

MAGIP Professional Development Committee Minutes

May 5, 2017 - 3pm

Start 3:02pm

Attendees: Jeff Hedstrom, Jenny Connelley, Leslie Zolman, Diane Papineau, Janelle Luppen, Brian Andersen

1. Idea of an annual conference

Jeff had mentioned that the Board has brought this topic up at several meetings, the idea of moving towards an annual conference. Jenny chimed in and said the annual conference would replace Tech Session and Spring Meetings held throughout a two year cycle. The committee discussed the question, are we wanting to branch off from Idaho and “rebrand the conference.” Leslie talked with one of the planners of the URISA Rocky Mountain Chapter Conference, and they said it would be a great opportunity for us to rename, rebrand and establish sort of a new identify of an annual conference.

○ **Idea of Idaho co-hosting the event**

We talked some time about possibly joining with Idaho in certain locations, and if we were to set up a rotation that we’d could put Kalispell and/or Missoula in an “odd year” slot to potentially co-host with URISA Idaho.

○ **Naming of the conference**

There was some discussion over the potential name of the conference. Most everyone seems to like Montana GIS Conference. But the name Intermountain does imply a larger region. Along the same lines of rebranding, it would be good to rebrand the conference, give it a new name and a new feel. We may even see a spike in attendance initially by going to an annual conference, and especially if we keep it in prime locations, central part of the state. This would also benefit ESRI in only having to come to Montana once a year (consistent time frame each year too, instead of some years twice and other times once in the fall or spring). Brian had mentioned, maybe we should reduce the number of locations we rotate it around the state, we’ve seem to have an issue if it’s in Kalispell then the Billings region folks don’t come and vice versa.

We talked a little about, do we want to include the word “MAGIP” in the name, MAGIP Conference or MAGIP Annual Conference. There was some opposition to that idea because that almost implies that it’s members-only or some folks might not know what MAGIP stands for and therefore would be initially not interested.

○ **Timing of the conference**

We discussed in length about is April the right time to host the conference? Spring break is usually unpredictable and sometimes hard to find out 2 to 3 years in advance. Do we want to plan around spring break for colleges? What’s the point? We discussed if we want to promote outreach to universities that we should but there’s that back and forth of do students not want to attend while there in school? Or is it easier to attend if it were during spring break?

What about moving the conference to September? Leslie mentioned that there are already too many conferences in September that GIS professionals attend. October? Why move it from April, because of the spring break aspect. It’s kind

For more information about the Montana Association of Geographic Information Professionals: www.magip.org



of been tradition to having it in April, weather is just getting nice, usually not much going on as far as other conferences/ events to schedule around.

2. Annual conference host city rotation

Jeff had mentioned that comparing the rotation setup to Montana Cup, a run race event hosted around the state, the community is proud to host the event. They have a 7 city rotation setup so everyone then knows in that area when it's their turn to host it. It could potentially be easier to plan the conference locally. MACO Conference was brought up and that they have a set rotation of six cities and it pretty smooth in planning. Brian though on the other hand mentioned, why should we announce this? Why should be announce where the conference is going to be out until 2025, no one is going to mark it on their calendar, Butte, 2021 but an unknown date and hotel site.

We talked about not announcing a rotation and just always be looking ahead 3 years down the road. Brian suggested let's not announce a rotation, what's the point. If we get a couple soft yes's, then let's make the announcement for 2-years down the line.

3. Miscellaneous Topics

- We discussed the conference logo and whether or not we'd keep having a logo contest or just used a standard one each year, like some organizations do with their annual conference.
- SWAG was discussed of using the MAGIP logo on the items (i.e. a coffee mug), such so the leftovers could be reused at Meetups and other MAGIP events.
- Diane spoke a little about looking at other annual conferences as an example, like AAG. They don't have a theme and their logo doesn't change from year to year, but the location does. Would that minimize the work load be keeping certain things consistent?
- What Diane touched on could be a Summit topic at our next conference, do we want to standardize it the conference logo and theme. Jenny also suggested maybe we just leave it up to the committee / host each year.
- Would it be beneficial to send out a survey to get feedback from our members?

4. Next Meeting Date

- Set the next quarterly committee meeting for **July 20th @ 3:00pm**
- Initially wanted to set the meeting for July 13th, but that was during the ESRI UC.

End: 4:00 pm

