

DISTRICT CONFERENCE COMMITTEE Report
Aug 22, 2016

Committee Co-Chair - Jeff Pelkey has agreed to co-chair the committee.

Meeting Location - We have agreed to have all our committee meetings at the York Chamber of Commerce building on Route One in York (next to Stonewall Kitchen).

District 7790 - Marge will be meeting with PDG Lennie and the Rockland Chamber in September about collaborative efforts - more info to come after that meeting.

Finance (Nancy Irving) & Registration (Deb Marsolais) -

- Budgeting - our goal is to have registration amounts finalized by the mid-year dinner
- Goal of 200 attendees
- Day-only registration - we will need to come up with some estimates so we will know how to price this.
- Early bird incentives?
 - Discount?
 - Entered in a drawing for a free night at the Samoset?
 - Entered in a drawing for PHF points?
- Registration will be available both online and by mail

Facilities - Andy is now the Facilities chair -

Program Chair - Marge has assumed this role for the time being but **we need to find a chair**

Marketing & Promotion (Lawrence Furbish)

Completed:

- ✓ Advertisement in directory
- ✓ Link to promotional video on district website
- ✓ Poster that Marge takes with her to club visits
- ✓ Lawrence has made arrangements to get a SAVE THE DATE in the district Newsletter

Future Activities:

- ✓ Design & produce a brochure (to be ready by January)
- ✓ Modify the promotional video to have a shorter version for online viewing and a longer one for in-person presentations
- ✓ Set up Conference FB page

TO DO - Marketing group (Brad, Jeff, Marge, Lawrence) should have a conference call to iron out their plans

Sponsorships (Jeff Pelkey)

- Jeff has gotten commitments of about \$4,800 from fellow funeral home directors.
- We need to figure out what the benefits are for various sponsorship levels. **Jeff will draft something.**
- Target is \$15k in sponsorships.

Remembrance (Marie Williams) - will be done throughout conference rather than Sunday morning only.

Reverse Raffle (Susan Ford, along with George Rice & John LoBosco) - Brad contacted her and she is willing to help us. Susan has experience with this in the Rochester Club - **the three of them need to put their heads together.**

House of Friendship (AG's) - need to get going a little sooner.

Road Race (Midge Nelson) - Midge could not be at the meeting but she had contacted the Samoset. They can run a “fun run” for us that would be on the Samoset property (no cops needed), not officially timed and as a consequence very low cost. The down side is that it would not get community involvement and awareness.

- Marge will bring this up in her meeting with Lennie and the Chamber in September.
- Midge is still willing to chair if it turns into a bigger event.
- Midge has recruited Justin Finn from Ports. Lunch Club to help her out.

Entertainment - Jeff will contact Juston McKinney to see if he would be available (he entertained at Marie’s District Conference and was very humorous).

Conference Ambassadors - Marge will ask her presidents to recruit conference ambassadors in their clubs. After finding out who they are, Brad will send each of them a happy dollar to give at their club to announce the conference (\$5 to Portland?!?!)

Meeting Schedule - Meetings for the next few months are as follows:

September 26 (Monday) - York Chamber

October 24 (Monday) - York Chamber

November 17 (Thursday) - conference call

All meetings will be at 5:30