



"Founders of Black History Month"

**2010 ASALH Annual Conference
Local Arrangements Committee Meeting
May 18, 2010**

The Local Arrangements Committee (LAC) met on May 18, 2010 at 6:30 PM at the St. Augustine College Library. Ms. Sylvia Cyrus, the ASALH Executive Director, opened the meeting. She thanked the St. Augustine family for hosting the LAC meetings. Introductions were then made.

Ms. Cyrus reviewed the agenda and gave highlights about ASALH. She noted that ASALH was founded in 1915 by Dr. Carter G. Woodson. They have over 5,000 members who love American and African American history. This conference is the Association's largest event and is its largest fundraising activity.

Dr. Carton Wilson updated the group on the conference academic program, which he stressed is the core of the conference. He was overwhelmed with the number and quality of the submissions. We have received requests for 124 panel presentations and 190 individual paper presentations. This will allow there to be between 160 – 170 academic sessions at this year's conference.

He noted that the plenary sessions are set. He is sure the sessions will appeal to both a national and local audience.

Gaynelle Adams Jackson read the minutes from the April Meeting. She noted that the minutes will be placed on the ASALH website – www.asalh.org.

Ms. Cyrus introduced Marvin Pittman, Chair of the LAC.

Mr. Pittman said he sees the purpose of the LAC being to bring the group together and to focus on where we need to go. He noted that it will take a lot of people working as a team to get everything done.

He introduced Angela Caraway. She will be working with Mr. Pittman and Brandon Trainer on the conference volunteer initiative. She reminded us that we need 200 volunteers and that we all need to work together to meet this need.

Mr. Pittman stated that this is not just a conference, but a learning experience. He then gave directions for tonight's subcommittee meetings. The group divided into the following committees:

- Program
- Vendors, exhibitors, advertisers and sponsors
- Publicity
- Volunteers

Ms. Cyrus also asked persons interested in working on the Black History Tour to meet as a group.

Committee chairs then reported on the action taken during the subcommittee meetings:

1. Program – Linda Simmons-Henry – Chair

The Program Committee has updated the contact list for Honorary Chairs, ministers, local entertainment and possible MCs. They also asked about a budget for local entertainers.

Ms. Cyrus noted that the ASALH Office will take the lead to contact prospective Honorary Chairs. They will write the initial letter and include a reference to persons that actually know the individual. That person then follow-up with the prospective honorary chair.

2. Vendors, Exhibitors, Advertisers and Sponsors (VEAS) – Jarenda Williams - Chair

Ms. Williams reported that the VEAS Committee added names to the sponsor list. She also asked about information to distribute to potential exhibitors and advertisers. Ms. Cyrus noted that the Exhibitor & Advertiser form is located on the ASALH website. She also said that a list of the 2009 sponsors and advertisers is located on the ASALH website.

3. Publicity – Bonitta Best – Chair

The Publicity Committee noted that the goals of the conference publicity initiative will be to:

- Increase community awareness about ASALH and the conference
- Promote attendance
- Solicit volunteers and sponsors

She noted that they had identified the following key target areas:

- Triangle College students
- Social / fraternal organizations
- Black community leaders
- Local churches

We will ask Brandon Trainer to spearhead the social media initiative.

The committee will develop a list of 10 story items. These will be used as the foundation for weekly editorials and will be sent to area media contacts.

We will identify major events where we can promote ASALH and the conference.

Gaynelle Jackson suggested that the ASALH Office send copies of all the ASALH publications that are available for the committee to include in a Press/Promotional packet. Ms. Cyrus committed to create a page on the website dedicated to press and sponsor information.

Gaynelle asked that anyone that has information on organizations and persons that we need to contact about publicity send that information to her at gjackson@apsplan.com.

Ms. Cyrus encouraged black businesses in the area to get in touch with the Convention And Visitors Bureau (Julie Brakenbury – jbrakenbury@visitraleigh.com / 919.645.2661) so they can be included in their new black business initiative and invited to the Multicultural Business Forum. Below is information on the forum:

Increasing the area's multicultural visitor and convention business

On Wednesday, June 16, from 9-11am, Wake County's business community will come together to discuss how to increase multicultural visitor and convention business to the area and how to enhance the experience of multicultural groups visiting later this year. Representatives from every business in Wake County are invited to attend, participate and learn more.

Multicultural groups visiting this year include:

- A.M.E. Zion Church (3,500 attendees)
- Omega Psi Phi Fraternity Inc. (10,000 attendees)
- Inaugural Triangle Black Pride 2010 (200 attendees)
- Association for the Study of African American Life and History (500 attendees)
- American Association for Affirmative Action (200 attendees)

These groups will be looking to do business with you, now or in the future! Whether you are already in the business of hospitality and visitor services (ex., hotels, restaurants, shops, taxis) or provide other services (ex., bakers, barbers, DJs, florists, nightclub operators, sign-makers and anything in between), you have the opportunity to be positively impacted by these and other arriving groups.

If you aren't sure how convention and visitors bureaus (CVBs) work or what impact visitors bring to Wake County and local businesses, this is the time to find out. Register now, learn more, get answers to your questions and network with your peers at the Wake Multicultural Business Forum.

Wednesday, June 16, 2010, 9-11am

RBC Center, 1400 Edwards Mill Rd., Raleigh 27607

There is no cost to attend; register online by June 14!

(Even if you can't attend or can't send a representative on June 16, please register with the Greater Raleigh CVB to confirm that your business will have a free listing given to the groups arriving this year.)

4. Volunteers – Quisha Millette – Chair

Ms. Millette again noted that we are looking for 200 volunteers. She then reviewed the list of volunteer positions that we need.

She then discussed a volunteer uniform and volunteer training.

She noted that the committee has created a list of organizations to contact for volunteers.

Ms. Cyrus discussed volunteer access to conference activities. She noted that in most cases, volunteers can attend academic and plenary sessions when they are not volunteering. They may also be able to sit-in on luncheon sessions.

Julie Brakenbury with the Raleigh CVB, will work to provide welcome ribbons for volunteers.

As a wrap-up, Mr. Pittman encouraged everyone to connect with him, Gaynelle Jackson or Angela Caraway with committee updates.

He announced the remaining LAC Meeting dates. Note that all the meetings will be held at the St. Augustine Library and will be from 6:30 – 8:30 PM. The remaining meeting dates are:

June 10, 2010
July 22, 2010
August 26, 2010
September 9, 2010
September 27, 2010

He reported that we will be in contact with all LAC members via email prior to our next meeting.

Angela Caraway noted that she will alert committee members as to volunteer training dates. Ms. Cyrus noted that the official on-site volunteer training will be held on September 28, 2010 at the Raleigh Convention Center.

She also reported that all meeting and training dates and times will be posted on the ASALH website.

Ms. Cyrus closed the meeting by stressing the importance of teaching our African American history to our children and how much everyone will be empowered by participating in the conference.

With no additional business, the meeting was adjourned at 8:30 PM.

Respectfully submitted,

Gaynelle Adams Jackson