



**MINUTES**  
**January 25, 2023**  
**3:00 pm MST**  
**WYOMING SHRM STATE CONFERENCE**  
**PLANNING MEETING**



1. Attendance – Please type name & Chapter in the chat for record keeping
  - Tabitha Enniss (State/FHRA), Kara Bailey (State/Big Horn), Mary Augustin (State/Frontier), Jaime Carothers (Casper), Heather Doke (BHMC), Sonjia Ralph (FHRA), Kara Beech (HDHRA), Nichole Romeo (Big Horn), Samantha Ingram (FHRA), Russell Webb (FHRA), Jamie Black (PRB), Kelly Peterson (PRB), Dee Lies (FHRA), Kristyn Percifield (State/PRB), Steve H (FHRA), Marina Malatesta, Stacie West, Terri Wells (FHRA), Stefanie Stack (FHRA), Denise Rodriguez (FHRA), Jason Demayo
2. Volunteer positions – See Attached List - email addresses included for ease of contacting other volunteers.
3. Budget – State Council approved \$30,000 conference budget. - Kristyn
4. Registration:
  - a. Sponsors/Vendors – maintaining 2022 sponsor levels
    - i. Contacted LCCC for sponsor table diagram/estimated # of sponsor space available - Angela
  - b. Attendee fees/registration –
    - i. \$259 Early Bird SHRM Member
    - ii. \$329 Early Bird, Non-SHRM Member
    - iii. \$169 Student registration,
    - iv. \$330 Regular Registration SHRM Member
    - v. \$385 Regular Registration Non-SHRM Member

Date for early bird – Mary said we discussed doing a month prior which would be the 20<sup>th</sup>. We need to make sure we get the correct date on marketing materials. We need to confirm those dates. These fees are set for both participants and vendors. Russ reports that the fees for the vendors are not changing from last year.

- c. Virtual Option
      - LCCC does not have platform to support – They use Teams or Zoom (not robust enough for professional conference). Cheyenne Events – Mary is exploring if they have a platform Virtual option. Steve and Russ will connect further on as well. We still need a liaison from this committee. Melissa Gallant is one to reach out to for this also.
5. Cheyenne Events – signed contract – submitted, waiting for them to countersign. Followed up - Russ
  - a. Registration – what else is needed to go live? – Mary

Mary reports that Mid-Feb is when we will see this go live. The Visit Cheyenne signed contract is back. Mary asked if Cheyenne is doing our hotel links – we are not sure if they will be able to do it or not. On the 19<sup>th</sup>, we've asked for 10 sleeping rooms, and on the 20<sup>th</sup> and 21<sup>st</sup>, we've asked for 60 sleeping rooms – is that enough? If there is education like in years past for state council and local chapters, Kara doesn't think those numbers will be enough. They waive attrition – we have to set a date to release those rooms, or we would have to pay for them. She said it's about 30 days in advance.

Mary needs to find out if we are doing a networking event – we have one complementary trolley which holds 25. They have 4 trollies we can contract for. People can sign up with the registration form whether they want to participate in that to give us better numbers. Additional trollies are \$165/hour. Kara will look to see if we have historically charged more for the Thursday night event. Yes, we are doing a tour, yes, we want trollies. Kara will look at getting some food trucks lined up as well for that. Mary and Kara to meet offline to discuss further.

Discount codes – one other thing we have available to us – like a speaker comp. Or if we want legislators to come – people will have a code to have a certain amount of money off their fees. Who would we want to provide discounts to? Heather said last year we just did one, but this might be a question for the state council. In the past for speakers, that has been in their contract, and we paid for those. Do we need to have speakers register or not? Mary suggested we register them, so they are in our system. Do we offer anything else for vendors besides tables with electricity? We need to make sure those are required answers on those forms. Do we charge extra if they want electricity? No.

Vendors and space – we are still waiting for exact schematics from LCCC because that space is under construction. It might fit around 30-40 6' tables. Last time we had around 27. They should have plenty of room for what we need.

Is someone checking on pipe and drape? We need to get it from somewhere. The college might have tablecloths also. It looks nice to have pipe and drape, but we may not need it if the space looks nice. Mary reports that it looks like a lobby. It's the pathfinder building. We think maybe tablecloths should be sufficient for this space. Is LCCC doing our catering? Yes. They should provide tablecloths then too. But we need to ask. Stacie West will check on this with her committee (Russ to follow up with her).

6. Networking Event – Supreme Court Tour, Capital Building Tour – Cameron is utilizing his contacts. We will determine if we need to put in added cost for trollies. We need to try and get people down to capitol building and have some sort of event. Kara will work on before we go live. After hours – parking downtown – there are parking garages next to capitol too if we need to think about that as well. We may need to put in some of those key features including a map of these things in the information that goes out.
  
7. Call for Presentations/Speaker Requests - Amy  
Amy will get the rest of the team together next week and go through applications. Steve Brown has not responded to anyone and is no longer listed on speaker's bureau. There are a lot of great other options though and will be getting this planned out very soon.

## 8. Other Updates

- a. Certification, Speaker Gifts, Décor, Marketing, Facilities, Foundation, Swag Bags, Recognition, Chapter Table

Certification - We are shooting for 12 credits for certification for this Russ thinks.

Gifts – How many speakers are we slated to have? So, we know what to spend per person. 10-12 is what we are shooting for. Don't forget if there is education on that Wednesday – gift.

Décor – no updates. Stacie will look for construction signage to borrow. Kami – reach out to. Trophies or license plates as gifts (Kara had ideas).

Marketing- shared some information on social media and website. Will update links once registration is live. Make sure other chapters are also sharing on their pages. Once we get speakers figure out, we will put more of that information out. We need to think about doing a mailer to other chapters in our neighboring states – can we find out their information? Russ has some Nebraska contact info. Mary has some emails for Northern Colorado, as does Steve.

Facilities- we are good

Foundation – no update

Swag- Cheyenne will help provide the bag and will help stuff bags. We are expecting about 160 attendees not including sponsors/vendors (80 more), plus speakers, so roughly 250 bags is what we would need. They need all of our stuff at least a week out from event to get them in the bags. Last year we had information about Gillette, agenda, certificate, and some local businesses put some things in there as well as the local chamber of commerce. Marina will connect with the chamber and see what they have too.

Make sure we have a chapter table and a SHRM table included to the tables needed for vendors. 40 is max number of tables that we can have in that space.

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