

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

**In Attendance:**

Brandon Barnett  
Robert Bush  
John Danloe  
Jami Dennis  
Shawny Ekadis  
Seth Franzman  
Nicole Funicello  
Jason Howard  
Morgana Laurie  
Shea Lemar  
Jenna Leveille  
Bill Nye  
Jennifer Psillas  
Aparna Thatte  
Mike Walck  
Steve Whitney  
Jeff Wilkerson  
Troy Wiora

**Committee coordination and meeting operation:**

- No discussion.

**Action Items:**

None.

**Outreach Committee Report:**

- Swag update –
  - Notebooks seem to be the most favored –
    - Notebooks only, or a handful of another item in addition?
      - **Notebooks, plus one other item** –
        - Pint glasses
        - Coffee mugs -  
<http://lanepromotionalproducts.com/ProductDetails/?productId=553193696&imageId=44134757&tab=Tile&referrerPage=ProductResults&refPgId=510439303&referrerModule=PRDREB>
        - Baseball caps
  - Consider going back to giving presenters more than just a certificate. -> future consideration for in-person.

- All items would be for both prizes, and general distribution (e.g. at other conferences/events)

**Action Items:**

Bill/Jenna – Follow up with Lane on baseball caps.

**Budget:**

- Fees –
  - Pending summary of costs –
    - Meeting Planners - ~\$2,500 (includes a one-time registration with the state, e.g. \$1,200)
    - Event management software - ~\$7,500
    - Web hosting(?) - ~\$400
    - Awards - ~\$400
    - Mentimeter – (maybe, dependent on event management software; \$120/yr. subscription)

**Action Items:**

None.

**Venue coordination:**

- Final confirmation of August 23-27. -> pending the event management software.
- Event management software –
  - Price is looking like \$10,000+
    - Would reduce some costs, e.g. mobile app.
    - Could increase revenue, e.g. increased sponsorship, increased attendance.
    - Helps with Conference Committee succession.
    - Standardizes on a single software package.
    - Cost is somewhat recouped through the attendee/sponsorship fees, especially for virtual.
  - Cvent is the frontrunner -
    - This could take over our entire conference website environment.
    - Need to further examine the cost(s) in terms of attendee limitations.
    - Need to determine if we have time to go in this direction –
      - Council approval.
      - Purchasing timeframe.
      - Learning timeframe.

**Action items:**

- J-team – Further explore Cvent.

- Jenna – Ask NSGIC states about their virtual conference experiences –
  - Best practices/what worked best for their state virtual conferences. Maybe also what didn't work so well?
- Steve/Jenna – Notify the meeting planners

#### Website:

- Pending the decision on event management software.

#### Action Items:

None.

#### Agenda & speaker coordination:

- Keynote speakers –
  - Decide between Joseph Kerski and Gary Machlis?
    - Take some more time to look at others -
      - Consider sourcing from Women in GIS.
      - Consider the NSGIC keynote, for geo-enabled elections.
- Agenda format –
  - Full week, or 3-day?
    - If full week, then full day sessions or half-day sessions?
      - If half-day, the first 2 days could be a general session speaker in the morning, break for lunch, and then the regularly scheduled program in the afternoon.
  - Dedicate a theme for each day, and/or maybe each half-day? -> need committee feedback
  - Do we have concurrent sessions? -> need committee feedback
    - If so, how many?
      - 2?
  - Expand presentation times past 20 minutes? -> need committee feedback
  - Keep technical workshops at 1 hour? -> need committee feedback
  - Feedback on above –
    - 3 full days –
      - Tue. – Thu.
      - Hands-on training could occur –
        - The week before, and/or after, so that they can offer full-day+ offerings, and repeat sessions.
        - We would require that they be a sponsor, but special rate.
          - Although we will ask that the training costs be reduced for AGIC attendees, we will emphasize the benefits that they

get through AGIC, e.g. advertisement, promotion, etc.

### 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 – Include Professional Development track.
- X – Explore vendor options for recording sessions.
- X – Track post-conference downloads/viewing of slides/recorded sessions.
- X – 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:**

- Focus is on making it worthwhile for sponsors –
  - 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/John – Coordinate the development of this year’s materials.

**Materials and mail-outs:**

- No discussion.

**Action Items:**

None.

**Registration:**

- No discussion.

**Action Items:**

None.

**Maps & Apps Challenge:**

- No discussion.

**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:**

- No discussion.

**Action items:**

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

**T-shirts:**

- Design –
  - Community submittals.

**Action items:**

Jeff – Draft a solicitation for logo design.

**Social Events:**

- No discussion.

**Action Items:**

All – Keep thinking of ideas.

**General:**

- No discussion.

**Action Items:**

None.