

AGIC 2021 Conference Committee Meeting Notes
Thursday, February 18, 2021
10:00 am

In Attendance:

Brandon Barnett
Kevin Blake
Robert Bush
Jami Dennis
Shawny Ekadis
Nicole Funicello
Teresa Gregory
Jason Howard
Morgana Laurie
Shea Lemar
Jenna Leveille
Bill Nye
Jennifer Psillas
Mike Walck
Steve Whitney
Jeff Wilkerson
Troy Wiora

Committee coordination and meeting operation:

- Did anybody want to be removed from the committee, based on responses to the conference attendance survey? -> No

Action Items:

Steve – Check membership status.

Outreach Committee Report:

- Swag update –
 - We reviewed the research results, and they will be sent to the full committee for review and feedback.
 - Reminder that we have a \$250 budget for purchasing items.

Action Items:

Steve – Send out spreadsheet with meeting notes.

Budget:

- Fee examples –
 - North Carolina –
 - \$35 – Attendee
 - \$20 – Speaker
 - \$20 – Student
 - \$150 – Exhibitor
 - \$35 - Additional Booth Representative
 - GIST is charging \$200+
 - NSGIC is charging \$200
 - Esri Dev is \$45
 - Esri Fed is \$100
 - Wisconsin –
 - \$20 for students
 - \$125 for members (they are a non-profit with membership dues)
 - \$180 for non-members.

Action Items:

Steve – Estimate expected expenditures, to assist in setting fees.

Venue coordination:

- Council approved the virtual format for this year's conference.
 - Have the meeting planners been notified?
- Do we stick with August 23-27?
 - Should not conflict with K-12 school starting.
 - Will conflict a little with college, e.g. ASU starts the week before, and UofA starts that week.
- Event management software –
 - A lot of offerings.
 - Narrowed down to 5 candidates.
 - Next step will be demos.
 - Targeting <\$7,500
 - Considered staying with Webex, and working to improve use of the features.
 - Will we be able to use the same domain name?

Action items:

- Subcommittee - Research Phedloop, and other platforms. Include session recording and post-processing options –
 - Jenna, Jami, Jason, Jeff, James, Jen
- Jenna – Ask NSGIC states about their virtual conference experiences.
- Steve/Jenna – Notify the meeting planners

Website:

- Pending the decision on event management software.
- Will proceed to post that the conference is virtual, and the dates.

Action Items:

None.

Agenda & speaker coordination:

- Keynote speakers –
 - Keep considering others, and plan to decide in March.
 - Look for examples of their virtual presentations.
- Agenda format – **look at past notes**
 - Ideas –
 - Dedicate a theme for each day.
 - Whether or not to have concurrent sessions –
 - Maybe par it down to just 2 concurrent sessions.
 - Full day or partial day.
 - We offer a lot more content than other virtual conferences.
 - Be more selective in the presentations, e.g. those that are best suited for a virtual format.
 - More targeted topics.
 - Consider a 3-day conference.
 - Helps to juggle with work.
 - Maybe more concurrent sessions then.
 - Consider a full week of half days.
 - If dedicated themes are employed, then folks can choose when/what to attend.
 - Consider limiting sponsor presentations, if we reduce content.
 - Consider offering more than just 20 minutes and 1 hour, or go with more than 20 minutes.
 - Summarize the options.

Action Items:

Note – Potential keynote speakers –

- Joseph Kerski, Esri
- Gary Machlis –
 - Professor of Environmental Sustainability in the [Clemson Parks, Recreation and Tourism Management](#), is lending his expertise to a new strategic science initiative developed by the [National Academies of Sciences, Engineering, and Medicine](#) (NASEM) related to the COVID-19 pandemic. The initiative provides rapid, scenario-based analyses aimed at protecting critical societal functions, mitigating worst outcomes, and building upon potential opportunities. Machlis was appointed to serve on the Response

and Resilient Recovery Strategic Science Initiative as a member of its executive council. NASEM created the initiative to help decision-makers navigate through the pandemic and take actions toward a strong and sustained recovery. Machlis formerly led the Department of the Interior's Strategic Science Group, which provided decision makers with science-based scenarios during crises such as the Deepwater Horizon oil spill and Hurricane Sandy. Find out more about this important work!

- <https://newsstand.clemson.edu/mediarelations/clemson-faculty-member-joins-ranks-of-national-covid-19-strategic-science-initiative/>
- Served as Science Advisor to Jon Jarvis, NPS Director during the Obama Administration.
- <https://environment.yale.edu/news/article/gary-machlis-career-defined-by-crossing-boundaries/>
- <https://www.nationalparkstraveler.org/2009/10/dr-gary-machlis-has-ambitious-plans-science-advisor-national-park-service-director-jarvis4775>
- <https://www.webpages.uidaho.edu/~gmachlis/>
- Here is a blurb on his latest book: *The Future of Conservation in America: A Chart for Rough Water* (University of Chicago Press, 2018). Written with Jon Jarvis, the eighteenth director of the National Park Service, this candid and caring book about conservation has been described by Pulitzer Prize-winning scientist E.O. Wilson as “a call to action written with authority and passion” and by President Jimmy Carter as “a course for a new generation of conservation action and leadership.” Terry Tempest Williams, who wrote the forward for the book, calls it “a clarion call for citizen engagement...a visionary pragmatism that is clear, concise, and prescriptive.”
Machlis served in the Obama administration as science advisor to the Director of the National Park Service.

- X – Dig up 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 lightning round?).

Exhibitor/sponsor coordination:

- A few vendors have inquired about this year's conference.
- Will start getting the packet materials together.
- Will definitely provide incentive for attendees to visit the sponsors, e.g. like the raffle sheet that we use for in-person.
- Consider giving each sponsor their own room.
 - In conjunction with the "requirement" for attendees to visit each sponsor, as part of a raffle for prizes.
 - Sponsors would have specific times that they would be available.

Action Items:

Jen – Reach out to vendors to get current feedback on what works best for them from a virtual conference.

Jen – Coordinate the development of this year's materials.

Materials and mail-outs:

- Save the date on AGIC-L.

Action Items:

??? – Send a save the date notice to AGIC-L.

Registration:

- No discussion.

Action Items:

None.

Maps & Apps Challenge:

- Will the event management software provide anything along these lines?
 - Some have virtual exhibit halls.
- Team is discussing the K-12 category addition, and coordinating with the Outreach committee.

Action Items:

X – Look into providing bigger views of the maps.

Awards:

- No discussion.

Action items:

None.

Printing:

- No discussion.

Action items:

None.

Hands-on Workshops:

- Consider scheduling the hands-on workshops in the week prior to, or after the conference.
- If we shorten the conference, they could be held on the “off” days.
- Reach out to last year’s providers about this year’s conference.
 - Discuss with them offering their regular course around the conference days, and what those costs would be.

Action items:

??? – Reach out to last year’s providers.

Conference program:

- No discussion.

Action items:

None.

T-shirts:

- Start thinking about a design.
 - Consider using the same design, and change the date.
 - Consider having the community submit designs.
 - Winner gets a free registration, is one of the ideas.

Action items:

Jeff – Draft a solicitation for logo design.

Attendee Packet:

- No discussion.

Action Items:

None.

Social Events:

- Think about social networking opportunities –
 - Scavenger hunt, e.g. Easter eggs in presentations, sponsor stuff, etc., that attendees would gather up for a prize.

Action Items:

All – Keep thinking of ideas.

General:

- No discussion.

Action Items:

None.