

**AGIC 2018 Conference Committee Meeting Notes**  
**Thursday, January 18, 2018**  
**10:00 am**

In Attendance:

Kevin Blake  
Robert Bush  
John Danloe  
Jami Dennis  
Shawny Ekadis  
Seth Franzman  
Nicole Funicello  
Shea Lemar  
Jenna Straface  
Cheryl Thurman  
Gene Trobia  
Steve Whitney

**Committee coordination and meeting operation:**

- We need to confirm the term that we use for non-voting members of the committee(s). We are currently using “Public at large participants”, and we will pose this question at the Open Meeting Law training on Jan. 19<sup>th</sup>.
- Conference Project Plan –
  - The 2018 Conference Project Plan was reviewed. This was developed by Jenna and Ryan as part of their presentation to the State Land Commissioner.
  - The Commissioner’s office was happy to have the info provided, and they have indicated their support into the future.
- 2018 Work plan –
  - The 2018 work plan was reviewed, with last month’s ideas to consider include reviewing the goals to determine if we want them to be more measurement based, e.g. increase attendance by 25%, increase sponsorship by 25%, etc.
    - Attendance may be difficult, so maybe shoot for a standard, e.g. ideal attendance = 250?
    - For sponsorship, we could set a minimum and/or set increase, e.g. 22 sponsors as a goal (or the max capacity).
    - Look at areas that we could improve upon, e.g. student attendees, rural attendees, maps & apps, etc.
      - Maybe an overall goal of improvement in specific areas
  - Another idea is to make them more like performance standards, e.g. base fees and/or fee increases on costs, such as venue costs, meeting planner costs, credit card fees, etc.

- It was noted that it can be difficult to put specific numbers down, when you do not control the costs.
    - Look at something along the lines of operating the conference in the green.
  - Consider an item along the lines of conference revenue targeted towards Council priorities and such (focus on education first, and then other priorities)
    - Shoot to be sustainable, with additional going towards the goals
    - Rev used to sustain conference activities and information exchange (e.g. education, collaboration, cooperation)
    - NSGIC can be considered as education, training, information exchange
  - Gene and Jenna agreed to help review the next draft before sending to the full committee.
- Include a report from the Outreach Committee on future meeting agendas.

**Action Items:**

Steve – Change Sep. meeting to the 13<sup>th</sup> for bag stuffing

Jenna – Double-check on ASLD Room 215 reservations for 2018

Steve – Send out Conference Plan

Steve – Draft the next version of the work plan for review

**Budget:**

- 5-year conference budget summary –
  - We did not get a chance to review the 5-year conference budget summary, so it will be sent out to the committee.
- 2018 fees –
  - It was suggested that we wait until the venue contract is in place, so that those costs are known.
  - It was noted that credit card fees have increased, and we should insure that they are covered in the fees.
  - It was suggested that the conference budget should include an encumbrance to cover the student scholarship costs.
    - A suggestion was to encumber a specific amount from the attendee fees, e.g. 5\$-10\$ from each, towards the scholarship support.
  - It was asked when we last raised sponsorship fees, and this will be researched.
  - It was noted that in the past, sponsor fees covered the fixed costs, and attendee fees covered the variable costs
  - Do we have a goal for annual proceeds?

- Not at this point, as the Budget WG is working on the AGIC budget in general.
  - If the conference is expected to generate a specific amount of revenue, then we should know that
  - Historically, conference proceeds were targeted towards education and conference support.
    - Emphasize this at the Council meeting.
- PO –
  - The Purchase Order for the 2018 conference has been approved and is ready to go to the meeting planners.

**Action Items:**

Steve – Send Shea the 2017 venue bill for assistance in extracting details

Steve – Check with the meeting planners regarding how revenues were spent (e.g. venue costs) and transferred to ASLD between the 2016 and 2017 conferences

Steve – Send out 5-year budget summary

Steve – Put together blurb for conference items to emphasize to the council, and distribute to the Committee for review

Jenna – Send PO info to the meeting planners

Steve – Research when we last raised sponsorship fees

**Venue coordination:**

- No discussion.

**Action items:**

Steve – Contact the hotel regarding WiFi improvements

**Website:**

- It was reported that a notice was ready to go, that will include a 2017 recap, and a save the date for 2018.

**Action Items:**

Steve – Contact the meeting planners regarding online payments

**Agenda & speaker coordination:**

- Potential 2018 keynote speakers –
  - Joseph Kerski, Esri - available

- James Fee
- Michael Dennis
- Win Holden, AZ Highways (was keynote for GIS-T)
- ASU director of the school of geography
- ASU director of the spatial analysis center
- Brenda Ekwurzel, Union of Concerned Scientists (UCS)
- It was decided that we would short list Joseph Kerski, Win Holden, and Brenda Ekwurzel.
  - Jami will reach out to Brenda Ekwurzel on her interest for being our keynote speaker.

**Action Items:**

Jami – Reach out to Brenda Ekwurzel

**Exhibitor/sponsor participation:**

- We reviewed a draft letter to the Council seeking their help in recruiting sponsors.
  - It was suggested that the request be stated at the very beginning of the letter.
  - It was suggested that we keep it to one page.
- It was noted that we could consider adding a sponsor option to contribute to the student scholarships.

**Action Items:**

Shea – Provide Jon with prospectus for next year’s conference sponsorship

Shea – Include a question on the post-conference outreach regarding what they liked and what could be improved

**Materials and mail-outs:**

- No discussion.

**Action Items:**

Jami – Compose an announcement regarding the 2017 wrap-up, presentations available, and save the (tentative) date for 2018

**Registration:**

- No discussion.

**Action Items:**

Shea – Send Cheryl the attendee list for mapping

**Maps & Apps Challenge:**

- Workgroup report –
  - It was reported that the workgroup will begin meeting this month.

**Action Items:**

Cheryl/Shawny – Coordinate the Maps & Apps workgroup

**Awards:**

- No discussion.

**Action items:**

None

**Printing:**

- No discussion.

**Action items:**

None

**Computer labs:**

- No discussion.

**Action items:**

Steve – Contact the TeachMeGIS folks to see if they would like to participate in the 2018 conference.

**Conference program:**

- No discussion.

**Action items:**

None.

**T-shirts:**

- Design concept report –
  - No report at this time.

**Action items:**

Steve – Check with Jennifer re: logo

**Attendee Packet:**

- No discussion.

**Action Items:**

None

**Social Events:**

- No discussion.

**Action Items:**

None

**General:**

- No discussion.

**Action Items:**

Steve – Determine the breakeven point for the glasses and mugs

Steve – Look into shuttle options