Conference Committee Meeting Minutes

Date 7/15/2016 | Location HDR

**Meeting leader** Gretchen Baumgardner
**Type of meeting** July’s Committee Meeting

**In attendance**

<table>
<thead>
<tr>
<th>Name</th>
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<tr>
<td>Mike Ambroziak</td>
<td>Chelsea Francis</td>
<td>Lisa Jackson</td>
<td>Nashita Naureen</td>
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<td>Amy Baker</td>
<td>Clayton Freed</td>
<td>Anupa Jain</td>
<td>Alan Palmquist</td>
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<td>Gretchen Baumgardner</td>
<td>Tom Galeziewski</td>
<td>Jeanne Jensen</td>
<td>Annette Reese</td>
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<tr>
<td>Jesse Black</td>
<td>Bob Goff</td>
<td>Carol Johnson (on-ph)</td>
<td>Richard Sacks</td>
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<td>Tom Braatelien</td>
<td>Patrick Goodfellow</td>
<td>Patty Kennedy</td>
<td>Fredrick Tack</td>
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<td>Craig Caggiano</td>
<td>Larry Hansen</td>
<td>Chris MacDonald</td>
<td>James Taylor</td>
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<td>Amy Conroy</td>
<td>Bob Hollander</td>
<td>John Masche</td>
<td>Steve Wedwick</td>
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<tr>
<td>Lisa Culbert</td>
<td>Dave Iwanski</td>
<td>Debbie Muse</td>
<td>Mike Worlton</td>
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**Topics Discussed**

**Theme**
- No real theme like we’ve done in the past. However, need to showcase that this is the:

  **90th Annual Conference and Exhibition**

**Schedule Changes**

**Awards Reception**
- One of the thoughts to dealing with time constraints of presenting awards is to have an awards ceremony during a happy hour. This would leave room for proposed changes to lunches. Having an awards reception; Tuesday or Thursday – general feeling of the idea?
  - Folks from out of town would have a hard time getting to a Tuesday night reception.
  - Thursday would be a better day as folks will already be at the conference.
  - Operator awards would be separate during the day; most likely on Thursday.
    - Should have these during the conference as many operators would most likely not stick around for a happy hour ceremony.
  - The cons on this idea is that the association use to do this and the attendance was not high.
  - However, most people don’t always pay attention to the awards.
  - A night reception would mean that people can invite non-attendees to show up.
  - This would be like the 5S reception done in 2015; which the 5S new inductees liked.
  - Scholarship included in the night reception
  - Award winners should get a special ribbon
    - How would that look like logistically?
Awards
- Awards committee would like to do a video rather than a power point.
- They would also like to have a scrolling video/presentation that showcases the awardees, like we did in 2016 with the TV screen in front of the banquet hall.
- Company that wins the project of the year award should make a poster to display in the hall

Wednesday Lunch
- How do we feel about a ‘lunch on your own’ for Wednesday’s lunch?
  - Many like the idea that people will be able to take advantage of the downtown phoenix location. Networking on your own; exhibitors can take people out to lunch.
  - Con – a lot of operators go on Wednesday; what if people don’t want to do out to eat out? Or if they expect lunch as a part of the conference
    - Can we have some kind of lunch box option at time of registration? Have to make sure that it’s clear lunch will be different for this day and by checking this box you will receive a box lunch (maybe logistically hard)
    - Or concession stand voucher?
- App will have map capabilities to call attention to all the restaurants in the area.
  - Could we get restaurants to give special deals to conference attendees.
  - Fredrick Tack to help Amy with this.
- Is there anything going on during this day at the North Convention Center that could cause extra downtown pedestrian traffic that would interfere with lunch time.

Thursday
- An idea is to have Thursday lunch as a box lunch – in the exhibition hall.
- People have seen this done at other conference at it seems to work well
- Would need enough seating for 800ish people? Will need to check with PCC to see if we can have the extra exhibition space to set this up. Could use this space to double as training area for vendor/manufacturer training.
- Can we put the business meeting here? Is there another place we can put it? What are the bylaws on this?

Registration
- The Board has approved a contract with Cvent for registration and the app for this year’s conference. This is a change in registration vendors from Showcare to Cvent. There will be an internal kickoff meeting in early August with the subcommittee.
- Would like to get vendor registration up and going by October.
- Cvent will have a PDH organizer. Currently it is done manually and it take several days.
  - This will mean that everyone will need to scan in and out of sessions (EVERYONE).
    - This will also get us some good session analytics.

Mobile App
- Cvent should seamlessly transfer registration into the app (as Crowd Compass is a Cvent developed app).
• The App have some really cool tools for session analytics.
• Notification on things like meter mania, panel discussion, and manufacturer social went over really well.
• Need to do a better job at advertising and pushing the app.
  o Should talk about it during the opening remarks
  o Should have it on the screens before sessions
  o Moderator need to promote it.
    ▪ Side note – would like to build a script for moderators so there is continuity throughout all moderators.

Abstracts
• The abstracts deadline is November 4th this year. Would like to not extend it this year. Should use some kind of language on the webpage that states:
  o ‘Abstract deadline is November 4th. This deadline may be extended if a minimum total has not been met. However, it will be closed beyond deadline date once the number of submissions have been fulfilled.’
• The calls for abstract could go out in the e-new in August and in the October Kachina. Would be a good idea to have a separate e-blast to the membership, with the language above.
• We should have a waiting list for back up presenters.
  o This is a common thing in over conference.
    ▪ Need to get some of these examples to draw from. Anyone have examples of this?

Operator Training
• Last several years, this has been influences in a large part by the WWT Committee. Would like other committees to join in.
• Doug has reached out to all the other committees- will outline this effort next Conference Committee meeting.
• Once Jesse & Doug have responses from other members interested in getting involved, will have a subcommittee meeting on ideas for this year’s conference.
  o If anyone is interested in being involved, contact Doug Berschauer.

Misc
• Dave Iwanski to draft up a letter to the Municipal Directors, thanking them for their participation in the association and that we continue to strive to serve the water community through a high standard educational excellence. We’d love to see a high number of municipal folks at our 2017 Conference, which will be moving to the PCC.
  o Need to build a list of Municipal director heads. League of Cities? Utility Council? Someone to spearhead this?
• Lisa Culbert suggested to reach out to Senator McCain’s staff at the Reuse symposium to see if there is any possibility of having the senator be our Keynote. We could also consider Jeff Flake – Tim Thomure and Jeff Biggs in Tucson could help us with both of these introductions.
  o If we were able to get Jeff Flake we would wrap his talk nicely into a panel discussion on the Drought Contingency Plan (DCP) that is currently being discussed between Arizona, California, and Nevada.
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Thank you Black & Veatch for sponsoring lunch!!