**ASPRS Heartland Region GeoYou Planning Committee Actions**

*Last updated 20170330*

**ACTION ITEMS**

Student Involvement

~~Fee reductions for students and government?~~

10% for government, student, start-ups (in business less than a year, possibly could be paid with training funds in government)

Can we offer student scholarships (undergraduate & graduate) to cover conference fee and lodging in exchange for students to work the booth? And can these funds come out of the Heartland Region Scholarship Fund?

Gwynn to research with POC from Bobby – it is our money and we can get access to it

Additional Action Items

Identify responsible POCs for each of the following Conference Committee items:

**Sponsorship** – David Gwynn, others?

Recommend that everyone on BOD should market to at least their own company or organization, but have goal to market to at least 5 companies/organizations.

**Program Development** – Need a Chair.

Recommend getting entire BOD involved in background research for Program Development, one industry/domain per board member) to ID best candidates for Keynotes and talks. Because of (a) short timeline and (b) desire to purposely sculpt content of conference, all Keynotes and presentations should be by Invitation Only (this is how Becky’s region organized the first few UAS conferences).

Gwynn reach out to Jason Tullis and Jerry L.

Preliminary program with draft speakers

Derek – delegation

**Research – Best Capabilities per Industry**

1 Industry per BOD Member

Gwynn to send more information to folks

**Research – Innovators, Start Ups, Data Scientists, Machine Learning**

What do they like, want, eat, get impressed by….

Paul Manley, keyterms include & exclude, swag, gift

Derek?

**STEM** – POC

NGA has indicated their willingness to have STEM exhibits, but we want additional ones from around STL and Heartland Region

Jerry? Derek

**Graphics** – (David Gwynn has a lead on good but inexpensive graphics company; Paul Manley has a lead on good but inexpensive banners/sign generating company)

Manley, Gwynn

**Marketing** – MonkeyChimp, Social Media, ASPRS National, ASPRS ROC, whole of ASPRS Heartland Region

Greg – all of the above (twitter, Instagram, not sure about Facebook?)

Paul - [asprsheartland@gmail.com](mailto:asprsheartland@gmail.com) – all will get password

Greg – will set up geoyou or geoyou2017 or geoyou\_2017 on Instagram and Facebook (not Twitter)

Schedule stuff to be posted to Greg for regular posts; email to ESRI account

Paul – steward of Facebook; copy any info to Paul and Greg

(Twitter is out)

Snapchat?

Greg – email blast to region this weekend

Eric Cenovic from Wilson wants to contribute

**Web Page** – Paul Manley & …, (Content needed from Gwynn and …)

Did our ASPRS Non-profit organizational information get entered into our website portal?

**Budget Oversight and Tracking** – Conference Chair & Treasurer?

**Local St. Louis Government Communication Plan** – David Gwynn, others

Need to discuss event and possible involvement at local level – Ward Alderman, Mayors office, other.

List of targeted persons, SLDC

**ASPRS Committee Meetings** – POC

Interest from ASPRS Committees to hold business meetings in St. Louis during this event (because of proximity to NGA West participants). Need to invite all ASPRS National Committees to see if they want meeting room time during the

Dave K – contact and invite all committees

Other committees – Monsanto etc.

**GeoChallenge** – POC

Need to sculpt who can participate (students, start ups), guidelines of event, duration of event, judges, funding (Sponsors? Heartland Region Scholarship Fund?)

USGIF ok with us doing the brief out at Oct or Nov event

**Golf Outing** – POC from another Region

Offer to host Golf Outing on Tuesday 12 September 2017 in St. Louis (the day before the event). Need to follow up, and also look to use this as fundraising opportunity for STEM (or other??)

Gwynn to follow up

**Outreach and Possible Involvement with Other Regions** – Pool resources, by getting buy in from Western Great Lakes? Other?

Gwynn to check

Targeted Marketing and Program Participation for Select Groups

**Innovation Community** –data scientists, analytics, big data, AI, social media, start ups,

Academic Community – students, researchers, higher education

Industry – Ag, Bio/Health, Insurance, Transportation, Energy, Services, Defense, Emergency

Geospatial Industry – all aspects dealing with geospatial big data, HW, SW, cloud, services, satellite, aerial, UAS, mobile, body mounted, in-situ, EO (PAN, VNIR, SWIR), lidar, SAR, photogrammetry, surveying, remote sensing, GIS, GPS

K-12 Students – STEM, demos

**RESOLVED ACTION ITEMS**

~~Conference Contract Review~~

~~Documents have been provided for BOD to review at meeting today (3/24/17).~~

~~Contract has flexibility built in to allow for the prospect of downscoping or upscoping the level of any/all support items (food, AV, venue) up to a certain date before the projected conference date of 12 & 13 September 2017.~~

~~Contract has a build in off ramp – if we do not see a mechanism to secure funding by 15 August, we can cancel conference. (But we would lose our 50% deposit of $10,150.)~~

~~Conference Contract Approval & Approval to Spend Region Funds~~

~~BOD needs to review, discuss, edit (if needed), and vote on whether or not BOD authorizes President to sign the Contract with conference contractor AVNTUR. If amendments are required, we will seek either: (a) approve provided agreed-upon edits are made or (b) reconvene the BOD for approval of edited version.~~

Approval by BOD of contract and approval to spend region funds to initiate GeoYou event were approved at meeting on 3/24/2017

~~As per a discussion with Jerry at IGTF, signing of contract with conference vender can be done by any BOD member once the BOD approves. Does anyone have any information contradicting this?~~

~~Conference Committee~~

~~David Gwynn volunteers to be Chair of GeoYou Conference Committee – do we need a vote?~~

~~We need to set up a GeoYou Conference Committee – any volunteers?~~

GeoYou Conference Committee creation approved by BOD at meeting on 3/24/2017. David Gwynn volunteered as Chair and Paul Manley, Derek Smith, David Kreighbaum, and Todd Wever volunteered to be on committee.

~~Logistics~~

~~For sponsors/donors, what is check made out to – is it: ASPRS Heartland Region?~~

ASPRS or ASPRS Heartland Region

~~For sponsors/donors, what is address where checks can be sent? (Currently Dave Kreighbaum’s address is in the Heartland region website). Should ASPRS Heartland address be left as Dave Kreighbaum’s, or should we change it to President’s address (David Gwynn)? Or the Treasurer’s address (Todd Wever)?~~

Dave Kreighbaum has agreed to keep his home address as the Heartland Region mailing address at BOD meeting on 3/24/2017.

~~What is best mechanism for purchasing items and getting reimbursed? For expenditures already made, what is the reimbursement process?~~

Approval by BOD. These approvals can be performed via BOD meeting or by email. Decided at BOD meeting on 3/24/2017.