Consultant), Maria Castro (Central CA MHS), Vicki Coffis (Early Care and Education Teacher), Sandy Davie (SC Toddler Center), Irene Freiberg (Growing Years Preschool), Lorena Gonzalez (Head Start), Jean Gallegher-Heil (Cabrillo College) and Karen Hamman (GoKids) and Cindy Torres-Rica (GoKids).

Conference info and registration forms will be posted soon at www.ececonference-santacruz.org

I) Welcome and Introductions

Meeting called to order at 3:10 p.m. Absent: Vicki Coffis, Hiranya Brewer, Karen Hamman

II) Update of workshops and presenters (GoKids workshops, etc). Decide on translation, # of co-presenters

- Committee used the chart of Workshop presenters to review the status of each workshop. Most presenters know that they are being asked to do two of the same presentations in the afternoon. Jim Marshall and Cirila Ramirez have said they prefer to do theirs only one time so they will be contacted and asked to coordinate. Miche will work with presenters to wordsmith their titles and make their workshop descriptions brief enough to fit in the program, and accurately describe their workshop. (Room assignments also need to be figured out by the final program deadline date.)
- The Head Start staff will present a movement workshop as a group. There was discussion about the number of free lunches that could be provided. (Perhaps 2 per workshop) This needs to be decided so the presenters can be notified before registration takes place and they can pay for the extra meals.

III) Sponsorship and ads

- PACE will donate \$525 to the conference.
- Vicki compiled a list of local businesses that cater to parents and teachers. They will be approached to see if they would like to place an advertisement in the program. Janine has drafted a form to use. Perhaps a business card sized ad for \$25 and twice that size for \$45.
- In order to thank people and agencies who helped sponsor the conference there could be a page that indicates level of sponsorship. (To be discussed with Hiranya.) We could offer a ½ page ad to major sponsors. (for the same price as the small ads, or for free?)
- There was a suggestion to create a separate page in the program to highlight who the exhibitors are, as well as giving them a discount on their ads. \$15 for business card size, and \$25 for bigger ones.
- Please email Janine or Miche if you have other ideas for contacts who may like to place ads.
- It was suggested to contact the Family Child Care Associations to see if they would like to advertise or be sponsors. Community Bridges was also mentioned.

IV) Room reservations; movement room

- Jean has been working with Cabrillo to organize room reservations. She has spoken to Nicco and he will be available to be the tech support.

V) Exhibitor report

- Maria sent out nice postcards to former exhibitors as a “Save the Date” notification. She and Miche will update the exhibitors form. Do they get a free lunch? Will there be a raffle? Need to decide before finalizing the form, so that people can be informed.

- Completed forms should be sent to Cabrillo College, Attn: Maria Castro. Checks will be kept in a special envelope there where they can be locked up. Lisa can help with this. They will eventually get to Janine for deposit.
- Maria would like to request 35 tables so there will be enough for all the exhibitors. Jean will arrange for the tables to be delivered. (Miche will inform her about the number of tables needed for registration, as well.)
- Exhibitors should be able to begin setting up at around 10:30 or 11:00 am. There was some discussion about whether or not some exhibitors could come early and set up something for people to look at during registration somewhere near the theater. It was decided that the programs represented on the planning committee would be encouraged to create tri-fold displays to showcase their programs and that they could be set up on tables in the foyer of the theater for conference attendees to enjoy before the keynote.

VI) Discuss cafeteria displays and showcasing of programs

- The cafeteria will be available at 6:00 am for conference set up to begin, and is available until 5:00 pm. Jean will contact Cabrillo to see if there is any possibility of going there the afternoon or evening before to begin setting up. (We would want to make sure the custodial staff didn't rearrange things during the night.)
- There is some concern about people taking the time to visit the exhibitors and displays. Maybe some eye-catching signs on the tables to invite people to browse would help. Maybe getting the exhibitors to provide chocolate or other freebies would get people up and moving..
- It was also decided that Irene would set up her special display in a more central area so that all attendees could visit it. It will focus on "Books you can make with children".
- Then exhibitors can set up tables in the small room, but not so far back, maybe just across the front of the opening, and the back of that room could be used for storing things.
- It was decided not to charge a fee to non-profit agency exhibitors.

VII) Lunch contract

- Miche received a quote from 5 Star Catering for lunch and continental breakfast set ups. Burritos can be purchased for \$6.00 each. We decided on Chicken and Veggie as the 2 choices. They can also provide water and soda for an additional \$1. We decided to have them do that since those are heavy and inconvenient things to buy and set up. Miche has a quote for \$2295 for lunch components from 5 Star.
- It was decided to plan the breakfast at the next meeting, but a few things were mentioned about the pm snack. Contact Aptos Coffee Roasting Co. and try to get the half-price coffee again and buy cookies from Pacific Cookie Co. rather than having that catered. Water will be purchased from Costco. Giant muffins will not be bought this year, but something for breakfast will be provided during registration.

VIII) Discuss closing activity/facilitator

- There were a lot of ideas about the closing activity. One goal was to help English and Spanish speakers mingle and have a fun and successful interaction together. One suggestion was to have a collection of objects and have people work together to make something out them. Another idea was to use building blocks, tell what yours represented in terms of what you learned at the conference, then build a group structure or pattern out of them. Then take your block home to remind you of what you learned at the conference, or one skill you would put to use.
- Cyndi had nice bag that we would like to order to give to conference attendees. She will try to find out where they can be ordered. Sita will research where Diane Oyler gets bags for CDRC and will let Miche know.
- There was some discussion about whether or not to have a raffle or some type of prizes. This was not decided yet.

IX) Review conference planning timeline

- Tabled until next meeting.

X) Mailing meeting March 29?

- 300 Save the Date fliers were prepared for mailing at this meeting. There needs to be some follow up on the flat copies that Miche requested, (which were not part of this order). Jean asked that they be mailed to all ECE students, but it was decided that committee members would visit ECE classrooms or contact ECE instructors instead, to encourage people to attend the conference.

XI) Adjourn; Set agenda for next meeting.

- Program: Preliminary program and registration forms mailing. Handouts for packets. Ads and sponsorships
- Workshop list. Decide on simultaneous translation.
- Set up: Displays in theater lobby. Set up cafeteria Friday night?
- Opening and closing: Provider appreciation gift—bags? Emcees for opening and closing. Closing activity. Morning and afternoon snacks

Next meeting: Thursday, March 15, 3:00-5:00, COE Ed Services Conference Room.

Mailing meeting 3/29?

FEBRUARY

Cafeteria/closing: Choose table decorations, raffle concept All

Presenters: Workshop proposals due by email: 2/7

Decide which workshops will have simultaneous translation All

Publicity: Design and print Save-the Date flier; Mail "Save the Date" flier by 2/28; Post to web site.

MARCH

Evaluation: Discuss evaluation process for coordinators and conference All

Exhibits: Acceptance and details letter to exhibitors by end of March Maria

Facilities: Assign workshop rooms and AV equipment Janine

Presenters: Confirmation/information letter to presenters; send program Janine

Program: Preliminary Program (all info but room assignments) to designer by March 7; Proof and print by 3/22. Mail by March 28