



## *Conference Planning Committee*

### 2021 Fall Post-Conference Debrief Meeting

December 9, 2021

**In attendance:** Matt Saam, Brad Henry, Luke Lortie, Tom Thompson, Mark Erichson, Nick Egger, Chris Petree, Sara Flagstad, Toby Muse, Chris LaBounty, Cristina Mlejnek, Mike Marti, Bridget Rief, Eric Nelson, Anna Bessel, Bev Farraher, Jessa Trbojevich, April Crockett, John Mazzitello, Mary Detloff

**Minutes taken by:** Mary Detloff, Crescendo Consulting Solutions – Conference Planning Consultant

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1. Welcome
2. 2022 Housekeeping Items
  - a. Confirmation of Committee Membership – Thank you!
  - b. Two private agency vacancies to be filled by Heidi Hamilton (Stantec) and John Powell (Foth)
  - c. Committee members Jon Horn and Matt Huggins have resigned. New committee members Heidi Hamilton and John Powell will be joining as of January 2022.
  - d. Executive Committee Requested Goals
    - Hold two great conferences for our Chapter members that provide educational, skill building (technical, leadership & DEI) & networking opportunities for all.
    - To further expand on the exhibitor/sponsor space available at the Fall Conference, review alternate locations for the Fall Conference.
3. Fall Conference Debrief – what went right; what can we learn from, ideas for 2022

#### Feedback:

- Food feedback was not the best – keep with the basics for entrée choices
- Positive response to the round tables in sessions and maintaining round tables for lunch in the same room
- Overall, all main speakers (individuals and panels) were very well received
- People were very happy to be in person
- Room was too cold (seems to be an ongoing issue)
- Audio issues made sound difficult on occasion
- Need a bell or some way to get people back into session at the end of breaks
- Offer pop during the afternoon break
- Consider a committee volunteer to bring issues to Mary as they occur in order to address/correct them (room temperature, audio issues, etc.)
- Do a run-through of slide decks to make sure we have everything in place and aren't overlooking or inadvertently leaving anything out – Jessa is an Awards Committee member and can assist with making sure all pieces are ready to go

- Make sure all committees that may have a role are made aware of deadlines for communication, what will/will not take place as part of their conference activity, etc. and that all committee activities are incorporated into overall conference planning

#### Fall 2022 Conference Ideas:

- Combining the workshop with the conference has been discussed in the past but the issue with combining the two has been limitations on facility space. There is a desire to combine them but space limitations have precluded this in the past.
- Nina, Sara and Chris L. remain interested in looking at alternative venues for the fall conference. If we pare down to two days with multiple tracks over those two days, that could reduce the facility fees plus increase attendance and exhibitor income.
- Need to work out registration details if the workshop is a conference track instead of a separate registration.
- PWX conference has set time to visit with exhibitors – we could model this type of format.
- Conference venue subcommittee will continue to explore new options – Chris L, Nina, Sara and Mary
  - Venues that have been reviewed in the past include Mystic Lake, St. Paul River Centre, Omni Hotel in Eagan
  - Northland Inn, U of M St. Paul campus near the fairgrounds are other potential options

#### Conference/Workshop Attendee Survey Results:

- The conference attendee survey results to date (157 responses) can be viewed here: <https://bit.ly/3I13urQ>.
- The conference exhibitor survey results (13 responses) can be viewed here: <https://bit.ly/3Go6Ac6>.

#### 4. Next Meeting – TBD (but sometime in January)

Planning meetings for the spring conference will be offered hybrid – in-person with a virtual option. Committee members will be contacted in early January with meeting dates for spring conference planning.