Conference Committee Meeting Minutes

Date 7/21/2017 | Location HDR

<table>
<thead>
<tr>
<th>Meeting leader</th>
<th>Curt Courter</th>
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<tr>
<td>Type of meeting</td>
<td>July’s Committee Meeting</td>
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In attendance

Mike Ambroziak          Chelsea Francis      John Masche
Amy Baker               Tom Galeziewski     Andrea Odegard-Begay
Doug Berschauer         Robert Goff         Marie Pearthree
Craig Caggiano          Patrick Goodfellow  Fred Rouse
Mike Caruso             Larry Hanson         Richard Sacks
Kevin Chadwick          Towanda Heape       Brandon Squire
Curt Courter            Anupa Jain           Steve Wedwick
Lisa Culbert            Arthur Lomeli        Jim Wright

Topics Discussed

Vice Chair: Craig Caggiano!

Feedback

• Registration
  o Smoother (only 2% with negative comments)
  o For next year: “opt in” for complementary things were unclear, steps for adding parking, City registrations, no record of payment when already paid, registration table was hard to find (better signage), date of conference was not easy to find in reminder email.

• Thursday
  o Most enjoyed tech sessions, exhibit hall, beer truck, lunch awards, operator training, meter mania, evening awards…

• Wednesday/Thursday Lunch
  o Wednesday – liked concessions lunch more
    ▪ Long lines, poor food quality, no choices, expensive, liked freedom to go downtown
  o Thursday – wasn’t well received, wanted a sit-down area for awards.
    ▪ Wanted place to donate cooler, many went out for lunch on own based on Wednesday’s lunch, poor quality food, long line, fast line but needed sign or guides, liked cooler, awards in the exhibit hall was cheapening it
  o Can’t please everyone, but flexibility is good. Need to look at how many people versus the negative comments. The price is the main problem. Tell people what type of lunch and menu so they can decide if they want to do the lunch. They were out of vegetarian options at some point on Wednesday. Having someone helping with orders with people in line.
Cheapened the awards is a problem, we need to solve this issue. Wednesday do boxed lunches, then Thursday do options between boxed lunch and sit down for a higher price. Lisa recommends raising the price accordingly for the lunch. Or do a total awards ceremony Thursday night (operators don’t usually stay at night)

• BOTTOM LINE – this is assuming all payments (processed through cvent)
  o Total Income = $610,000
  o Total Expenses = $505,000
  o Net profit/loss = $105,000
  o Overall a success, still collecting money. Finance committee wanted a better profit, but we made a lot of money. Record sponsorships, vendor income, registered attendees… etc.
  o How do we generate more income – expenses to decrease, accommodate more vendors, increase sponsorships, registration cost adjustment (look at member cost increase)
    ▪ Get sponsorship feedback. (over $50K sponsorship, golf is separate (golf $31K))
    ▪ Didn’t see much of a decrease in registration
    ▪ Look at breakdown of where our money is coming from (exhibitors are more flexible with budget)
      • Sell exhibitors tiered areas (registration open earlier)
    ▪ More sponsorship options
    ▪ Ask Debbie how many rooms were booked through the conference
      • Add this as a question during registration.
    ▪ Charge for meals
    ▪ Charge different price for each day (Wed & Thurs the same price and Fri is cheaper for last year)

Abstracts
  • Early August
  • Webform – limit choices to technical committee’s – so committees can help put together the program.
    o Discussed in June we agreed to leave the choices as is for technical program organization.
  • Technical committees should be getting the abstracts in with the right people talking,
  • Technical committees score all abstracts as well they should focus them to only their subject.
    o Give all to committee chair and they can pick out the ones they want to score.
    o Sort first, send to committee chair. Decision.
  • Technical committees organize their tracks.

Schedule
  • Abstract Deadline Oct 30
  • Review Distributed Nov 3
  • Abstract Scoring Due Nov 20
  • Technical Program Due Dec TBD
  • Board Approval Jan 19
  • Keep
    o Wednesday Breakfast w/ Keynote, Lunch on your own, awards lunch, Friday lunch w/ keynote
• Consider
  o Length of technical sessions – Ask reviewers to note which abstracts they would like to be longer. Then we go to presenter to see if they can do a longer one.
    § Extra track? No.
    § Don’t want to offend people – will have to cut more abstracts if we do longer presenters. May get better speakers with less abstracts
    § Moderators help speakers by asking how long their talk is.
    § Just keep 20 mins. Decision.
  o Awards – Breakfast (educator of year), Lunch (operator), Happy Hour (scholarships)
    BBQ/After Hours (people/projects of year)
    § Awards all in one day? So they can attend the BBQ.
    § Awards time needed:
      • Wed Morn (4 min), Thurs Lunch (21 min), Thurs Evening (52 min), Fri Lunch (9 min)
    § Awards during BBQ (if we have two separate rooms) to get rid of hotel rental
      • There was an add on BBQ ticket for Thursday Attendance.
    § Time limit to Convention Center? Thoughts – using PCC operators lunch Wednesday in ballroom, and get rid of stage in exhibit hall but keep seating, and cater for the BBQ in the exhibit hall.
      • The catering may be costly.
  o National reps in technical session for longer talk, and keep lunch presentation short to general attendees.
  o Ballroom costs are considerable w/ AV etc.

BBQ
• Additional buffet line, communicate multiple rooms more, food needs to come out faster, have BBQ food
  o Wanted to open earlier but received push back from venue.
• Exploring Alternative Locations – Chase Field, Heritage Square (outdoor)… etc.
  o Look inside the PCC - do exhibitor happy hour, then BBQ in ballroom or exhibit area
    § People might not want to stay at the venue… want to network outside with better setting
    § Have time to change out of work attire
    § Table and chairs don’t work (did this previously) need ambiance
    § Never charged for BBQ (never make money on this)
  o Need BBQ committee

Mobile App
• Overall Increase in users and uses
• 40% of attendees are downloading the app
  o 356 logged in as a user as opposed to just using for sessions
  o 442 organization views, 282 fresh ideas participation
• Exhibitors
  o Filling in the app is a lot of work, for exhibitors to fill in info, not necessary. Not this year.
• Amy asks about exhibitors able to fill out their own profile
  o Only need to search for exhibitor and the location in the exhibitor hall, other functionality not worth the effort.

Subcommittee Leads
  • See slides.

Next Meeting:

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<th>When</th>
<th>Lunch Sponsor</th>
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<tbody>
<tr>
<td>June 16th</td>
<td>Hazen</td>
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<td>July 15th</td>
<td>Black &amp; Veatch</td>
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<tr>
<td>August 12th</td>
<td>Garver</td>
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<td>September 16th</td>
<td>Arcadis</td>
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<td>October 7th</td>
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<td>November 4th</td>
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<td>December 2nd</td>
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<td>January 13th</td>
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<td>February 10th</td>
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<td>March 17th</td>
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Thank you Black & Veatch for sponsoring this month!