



Conference Planning Committee Meeting #2 July 20, 2023

In-Person Attendance: Matt Saam, Jupe Hale, Mark Erichson, Jeannine Clancy, Brad Henry, Mike Marti, Cristina Mlejnek, Eric Nelson, Jessa Trbojevich, John Powell, Mary Detloff

Virtual Attendance: Chris Petree, Bridget Rief, Bev Farraher

1. Committee member sharing of updates on identified session topics and presenters

- **BEV:** Mark Ray – Fence Consortium Update. Potential breakout. Line 2 of responses spreadsheet.
 - Mark is excited to present in any duration or format
 - Focus on Fence Consortium and its structure so people are aware it could be applied to other public works applications. Successful training events for front line employees will have been held by the time of the fall conference – how to offer in collaborative, successful manner.

- **CHRIS P:** Brainerd’s Journey Reconnecting the Community to the Mississippi River. Line 3 of spreadsheet.

UPDATE: Paul Sandy (WSB & formerly City of Brainerd), Jessie Dehn (City of Brainerd), Bob Slipka (WSB), Possibly Mayor of Brainerd

 - Session can be 1-1.5 hrs for concurrent or general session
 - Discuss a 10+ year process of re-connecting Brainerd’s greatest asset (the river) to the community
 - Very significant stakeholder involvement
 - Funding....\$2.85 million of LCCMR Funding
 - Large environmental component with learning center, amphitheater, trails, green space and parking
 - Being maintainable was key
 - Project was completed recently, so entire project overview from visioning to construction

- **CHRIS P:** Reducing Embodied Carbon in Construction, Transportation and Procurement in Your Cities. Line 4 of spreadsheet.

UPDATE: Reducing Embodied Carbon in Construction, Transportation and Procurement in Your Cities – Amy Fredregill (WSB), Ross Bintner (Edina), Melissa Wenzel (MPCA), David Kuebler (St. Paul), Possibly Hennepin County

 - Should be a concurrent session and can be 1-1.5 hrs in length
 - Panel discussion with individual case studies as examples
 - Advancing Climate Plans to reduce Embodied Carbon
 - Involve industry partners and technology trends
 - APWA-MN Environment & Sustainability Committee supports this session (Amy is a member)

- **BRAD:** Asset Management topics – potentially combine into breakout(s)
 - Todd Lang – 2023 Hennepin County Retaining Wall Asset Mgmt. Plan. Line 5
 - Chris LaBounty – Driving Efficient Operations through MS4 Inspections. Line 9
 - **UPDATE:** Chris connected with Brad Henry about our session proposed in the call for presentations. Sounds like he wants it shorter (which we are ok with and just need a better name for the shorter version).
 - Shannon Perlich – Resiliency and Sustainability: Ensuring Your Utility is Prepared for the Future – Line 10
 - Shannon McGrath – If Asset Mgmt. is a Journey, What’s the Destination? Line 16
 - Five presenters – two county, two city, one MnDOT
 - Shannon Perlich – Lead Service Line Inventory, Management and Funding – Line 18
 - Using Asset Mgmt to Optimize Operations – line 9 (Chris LaBounty), line 18 (BMI), line 5 Hennepin Co.
 - **BRAD:** Also suggesting Friday general session of 20-30 minutes on the Infrastructure Resilience Advisory Task Force with Rep. Koegel (Russ Matthys is on the task force). Russ, Rep Koegel and potentially someone from MnDOT (Nancy Daubenberger or Trish Stefanski) could speak. Brad will connect with Rep. Koegel to check her schedule.
- **CRISTINA:** Shannon Perlich – Designing a Lower Salt Future. Line 13
 - **UPDATE:** Lori Haak from the City of Eden Prairie will co-present. Jack Distel from Bloomington is a maybe. Bloomington staff is not available.

Also consider adding other sources of chloride (i.e., home water softeners) into the conversation. Someone from MPCA to bring this perspective. Eric will work with Cristina.

Draft outline for 60 - 75 minutes:

1. Very brief: Eden Prairie & Bloomington chloride concerns or generic chloride concerns that set us up for looking for a new tool 10 minutes
 2. New tool: Low Salt Design 20 minutes
 3. City of Bloomington – Why you want to be a Low Salt Design pilot city – What you hope to accomplish 10 minutes
 4. City of Eden Prairie – Why you want to be a Low Salt Design pilot city – What you hope to accomplish 10 minutes
 5. Open it up to the audience for questions on Low Salt Design/Bloomington/Eden Prairie insight 10 minutes
- **Toby Muse** – West Side Flats Story: A Rivalry Between Aging Infrastructure, Inflow/Infiltration and New Development. Line 17. Could be general session or breakout. Bev can assist on this topic if needed to provide more than the city’s perspective. Jeannine will connect with Toby to possibly incorporate MCES.
 - **Toby Muse** – How Cottage Grove is Address PFAS Contamination in Residential Wells. Line 19.
 - **UPDATES:** This is a good candidate for a Thursday afternoon concurrent session slot but could accommodate a general session slot as well.

Jeannine will work with Toby on a big-picture approach/general session incorporating the PFAS topic in addition to a breakout. Potential presenters include Don Theisen and the MPCA commissioner.

- **CRISTINA:** Dr. Jermaine Davis – Leading & Working Through an Inclusive Lens and/or Bridging the Gap: Communicating Effectively Across Generational Differences. Potential keynote. Cristina will follow up – suggestion from DEI Committee.

- UPDATE: Dr. Davis is available until 4:30 Thursday, Nov. 16 (not available Friday). He charges \$7500 for a keynote and an afternoon breakout would be an additional \$1000.
- **JOHN P:** Organics recycling facility at Mystic
 - Interest in continuing education on SMSC facility that involves new technology. Steve Albrecht on board to present on this topic as a concurrent session
- **JOHN P:** Stormwater chamber in south Minneapolis (Barr) – this may not be ready for a presentation this year.
 - John connected with Barr and TKDA. Both are interested in presenting on this topic, potentially adding Breierly Associates. Concurrent session.
- **MATT:** Minnesota Zoo elevated walking trail (old tram) – longest in North America.
 - Zoo excited to present about treetop trail due to open July 2023. Contact has requested more information. Matt will follow up. Mike and Jeannine will assist as needed. This would also be a great technical tour – Mark will share this idea with Justin Messner.
- **JESSA:** Project of the Year winner and potentially also honorable mentions to talk more in-depth about their projects as a breakout
- **CHRIS L:** Smart Cities (Chelsea Kohler with Smart Cities Connect)

UPDATE: Chelsea Kohler is not available. Below are two other possible “smart cities” themed topics.

Idea 1: [Tyler Svitak](#), Executive Director, Colorado Smart Cities Alliance (speaker) – Topic of: Building a Regional Smart Cities Ecosystem:

Many places across the country are expanding smart cities programs into regional initiatives, which has resulted in the creation of new types of organizations to facilitate this cross-jurisdictional and inter-sector innovation. Hear from the people that built the Colorado Smart Cities Alliance to understand how they did it, why, and what it has produced for Colorado.

Mike will connect with Jon Haukaas to see if he knows Tyler

Idea 2: [Jim Alberque](#), GIS and Emerging Technology Manager, Raleigh, NC (speaker) – Topic of: “Stop Thinking Like a City” or “Applying AI & Machine Learning to Real Life City Problems”

Most things important to our lives have no care for jurisdictional boundaries. Pollution, traffic, stormwater, weather and the spread of disease are just a few. Yet so many solutions historically have been built within those siloed boundaries. This panel unlocks how best to allow data to flow across jurisdictions to enable regional and larger solutions, while spreading the workload efficiently and cost-effectively among government partners.

Thought to start with Stop Thinking Like a City as a topic to build on for a follow up topic at a future conference. Charles Marohn is another potential presenter on related topics. This is likely a concurrent session so not sure of the likelihood of bringing someone from outside Minnesota for only a concurrent session. Chris will be asked to follow up with Jim Alberque. Eric will assist.
- **Ethics** – no specific topic or follow up assigned. Could offer as a concurrent session or two. Mark Erichson and John Powell will follow up.
- **CHRIS L:** Mallory Weggemann – inspirational story about overcoming her paralysis to become a gold medal-winning Paralympian.

UPDATE: Chris believes committee consensus is Mallory would be a better fit for spring conference.

- Three other, new presentation topic ideas were shared:
 1. Leak detection dog worked at finding two known water leaks and one pin hole leak we didn't know was there
 2. Have Mark Culver host a session of the Public Works Nerds Podcast live at the conference (like many radio shows do)
 3. Consideration for keynote or general session – PFAS and chloride, water issues, MPCA commissioner as keynote presenter

2. Exhibitors, exhibit hall (Thursday only)

- a. # of exhibit booths available – There were 55 total booths in 2022. Mary will work with Chrom to maximize the number of exhibit booths available while also maintaining appropriate open space for networking.
- b. Exhibit hall hours, non-compete, unique opportunities for face time – The draft schedule includes 4.25 hours with exhibitors on Thursday only, with three of those hours non-compete hours
- c. Incentive for attendees to visit exhibit hall – This idea was discussed but will not be implemented in 2023
- d. Exhibit opportunities available to sponsors, others

Additional notes from committee conversation related to exhibitors and the exhibit hall:

- Offer food ONLY in the exhibit hall
- Include space for networking – seating areas and high top tables so people can stay and network in that room even if we need to have a few less booth spaces
- Set up starting 6am for exhibitors that want to be open for breakfast with a later time for those not wanting that much exhibit time
- Mary will specify to exhibitors the hours booths should be staffed and hours booths could be vacant (i.e., when education sessions are happening)
- Have coffee and water available all day in the exhibit hall with pop available only during the Thursday afternoon break
- For those that want pop at breakfast, note vending is available onsite in conference materials (specify where)
- Mary will ask Mystic if vendors can provide pop at their booths
- Mary will check with Chrom to ask when they will tear down so exhibitors know if booths can stay up until Friday or if they must tear down Thursday after the reception

3. Review preliminary conference agenda and brochure

Jupe will ask Monica and/or Chris if the chapter wishes to invite national representatives to the conference. A draft conference brochure cover was shared and approved by the committee.

4. Identification of requested committee/activity collaboration at conference (YP, PAC, etc.)

Jupe and/or Matt will ask if there is interest among committees to share an exhibit booth at the conference at the August Executive Committee meeting. Additionally, the Membership & Special Events Committee will be asked if they know what Thursday evening activity they are planning as part of the conference.

5. Registration fees and deadlines: Exhibitors and attendees

- Aug. 23: Exhibitor registration opens for sponsors only
- Sept. 6: Exhibitor registration opens for all
- Sept. 18: Attendee registration opens

6. Other

Mary will create a slide deck highlighting national and local award winners, sponsors, PACE award, etc. to run between sessions and during lunch

7. Next Meeting: Wednesday, August 9, Stantec, One Carlson Pkwy North #100 in Plymouth (former SRF office space)