AGIC 2021 Conference Committee Meeting Notes
Thursday, May 20, 2021
10:00 am

In Attendance:
Kevin Blake
Robert Bush
John Danloe
Jami Dennis
Shawny Ekadis
Seth Franzman
Nicole Funicello
Jason Howard
James Lambert
Shea Lemar
Jenna Leveille
Bill Nye
Jennifer Psillas
Steve Whitney
Troy Wiora

Committee coordination and meeting operation:
- No discussion.

   Action Items:
   None.

Outreach Committee Report:
- No discussion.

   Action Items:
   None.

Budget:
- Fees –
   - Student attendee fee -
      - Cvent charges are based on registration numbers, so charging students would help ensure that we do not end up being charged for no-shows.
      - It should at least cover the cost of Cvent's per registration charge.
      - Sounds like $20 is acceptable.

- Should we offer scholarships?
  - As opposed to going through the whole process, simply put out a statement that if they really have a hardship, contact us. -> ???
  - Regular attendees fee = $40
  - Student attendee fee = $20
  - Sponsorship fees –
    - Premium = $250
    - Premium Plus = $500

Action Items:
None.

Venue coordination:

Conference dates –
- We will most likely need to push the dates -> shoot for October.
  - Work around school break periods –
    - Oct. 11 – 15 is one example of a break time.
      - Prescott schools, Tucson schools, ASU.
    - Looks like last 2 weeks in Oct. may be good.
- Need to keep in mind Federal Fiscal Year? -> probably not, due to it being virtual, and the low fees.

Meeting planners –
- We will need to contract with them for credit card, and check processing, since Cvent cannot be used for that.
- Jenna and Steve will be meeting with candidates over the next couple of weeks.
- We will have to go through the contracting process once we choose one, as well as completing the PO.

Cvent report –
- Jenna and Jami are progressing through the training, and materials.

Action items:
Steve/Jenna – Meet with meeting planner candidates.

Website:
- Pending Cvent.

Action Items:
None.

Agenda & speaker coordination:
- Schedule –
  - Mon –
    - 09:30 a.m. – 10:30 a.m. -> Keynote
    - 11:00 a.m. – 12:00 p.m. -> Sessions
    - 01:00 p.m. – 04:00 p.m. -> Sessions
  - Tue –
    - 11:00 a.m. – 12:00 p.m. -> State Land Commissioner
    - 01:00 p.m. – 04:00 p.m. -> Sessions
  - Wed –
    - 01:00 p.m. – 04:00 p.m. -> Sessions
  - Thu –
    - 09:00 a.m. – 12:00 p.m. -> Sessions
- Sessions –
  - 30 minute presentation slots.
  - 1 hour technical session slots.
- Keynote speakers –
  - Overall, look for someone/topic that would have an impact on the most attendees, or broaden knowledge on latest advances in technology?
    - Opinions varied, and we have more flexibility to host a variety of general session speakers when it is an in-person event, e.g. 2 additional lunch speaker opportunities.
    - Since this year is virtual, the feeling is that we should look for someone/topic that would have an impact on the most attendees.
  - 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.
    - Waiting to hear back from the UAS committee.
    - UAS does have a big presence at the conference, so maybe a keynote is overkill?
  - Frank Winters –
    - GIO for the state of NY.
    - Current president of NSGIC.
    - Podcast - https://mapscaping.com/blogs/the-mapscaping-podcast/access-to-spatial-data-making-room-for-unexpected-contributors
      - Shea's summary - This podcast is about data sharing. But Frank also talked about making the world a better place, empowering others with the spatial data we create, maximizing our impact, data sharing challenges, spatial resolution, scaling GIS technologies and staff for sustainability, outreach and partnerships, and how his most important skill these

days is "empathy and the role of the translator." I think these are all things that connect with our attendees.

- o Women in GIS candidates (with Jami's comments) –
  - Bonny McClain –
    What attracted me to her profile – has some interesting and innovative approaches to data analytics. Lots of data visualization experience (yes, I'm a little biased towards that!) and has quite a bit of speaking experience.

    From her profile:
    Dr. Bonny P McClain is a member of the National Press Club, 500 Women Scientists, and Investigational Reporters and Editors allowing access to a wide variety of health policy and health economic discussions.

    Bonny applies advanced data analytics including data engineering and geoenrichment to discussions of poverty, race, and gender. Her research targets judgements about social determinants, racial equity, and elements of intersectionality to illuminate the confluence of metrics contributing to poverty. Moving beyond zipcodes to explore apportioned socioeconomic data based on underlying population data leads to discovering novel variables based on location to build more context to complex data questions.

    Her website: http://www.dataanddonuts.org/collaborator.html

  - Kate Edwards –
    What attracted me to her profile – "Executive director of the Global Game Jam" – that just sounds like fun! Plus she has degrees in geography and has a lot of speaking experience.

    From her profile:
    Kate Edwards is the Executive Director of the Global Game Jam, as well as the CEO and principal consultant of Geogrify, a consultancy which pioneered content culturalization. She is also a Board Member of Take This and is the former Executive Director of the International Game Developers Association (IGDA) from 2012 to 2017. In addition to being an award-winning advocate who serves in several advisory roles, she is a geographer, writer, and corporate strategist. Following 13 years at Microsoft, she has consulted on many game and non-game projects for BioWare, Google, Amazon, Facebook, LEGO, and many other companies. Fortune magazine named her as one of the "10 most powerful women" in the game industry in 2013

and in 2014 was named by GamesIndustry.biz as one of their six People of the Year. Besides being awarded by several events for her advocacy work in the global game industry, she was most recently honored with the Ambassador Award at the Game Developers Choice Awards at GDC 2020. She is also profiled in the December 2018 publication Women in Gaming: 100 Professionals of Play.

Linkedin: https://www.linkedin.com/in/geogrify/

- Miriam Gonzalez -
What attracted me to her profile – founder of "Geochicas" and has done a lot of work with open data and citizen science. I think this is a great topic for everyone. She also has a lot of speaking experience and I watched one of her presentations and she is a good speaker and knowledgeable.

From her profile:
Miriam is working on democratizing the access to Geospatial Data and algorithms to create Earth analytics. She is co-founder of Geochicas, Geospatial projects based in Mobile Applications and Location Intelligence. Miriam has been involved in Open Mapping by giving workshops, conferences and coordinating efforts among Open Data key players. Currently she is doing Partnerships for UP42 (Airbus subsidiary) and she is involved in Earth Observation, Data Analytics, Open Street Map (OSM), HOTOSM and Open Data initiatives.

Website link: https://mapanauta.medium.com/
LinkedIn: https://www.linkedin.com/in/miriamgonzalez2/

Action Items:
All – Check out Frank's podcast, the Women in GIS candidates, and think about who you would recommend.

Note – Potential keynote speakers –
- Joseph Kerski, Esri
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 lighting round?).

Exhibitor/sponsor coordination:
- Conference dates need to be nailed down first, before sponsors can be contacted.
- Sponsor table will change based on Cvent offerings.

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 contest status –
  - Received around 15 responses.
  - Need to review the submitted formats.
  - The designs will be distributed to the committee for their votes.

Action items:
None.

Social Events:
- No discussion.

Action Items:
All – Keep thinking of ideas.

General:
- No discussion.

Action Items:
None.