

# Wisconsin Land Information Association

2008 Conference Committee

## Minutes

June 7, 2007-Holiday Inn Stevens Point

**Present:** Jodi Helgeson, Jason Grueneberg, Justin Connor, Kelly Felton, Larry Cutforth, Michelle Yanda, Peter Miller, Scott Galetka, Terry Woodman, D David Moyer, Mike Koutnik

**I.** The meeting was called to order at 4:30 PM (with tornado break!)

**II. Dates and Committee meetings**

1. Jodi reminded everyone of 2008 WLIA Annual Conference dates which are February 27-29, 2008 at the Grand Geneva Resort in Lake Geneva – Walworth County.
2. Still need some assignment for sub committee teams

**III. Conference Theme**

Round table discussion:

1. Theme based on Leap Year because the last day of our conference is on Leap Day  
General consensus was to use adopt the following conference theme with variations allowed if logo submitted fits theme:  
LEAP INTO ENTERPRISE (GIS)  
-Integrating efforts for (Wisconsin) stakeholders – (building on 20 years of WLIA)

Jodi will forward on to all committee members and ask for logo submissions to be submitted to her by July 16. Final selection will be voted on at August 1 conference call. (e-mail for submission requests went out June 12th )

**IV. Keynote Speaker**

After reviewing selections from last years conference committee the following was decided:

Thursday Opening session: Options: 1-Ron Langhelm (Washington) formerly of FEMA – GIS coordinator for the Columbia disaster; 2-Google Earth; 3-NOAA

Friday Opening Session: Options: 1-City of Chicago – Molly Mangin-GIS coordinator; 2-Chicago Transit Authority (presentation at UW Milwaukee that some WLIA members attended

Schedule will allow a time period for statewide initiatives or issues or importance that need more time than during town meeting. Otherwise, sessions will fill this gap

**V. Conference committee tasks:**

**Sessions:** Jodi and David Haines (or someone from RA Smith) will monitor web submissions to make sure it works the same as last year. Will set date for final submissions at next meeting.

**Moderators:** Will need to make sure that moderators have evaluations sheets in rooms to hand out. Moderators will also work with AV to make sure equipment is working properly.

**Exhibits:** Ribbon cutting from last year worked great. Will do again. Members suggested better policing of exhibit area for vendors. Suggestion to have banners made for sponsors to have in their booth as additional recognition. Suggestion to have running powerpoint with exhibitors name during lunch. Also consider breakfast in exhibit area

**Silent Auction:** Need to provide Chris with additional help in security and at checkout. Time the end of the silent auction so it doesn't interfere with sessions etc.

**Game Night:** Suggestion to do something similar to WCA. Offer 3-5 larger prizes with additional cost added to exhibitor fee (optional?) and have name drop boxes in each booth with one booth drawn as the "mystery booth" to encourage folks to stop by each booth. All felt that game

night in the past has worked well and would also encourage that same method to continue. Vendor individual door prizes should be presented outside of the awards dinner. WLIA would offer a bulletin board for door prize winner listing instead of having presentation at awards dinner.

**Student Volunteers:** Nothing new to report at this time

**Audio/Visual:** Important to have projectors for every room. Concern with security. Also need additional folks in this area as it is too much for one person to handle, especially when that person is doing a presentation as well.

**Poster Contest:** Jerry Sullivan will be reviewing categories and may be splitting out categories that have many entries and eliminating non-popular ones. He would like a co team leader so that there are more folks trained.

**Social Night:** Two proposed social events: Tours of Yerkes Observatory 5:30-7:00 and Sports Social (with food and beverage) at sports facility at Grand Geneva 6:30 - ?? Need sponsors for these events.

**Workshops:** Group recommended having 8 full day workshops with some broken into ½ days and offering at least one free workshop. Suggestions to add time for “user groups” or “help desk” so that individuals could talk to a vendor regarding a specific problem or to assist folks in filling out the Ramona survey (examples). Gateway Tech in Elkhorn may be a possibility for a hands on workshop or provide minimum requirements for those bringing a laptop. A CPM class may be offered again.

**Conference Outreach:** Start now to educate folks in the Southeast Wisconsin area (and possibly northern Illinois) about our conference and also to encourage session submissions. Also send out info to stakeholder organizations.

**Photographers:** This is a new assignment this year. Need a lead photographer to document conference. Tim Lehman has volunteered. Ann should provide Tim a list of needed photographs.

**Awards:** Nothing new to report at this time

**Sponsors:** Suggestion to add levels of sponsorship: Platinum, Gold, Silver or something related to GIS levels

**Conference DVD:** Will make sure that session submissions have release with them before their presentation. Offer an area to burn presentation at conference. Can submit a modified version for the conference dvd.

Meeting adjourned at 6:30 PM

Next conference call will be August 1, 2007 at 1:30 PM