

AGIC 2021 Conference Committee Meeting Notes
Thursday, April 15, 2021
10:00 am

In Attendance:

Brandon Barnett
Kevin Blake
Robert Bush
John Danloe
Jami Dennis
Shawny Ekadis
Seth Franzman
Teresa Gregory
Jason Howard
James Lambert
Morgana Laurie
Shea Lemar
Bill Nye
Aparna Thatte
Steve Whitney
Jeff Wilkerson
Troy Wiora

Committee coordination and meeting operation:

- No discussion.

Action Items:

None.

Outreach Committee Report:

- No discussion.

Action Items:

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

Budget:

- Fees –
 - It was decided that we would charge \$40 for attendees.
 - It was decided that we would charge \$250 and \$500 for sponsorship.
 - In terms of revenue, we netted ~\$6,500 from sponsorship last year, so projecting that we will net the same this year, that leaves \$6,500

to get to \$13,000 for the event software cost, which would be covered from 163 attendees.

- Beyond that, other expenses include –
 - Credit card processing fees - ~\$1,500
 - Awards - ~\$500
 - The above would be covered from 50 attendees.
- So fees from above 213 attendees would be net revenue into the AGIC budget, and guesstimating that we'll have at least 400 attendees this year, that would be 187 attendee charges @\$40 for a total of \$7,480 in net revenue.

Action Items:

None.

Venue coordination:

- Conference dates are pending the procurement of the event management software.
- The acquisition and use of Cvent has been approved by the Council, and Jenna is currently working to procure it.
 - 2-year contract.
 - ~\$13,000 per year.
 - Covers 450 attendees per year, and additional attendees can be added at a cost of \$5.48 each. (may be less)
- Our meeting planners decided to retire, and did not renew their contract with the State.
 - We will need to put together a list of needs/services that we will be looking for.
 - Venue contract negotiation.
 - Credit card payment processing.
 - Cvent may have an option for payment processing.
 - Payment for miscellaneous items.

Action items:

Steve/Jenna – Work to find new meeting planners.

??? – Check on payment processing options with Cvent.

Steve – Send Cvent slides with meeting notes.

Website:

- Current website is still active, and we will continue to put minimal information there, and use it for notifications, until Cvent is in place.

Action Items:

None.

Agenda & speaker coordination:

- Keynote speakers –
 - Any others beyond Joseph Kerski and Gary Machlis?
 - From last month –
 - Consider sourcing from Women in GIS.
 - Consider the NSGIC keynote, for geo-enabled elections.
 - Drone person –
 - Someone who could broaden the understanding of the use and applications, as opposed to rules and regulations.
 - Reach out to the UAS group for potential candidates.
- Agenda format –
 - Dedicate a theme for each day, and/or maybe each half-day?
 - Either full-day or half-day tracks help people figure out what they want to attend.
 - Half-day sessions and one theme.
 - If half-day, go 5 days.
 - This is a good idea.
 - Do we have concurrent sessions?
 - If there are plenty of good presenters, the concurrent sessions are good.
 - It provides variety.
 - Would allow us to give sponsors presentation slots (assuming that they pair up with a non-sponsor to present).
 - Is it still necessary?
 - If so, how many?
 - 2?
 - 2 sounds good.
 - 2 is plenty.
 - 2 or 3.
 - Expand presentation times past 20 minutes?
 - Several folks requested this in last year's survey.
 - We could go to at least 30-45 minutes for presentation times.
 - Keep technical workshops at 1 hour?
 - If they can be done in 1 hour then great.
 - Perhaps open it up to 1 or 2 hours and let the presenters tell us which they prefer.
 - 1 hour seems good.
 - Meeting feedback –
 - Schedule -
 - 5 half-days with a theme each day.
 - Theme for each day.
 - 3 whole days is too much.
 - 4 half days may be better than 5.

- Longer days up front.
- Utilize lunch time for socials.
- Span morning and afternoon –
 - Utilize lunch for State Land Commish?
- Mon –
 - 9:30 – 10:30 Keynote
 - 11 – 12 Sessions
 - 1 – 4 Sessions
- Tue –
 - 11 – 12 State Land Commish
 - 1 – 4 Sessions
- Wed –
 - 1 - 4 Sessions
- Thu –
 - 9 – 12 Sessions
- Concurrent sessions –
 - Shoot for 2, and go to 3 if we get enough abstracts
- Session length –
 - Quality over quantity.
 - Expanding to 30 minutes would be good, e.g. 25 minutes for the presentation, and 5 minutes for questions.
 - 1 hour for technical sessions is sufficient, which would include comments/questions.

Action Items:

John – Reach out to UAS group for potential keynote speaker.

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:

- Fees –
 - It was agreed upon to set them at \$250 and \$500 for this year.

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:

- Looking at guidelines for student submittals.

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:

- A reminder will be sent out.

Action items:

None.

Social Events:

- No discussion.

Action Items:

All – Keep thinking of ideas.

General:

- No discussion.

Action Items:

None.