Report on the 2013 NYGeoCon Committee Meeting
(March 15, 2013)

Conference Call Info
The teleconference is scheduled for 10:00 am - 11:00 am.
Conference Dial-in Number: (424) 203-8400
Participant Access Code: 217256#

Committee Members present: John Barge, Christa Hay, Eric Herman, Susan Nixson, Bruce Oswald, Verne LaClair, Lindi Quackenbush, Tom Sears, Cindy Sherwood (DEM)

Report:
1. Report from Cindy's tour of the site – Cindy visited Hilton as well as met with staff from the Saratoga Convention and Tourism Bureau. The Hilton staff wants to make it up to the conference after the problems that occurred during the last GIS Conference there. They agreed to most of the contract changes requested by the Association. The Convention and Tourism Bureau will work with us to provide maps, links to websites, etc.
2. Hilton contract update – Bruce to review and get comments back to Cindy.
3. Strategy for increasing sponsors
   - Sponsor brochure – This will be sent out the first week in April subsequent obtaining a new logo.
4. Budget – Significant time was spent reviewing the budget. In particular, the income from new sponsorships was revised downward. Christa will revise it to reflect the changes discussed. Cindy was asked to look at the prices paid for food at the last conference to give her a background on negotiating the food cost (Lindi had previously provided).
5. Strategy for increasing attendance
   - Logo contest – Update – Christa indicated that the three finalists were asked to submit new proposals by March 20th.
6. Strategy for increasing student/teacher attendance – Discussion of having a fun session focusing on student 1 minute elevator speeches and/or Ignite sessions.
7. Update on Conference Web Site – Verne to work with DEM on the pointing the NYGeoCon address to the new site as soon as the new logo has been incorporated into the site.
8. Next week the group will focus on the conference theme and keynote speaker. In addition, Cindy will provide a timeline for the tasks leading up to the conference.

Conference Theme/Keynote Ideas:
- Focus on climate change, "Changing the Climate of GIS"
   o Have Bill McKibben as keynote
   o Maybe add some of Bill Johnson's State of State presentation to the mix
   o Highlight efficiency aspect of sustainability

Workshop Ideas:
- Tablet GIS Development on the Cheap
- I really enjoyed the Dealing with Data workshop, especially Frank Winters' (NYS Cyber Security) talk. It is great to learn about how GIS technology is moving forward and all the new and exciting ways it can be used, but I think it is also important to have a workshop with problems/issues that GIS users may have. Frank's talk about the GIS clearinghouse was the most beneficial information I received from the conference last year.
- Commercial UAV data collection platforms, micro Unmanned Aerial Systems-Barriers and Enablers
- Mobile Data Collection Technology Land Use Change Detection
- Using SketchUp and ArcGIS together for visualizations
- 1. Sharing solutions/ideas for local government compliance with the MS4 regulatory program (storm and sanitary sewer). EVERYBODY has to do this!!! 2. Bringing other relevant - and important - local government geospatial users to the table (fire, police, engineers, DPW, highway department, public water distribution managers) to build visibility and relevance. 3. Getting to know your local fire and police RMS software packages 4. Do-it-Yourself: RFP for both planimetric data and orthophotography "on your own" - and compare. 5. Looking for GIS Funding? Take your local school district bus transportation manager to lunch!
- Using ArcGIS and Adobe Illustrator efficiently.
- Python, Route analysis
- Hands on intro to Python and/or example applications for beginners An intro to QGIS for Arc users
- Multi-platform Mobile DataCapture/Inspection Apps
- A workshop that focuses on ArcGIS online would be beneficial. We have all heard what it is and some of what it can do but a workshop on some of its features (without the use of ArcGIS server - since not everyone has this or can afford it) with the free version as well as the paid version. It would be great to see some of its capabilities but also its limitations.
- I would like to see a workshop on the importance of using adobe illustrator when creating a presentation quality map. We all know there are limitations to what GIS can do in terms of layout and design of a map...I would like a nice introduction and maybe even a second more advanced workshop of how to take your map from ArcGIS to Illustrator to create a quality map.
- NIST Cloud Standards Projects Information Architecture Security Resilience Simulation, 3D, etc.
- LiDAR 201- point editing and feature extraction using ArcGIS tools.
- I am interested in current and future mobile mapping application trends, specifically html5 and java script.
- MIT on using the AppInventor for Android phones

Spatial Spotlight Ideas:
- Tablet GIS Development
- Each spatial spotlight from last year was appealing, and I would attend any one of those if offered again this time around.
- Mobile Data Public Safety Imagery

- 1. Crowd sourcing spatial data: opportunities and problems 2. Hurricane Sandy- came with a storm of GIS data. How well did the GIS community respond?
- Green Infrastructure
- Cutting edge 3-D Analyst applications Integration of 3-D analyst with SketchUp
- Calculating Solar Potential from LiDAR DSM
- Emerging technologies mobile technology
- Data management
- Creating/using historical GIS layers from maps over 100 yrs old. ArcGIS Online applications in use or being created.
- Visualizations Standards Information Architecture (where data, ux, ix, design, dev ops, etc., converge) Security Resilience
- Advanced LiDAR processing- when the USGS Base Specifications just aren't good enough.
- How about James Fee or someone like him
- I think a session on GIS overlap between NYS, VT and PQ would be appropriate.

Conference Bullets:
The old, familiar *NYS GIS Conference* is being reinvented as *NYGeoCon*. Don't miss all of the new features!
- Workshops on state-of-the art topics will be provided at no extra cost for all registrants. Come and learn something new!
- Hear invited national experts speak in the Special Spatial Spotlight tracks.
- Network with your peers from across the state where you'll find out what they're working on and learn from their experiences.
- Interact with companies and organizations with cutting edge technologies and innovations.
- Earn points towards your GISP, continuing education credits.
- Experience Saratoga Springs, one of upstate New York's most vibrant and thriving small cities.

Conference ideas:
- Pre-register attendee interests on-line
- Have attendees' names role across website
- Use tag line for NYGeoCon

Conclusions from the March 8th Meeting:

Conclusions from the March 8th Meeting:
1. Update on Conference Site Selection
    - Location of the vendors – Cindy reviewed the current status and the committee agreed with the placement of the vendors around the Saratoga Ballroom, the Saratoga Foyer and the Pavilion.
    - Contract with Hilton – Bruce noted that he and Bill Johnson were reviewing the latest version and would do their best to get comments to Cindy prior to her meeting with the hotel on Monday. The next version of the contract will be forwarded to the committee for review and recommendation to the Association for execution.

2. Strategy for increasing sponsors
   - Sponsor brochure – Cindy reviewed the brochure. Several suggestions were made by the committee. Cindy will revise the brochure and send to the committee for final approval.
3. Strategy for increasing attendance
   - Logo contest – The committee reviewed the logo contest entries. The committee agreed to go back to the three finalists and say that the committee has chosen each of them as finalists and would like to see modifications showing:
     o No mention of year or date
     o More color
     o More simplified
     o No mention of NY State GIS Conference

Conclusions from the February 22nd Meeting:
1. Update on Conference Site Selection
- Location of the vendors
  - The committee members expressed displeasure and frustration over the lack of suitable proposals provided for the layout of the vendors; they requested that DEM provide a proposal to the committee that:
    • Locates ~ 25 booths for the sponsors/vendors one a similar location; they suggested doing it the area of the Ballroom, the Foyer and the Pavilion, but would like to see what DEM's best options are
  o Contract with Hilton
  - The committee members expressed their displeasure with the contract as proposed. They noted that they had thought that DEM would have spent more time refining the agreement prior to telling the committee they had reviewed it and it was acceptable. Major items under issue include:
    • Page 1 – The name of the event and the dates of the event are incorrect. The option dates need to be altered or that paragraph removed.
    • Page 2 – Parking should read, "Parking is complimentary for all NYGeoCon attendees. There should be a section entitled, " Internet Access". It should read that Internet access shall be complementary for all NYGeoCon attendees. Enhanced Internet access shall be complementary for exhibitors. Meeting planner bonus program should be traded for lower costs or an additional complementary item.
    • Page 3 – Remove the section entitled, "Hotel's Release of Names of Attendees within Room Block". Substitute a section that indicates that the hotel will provide a weekly update on the

number of rooms reserved for the room block to DEM or the Association.

- Page 4 – The schedule must be revised to indicate that exhibitors will be allowed to set up from 3 pm on November 11th. Also, it should be noted that the hotel will accept receipt of exhibitor equipment/booth material from November 10th through November 13th.
- Page 5 – Under the section entitled ,"Function Space/Fire Safety/Conduct of Event" the hotel must define "special services".
- Page 6 – Under the section entitled, "Gratuity and Administrative Charge", the Association will agree to 21% only. That section must be rewritten to reflect that.   Strike the sentence that says, Pre or post exhibit storage (not available). Strike the sentence that says that the hotel does not maintain exhibit storage space. Modify the sentence that says, "Exhibitors and the Group shall indemnify and hold harmless…" to "Exhibitors shall indemnify and hold harmless…" Under the section entitled, " Responsibility Clause for Exhibits" the Association is checking to see what the cost of the insurance will run.
- Page 7 – Strike the section entitled, "Security". The Association does not agree to provide security for the hotel. Under the section entitled, " Audio/Visual", the Association does not agree to provide a tip on the service charge and wants whatever charge is agreed to to be fixed not variable.
- Page 9 – Under the section entitled, "Insurance", the Association is checking to see what the cost of this coverage is. We also need to know the difference between the requirement of $1,000,000 for Comprehensive General Liability Insurance vs. $2,000,000 for Commercial General Liability Insurance.
- Page 10 – Strike the section entitled, "Attorney's Fees/Costs", the Association does not agree to that section.
- Page 11 – Under the section entitled, "Promotional Considerations", the Association does not agree to this requirement. The contract must define the approval process and the time requirements for each step of that process. In the event that hotel fails their approval time frames, then the Association reserves the right to proceed with any work as submitted.
- Page 12 – Change the name on the group that is accepting and agreeing to the contract to the "NYS GIS Association."

2. Budget/Sponsor Brochure
- The committee reviewed the budget in detail and made several changes. At the same time, they reviewed the draft conference brochure provided by DEM noted the following issues:

- o The prices for the additional sponsoring opportunities seemed grossly out of reach for this vendor community.
- o The additional sponsoring opportunities included a "welcome reception" and an "offsite dinner" neither of which are part of this conference.

Conclusions from the February 15, 2013 meeting:

1. Update on Conference Site Selection
   - The committee awaits sketches from the Hilton indicating the location of the vendors
   - The committee did a quick review of the contract with Hilton. Cindy will follow up on various items with the Hilton (such as internet connectivity). The committee will review the contract in detail at the next meeting
2. Update on Conference Web Site
   - MOU for accessing website was signed and DEM has started work on the website.
3. Budget
   - The committee reviewed the budget and decided on the following:
     - o Early registration for attendees will by $175
     - o Students will be $105 or $90 if the student is an Association member
     - o There will be no late cost for students
     - o Cindy will modify the sponsor levels to 4, lower the costs and modify/add to the additional sponsor opportunities as discussed at the meeting
4. Strategy for increasing attendance
   - Logo contest –
     - o NY Membership will be a requirement
     - o Bruce will send out the notice for the contest

Conclusions from the February 8th meeting:

1. Update on Conference Site Selection
   - Cindy is still waiting for layouts by the hotel.
   - One layout will feature having the exhibitors in the Gallery area
   - Carol Zollweg is working on delivering a template for the website to DEM. This will be by next week.
   - The committee prefers not to have any of the conference in the Civic Center.
2. Presentations
   - Few new ideas were received since the last time. Bruce will check on the close out date and forward the ideas to the committee subsequent to that.
3. Budget
   - Cindy sent out a draft budget. The numbers for sponsors/exhibitors will be put in for next week.
   - The price for attendees can go up. $175 for early registration was suggested.
4. Strategy for increasing attendance

- Need to build excitement. Bruce will initiate a contest for a new NYGeoCon logo. The contest will run 2 weeks. We will ask folks to vote on the logo – 1 week. Consider including a free registration for the winner!
- Bill will initiate putting together bullets for why folks should come to the conference. Others can add/edit the document.
- The group will consider providing a benefit (admission to a contest to win an iPad, etc.) for attendees bringing in first time attendees
- A package will be put together to encourage teachers to bring in students. Bruce will ask Ann Deakin for ideas.
- The committee will concentrate on local colleges like Skidmore, SUNY Albany, RPI, Union, etc. Consideration will be made for a ½ day attendance package for students (no lunches or receptions).
- Post card reminders will not be used. The committee will stick with electronic communications.

5. Strategy for increasing sponsors
- Exhibitor/Sponsors Pricing - Cindy will review the cost packages for exhibitors/sponsors. She will reduce the number of sponsor comps.
- A matrix will be developed to make it clear what sponsors/exhibitors will get for each level.
- DEM will make their other conference mailing lists available to NYGeoCon.
- We will target going out to sponsors in mid March.

6. Changes to or refreshing the conference concept
- The committee is open to changing things for sponsorship, regular attendees, etc. and welcomes input from DEM.

Conclusions from the February 1st meeting:

1. Update on Conference Site Selection
- Location of the vendors
  - Booths need to be 10' in width (The diagrams provided to date seem to show the use of tabletop exhibits. These are not big enough.)
  - Layouts provided do not provide enough seating capacity for meals (Need seating for 300+)
  - Would like to see layout for vendors in Ballroom 1 with full seating in 2 & 3; vendors in Foyer & Pavilion; or vendors in Gallery
  - Cindy needs to also ask if we could use the restaurant for a vendor space
  - App garden should be in the exhibit space
  - All food needs to be in the vendors if they are not near sessions (any information on the conference sent to vendors needs to highlight every event on the agenda that will be in their area.
- Update on Conference Web Site
  - Association folks and DEM staff are in contact and working out on access issues

2. Presentations
- Report on response to date
  - 5 suggestions for spotlights and 4 for workshops so far

- We need to consider what to do about computers for hands on workshops. It was suggested that we consider making the event BYOD (Bring Your Own Device)

3. Strategy for increasing attendees
   - Build excitement by working on the message! Ideas? Schedule for info releases?
   - Provide info so the attendee can prove the value to him or herself and their boss. Link to the NSGIC ROI for attending conferences: http://www.nsgic.org/public_resources/Conference_ROI_121812_Final.pdf
     - Committee agreed to develop bullets and not long (2 page) document
   - Look into providing continuing education credits/GISP certification. What actions we need to take???
     - Conference will provide certificate of daily attendance to be e-mailed out to attendees to use for documentation
     - Verne will ask Obrien & Gere how the CEU's were handled by them last year

4. Strategy for increasing sponsors
   - Exhibitor/Sponsors Pricing
     - Currently prices at other conferences are all over the place as they struggle to get folks to the events
     - Need to relate prices to budget needs
     - Prior complaints that sponsors were paying too much of the conference fees versus attendees
   - Lists from other conferences added to our list – DEM to provide

5. Saratoga Social Activities
   - Social events were the major things that attendees remembered past conferences by. They also prove to be great networking opportunities.
   - Monday night event
     - We will not do anything formal like the National Racing Museum Event because of cost, effort and shrinking attendance
     - We will look at potential for going to a local establishment and see if they could provide us with space, discounts, etc to provide place to get together and network/have fun
     - Eric mentioned a new place called Druthers on Broadway (http://www.druthersbrewing.com/)

Conclusions from the January 25th meeting:
- Update on Conference Site Selection
  - The conference will be held at the Hilton on November 12 & 13th.
  - Vendors will be located in the Saratoga Ballroom. (Cindy will ask the Hilton to provide diagrams of possible layouts.)
  - The hotel will provide one free continental breakfast.
  - The parking will be free (details are being worked by Cindy).
  - Upgraded Internet access will be available via a daily code for exhibitors (and others??).
  - If the conference achieves 85% of the room block, there will not be a penalty.
  - Audio equipment will be discounted 10%.

- There will be 5 complementary room upgrades.
- Update on Conference Web Site
    - Cattyann Campbell will create a sub domain for the conference site. Access will be provided to Marie (DEM) and she will design the site on it.
    - Verne will coordinate the domain name issues.
    - The Association will resolve any additional costs associated with the work.
- Presentations
    - Bruce will add the fact that there will be no Summit in 2013 to the announcement and send it out. He will also make sure that it is posted to the Association web site.
    - Bruce will set up the Survey Monkey site to obtain input on spatial spotlight ideas and workshops.
- Strategy for increasing attendees
    - Build excitement by working on the message!
    - Use mailing lists from other related conferences.
    - Provide info so the attendee can prove the value to him or herself and their boss. Bruce will provide a link to the NSGIC ROI for attending conferences: http://www.nsgic.org/public_resources/Conference_ROI_121812_Final.pdf
    - Look into providing continuing education credits/GISP certification. Mickey will look into them for local government. Cindy will check on the value of including this on other conferences.
- Strategy for increasing sponsors/attendees
    - Lindi will provide the 3-fold program, the sponsor invitation letter, and the attendee list.
    - Cindy will utilize staff at DEM to obtain exhibitor mailing lists for other similar conferences.

Conclusions from the January 18th meeting:
- In light of all the factors presented to them, the Committee recommended contracting with the Saratoga Hilton for the conference on November 12th-13th.
- Bruce Oswald will make that recommendation to the Board. Once he receives approval from the Board. Cindy Sherwood will be given authority to complete negotiations on the contract.
- The Committee noted that they wished to pursue using the Sagamore Resort for the conference site at a later date.
- Cindy will review the deficiencies (i.e. Internet access, parking, break refreshments, seating and room comfort, etc.) noted in the last NYS GIS Conference held at the Hilton with their staff to determine what changes/improvements have or can be made to ameliorate them. It was noted that, in particular, vendors need solid Internet access.
- Presentations – Bruce will develop a write up for to be used to "advertise the conference" and crowd source topic areas for the first day's presentations. He will also set up a Survey Monkey site to accept the conclusions that are received.

- App Garden & Petting Zoo - Eric and Mickey have again volunteered to take the lead on the App Garden & Petting Zoo. Eric indicated that "new blood" would be helpful.
- Improving Conference Attendance - Bill Johnson noted that Joe Beaulieu from his staff got the NYS GIS Association listed as an accredited organization for the Workshop Seminar Reimbursement (WSR) Program for PEF Represented Employees. Bill will circulate that information to the group.
- Increasing Sponsors – Lindi Quackenbush will see if she can find the list of past sponsors.

Conclusions from Jan 4th meeting:
- Conference Agenda (Below is the rough agenda discussed in the meeting. Items for the App Garden and Petting Zoo have been left in as place holders until a decision is made on their format)

  Pre- Conference:
  - Late afternoon arrival and vendor set up (25-30 spaces); special area for "App Garden" and Technology Petting Zoo (TBD); l
  - Low key evening reception (or "get together" in the hotel bar (hosted by Tom Sears)

  Day 1:
  8:00 a.m. – 9 a.m. Registration Desk Open/Conference Check-in; vendor area open; Continental Breakfast (in vendor area) (Note – 8:00-7:00pm Exhibitor (25-30 spaces); plus special area for "App Garden" and Technology Petting Zoo; all breaks in this area)

  9:00 a.m. – 10:00 a.m. Welcome & review of agenda/description of various conference events; Association Overview; State of the State

  10:00 a.m. – 10:30 a.m. Break in vendor area

  10:30 a.m. – 11:30 a.m. Keynote Presentation (for 400 theatre style)

  11:30 a.m. – 12:30 p.m. Lunch

  12:30 p.m. – 1:00 p.m. Dessert in the vendor area

  1:00 p.m. – 3:00 p.m. Special Spatial Spotlights (3 -4 rooms seating 100-150 each theatre style)

  3:00 p.m. – 3:30 pm Break in vendor area

  3:30-5:00pm: Concurrent workshops (3 rooms seating 100-150 each theatre style) (No pre-registration)

  5:30 – 7:00 p.m. Networking Reception in Exhibit area

Day 2:
  7:30 a.m. Registration Desk Open & Continental Breakfast

  7:30 a.m. Exhibit Area Opens; "App Garden" (technology poster session) featuring web-based and mobile platforms

  8:30 a.m. – 10:00 a.m. (4) Concurrent technical sessions- each room seating 150 theatre (concurrent sessions will be 3 half hour sessions)

  10:00 a.m. – 10:45 a.m. – Break in vendor area

  10:45 a.m. – 12:15 p.m. – NYS GIS Association Annual Meeting

  12:15 p.m. – 1:00 p.m. – Lunch (What about a box lunch in the vendor area?

  1:00 p.m. – 2:30 p.m. – 4) Concurrent technical sessions- each room seating 150 theatre (concurrent sessions will be 3 half hour sessions)

  2:30 p.m. – 3:00 p.m. Break in vendor area

  3:00 p.m. 4:30pm: – (4) Concurrent technical sessions- each room seating 150 theatre style (concurrent sessions will be 3 half hour sessions)

- Presentations
  - Crowd source Special Spatial Spotlight and Keynote topics via Google Docs or Survey Monkey
  - Who will take the lead on this?

Conclusions from the 2012 Conference Post Mortem:
- Consistent problem with people not knowing what events were going on where and when (technology petting zoo, app garden, demo theater, etc.
  - Need an Emcee to alert people (on a regular basis) to events going on and their location
  - Possibly better and more signage
  - Possibly one or more rolling PPT's showing each day's agenda and room location for events
- Conference should be held on Tuesday/Wednesday or Wednesday/Thursday.
- 2013 conference should be a "hybrid" model of the 2012 conference – 2 full days with the first day starting at 8:30 and vendors setting up the night before. Also, possibly a less formal networking get together the night before.
  - Plenary session would include a welcome with directions on the conference highlights (also consider rolling PPT's with those highlights for each day), high quality keynote, State of the State, etc.
  - Chosen presenters for the Special Spatial Spotlight track
  - Workshops (2 hours in length)
  - Evening reception
  - Volunteered presentations on the second day

- The Committee was asked what would entice you to go to the 2013 Conference?
  - Ability to learn new information/something that you see for the first time.
  - Listen to a "leading edge" keynote speaker
  - Hear the State of the State
  - Find out the latest in technology
  - Find out creative approaches to using existing technology
  - Learn about the latest mobile apps