

AGIC 2021 Conference Committee Meeting Notes
December 17, 2020
10:00 am

In Attendance:

Kevin Blake
Robert Bush
Jami Dennis
Shawny Ekadis
Seth Franzman
Nicole Funicello
Teresa Gregory
Jason Howard
James Lambert
Shea Lemar
Jenna Leveille
Aryn Musgrave
Bill Nye
Jennifer Psillas
Aparna Thatte
Steve Whitney
Troy Wiora

Committee coordination and meeting operation:

- 2021 meeting invites have been sent to the committee.
- 2021 work plan development –
 - Since we do not know for sure whether it will be a virtual or in-person event, the recommended approach is to adjust the goals to account for not knowing what direction we will take.
- 2021 planning considerations –
 - Given what we know at this point in time, a virtual conference will be most likely.
 - Discuss our recommendation at the Feb. Council meeting, and get their input and decision.
 - For an in-person event –
 - We would need to know the minimum number of attendees for us to break even.
 - Masking, and social distancing will most likely still be recommended.
 - Social activities will be affected.
 - Are we willing to lose money, especially if we end up cancelling?
 - Normally for cancellations, the venue contract states that we agree to book a conference that is equal to or more than \$25,000 in conference revenues.

- We could consider offering a flat cancellation rate of \$10,000.
- For a virtual event –
 - Need to find a way to spread out the work to more committee folks.
 - Will be a bit easier, now that we have done one, but still a lot of technical work.
 - If we start out planning for virtual, we have more time to cover all the bases.
 - Look into a company or technology that provides services for virtual conferences.
 - Not sure if we have the budget for this.
 - Format considerations –
 - Concurrent sessions were a challenge.
 - Spread out the sessions over time, but over too much time may lose interest amongst attendees.
 - Choose a theme for each day, and have targeted sessions.
 - Make the sessions as interactive as possible to encourage attendee participation.
- It is not feasible to take a hybrid approach of in-person and virtual, unless we limited the virtual offerings to the general sessions, e.g. keynotes.
- Base decision on budget considerations, and potential liability, over COVID precautions.
- Send 2 surveys (Conference Committee, and past conference attendees) on their ability to attend in-person.

Action Items:

Steve – Draft the 2021 work plan, and distribute to the committee for review and finalization at the January meeting.

Steve – Develop background info for going virtual in 2021.

Jami – Develop survey for the Committee, regarding their ability to participate at an in-person conference.

Jami – Develop one or two question survey for the community, regarding their ability to participate at an in-person conference. Emphasize will you be able to attend over would you like to attend. Send out in January.

Outreach Committee Report:

- No discussion.

Action Items:

None.

Budget:

- As of the end of Oct. 2020, balance is \$50,629.90
- 2020 sponsorship monies have not yet been transferred from the meeting planners.

Action Items:

None.

Venue coordination:

- Prescott Resort will hold our dates (Aug. 24-27, with setup on the 23rd). If they get a request for those dates, they will let us know and provide us first right of refusal.

Action items:

None.

Website:

- No discussion.

Action Items:

None.

Agenda & speaker coordination:

- Keynote speakers –
 - Day 1 opening session –
 - Joseph Kerski, Esri
 - Day 2 opening session or lunch –
 - Lisa Atkins, ASLD

Action Items:

- X – Dig the list of potential keynote speakers from past discussions.
- X – Include Professional Development track.
- X – Explore vendor options for recording sessions.
- X – Track post-conference downloads/viewing of slides/recorded sessions.
- X – If virtual, configure the website agenda to return to the same day when viewing sessions.
- X – Consider a Technical Session on preparing for the GISP exam.
- X – Consider a session on why GIS is important to your organization (maybe a lighting round?).

X – Consider a session on examples of successful GIS implementations, e.g. centralized GIS team vs dispersed/business unit GIS functions.

Exhibitor/sponsor participation:

- 2020 sponsor survey review –
 - If virtual, consider providing incentives for folks to attend the sponsor breakout sessions.
 - Maybe something similar to the raffle, e.g. attendees have to sit through a presentation in order to get counted, get a clue or answer.
 - Word hunt.
 - Breakout sessions will depend on what format we go with.
- We need to make it worth the sponsor's time.
- Have a meeting with sponsors to get ideas from them, based on their experiences.
- We could capture who attends the sponsor sessions, and make that part of the raffle? Or, due to Webex, have the vendors capture who is attending.

Action Items:

X – If virtual, provide agenda/discussion topics for the sponsor breakout sessions.

Materials and mail-outs:

- No discussion.

Action Items:

None.

Registration:

- No discussion.

Action Items:

None.

Maps & Apps Challenge:

- No discussion.

Action Items:

X – If virtual, look into providing bigger views of the maps.

X – Consider a K-12 student category, and outreach effort.

Awards:

- No discussion.

Action items:

None.

Printing:

- No discussion.

Action items:

None.

Computer labs:

- No discussion.

Action items:

None.

Conference program:

- No discussion.

Action items:

None.

T-shirts:

- No discussion.

Action items:

None.

Attendee Packet:

- No discussion.

Action Items:

None.

Social Events:

- No discussion.

Action Items:

X – Consider an imagery “where in the AZ/US/world contest”.

General:

- No discussion.

Action Items:

None.