

**2012 MnAPA Conference Planning Committee
Kickoff Meeting
January 6, 2012
Minnetonka City Hall**

Meeting Minutes

1. Welcome from Conference Co-Chairs Stephanie Scott-Sims and Greg Wagner
2. Group Introductions
3. Overview of the conference location by Dana Christensen, Sales Manager, Arrowwood Resort and Conference Center.
 - Updates at the resort include the recent remodel of rooms and currently in the process of building several cottages and townhomes, which will be available during the conference.
 - Arrowwood is offering the following discounts to conference attendees:
 - \$10 off a \$50 service at the spa;
 - \$10 discount passes to the water park.
 - Resort amenities include:
 - Horseback riding will be available at the resort stables as well as golf, and possibly the dock;
 - Over 2500 square feet of meeting space;
 - Everything is available under one roof.
 - Dana confirmed after the meeting that recycling will be available during the conference.
 - The MnAPA conference will be the only conference happening at Arrowwood during that timeframe.
 - MnAPA has 140 rooms blocked for both Wednesday and Thursday the week of the conference. Attendees should register early in order to ensure room availability.
 - MnAPA will need to review its room needs with Arrowwood approximately 30 days prior to the conference date, or around August 23rd.

- Dana confirmed after the meeting that Arrowwood will not be able to offer the government rate to the MnAPA attendees
 - Dana confirmed after the meeting that Arrowwood will honor the group rate of \$99.00 per night plus tax for those who may want to extend their stay over the weekend. Further, if attendees would like to upgrade and include waterpark passes (limited to 4 per room), Arrowwood will offer a discounted waterpark rate of \$129.00 per night plus tax.
4. Brief overview of the 2011 conference by chapter president, Lance Bernard
- Over 500 attendees in St. Cloud – record attendance.
 - Last conference at Arrowwood was 2005 and attendance was approximately 250.
 - Not sure if we will exceed the conference attendance record from St. Cloud due to Arrowwood’s location, but, should have a good number of attendees.
5. Conference Subcommittee Updates
- The Co-chairs introduced the conference subcommittee Chairs and each provided an overview of the duties of their subcommittee:
 - Program Co-Chairs: Mike Greco and Meagan Beekman (absent)
 - The first meeting will be around the end of January
 - Have been reviewing comments from last year’s conference
 - Use of Survey Monkey to obtain comments from conference attendees
 - Events and Mobile Tours Co-Chairs: Rebecca Sternquist and Kelsey Johnson
 - Awards: Breanne Rothstein
 - Meets 2-3 times
 - Less intensive committee
 - Will be determining how to recognize the 3 chapter members nominated for FAICP
 - Gunnar Isberg scholarship
 - Judges from other chapters review submissions electronically
 - Exhibitors: Greg indicated that Mark Koepler has again agreed to coordinate the exhibitors.

- Students: The group discussed the importance of increasing student attendance at the conference. Ideas mentioned included:
 - Scholarships for lodging;
 - Talking to Arrowwood about a student discount for a townhome (for use by multiple students);
 - Potential sponsorship opportunities for consulting companies to sponsor a room for students. Liability may be an issue;
 - Transportation options such as a van to pick up students from designated meet-up locations and transport to the resort for the conference; mentor opportunities for a planner to car pool with a student; the use of car pool websites.
 - Pass on these comments to the new student representative.
- Technology
 - A new quasi subcommittee spearheaded by the committee Co-chairs to brainstorm ways to integrate the use of technology (such as QR codes, smart phones, electronic surveys, etc.) into conference sessions, mobile tours and events, and the conference in general.
 - If anyone is interested in this, let Co-chairs know.

6. Conference Theme Brainstorming Session facilitated by Kim Berggren

- Attendees each shared an idea as to the direction that planning is taking;
- Attendees broke up into groups of two and wrote down on cards two conference theme ideas;
- The cards were then placed on the sticky wall and sorted into several columns based on similarities. Each column represented an overall idea or theme as follows:
 - (1) Bridging the gap; more nexus, less excess; connecting spaces, places, faces; collaboration/cooperation.
 - (2) Making our voices heard; taking the lead; planning power; prouder, louder; empowerment; Year of the Dragon; planning matters.
 - (3) Back to the future; resurgence; planning ahead.

(4) Think global, act local; It's a small world; sustainability; sustaining/renewing; revitalizing.

- Each overall theme was then discussed.
- Attendees in general liked column #2 – empowering of the planner.
- The Co-chairs will discuss.

7. Future Meeting Dates

- The subcommittee chairs met with attendees interested in their particular committee and discussed next steps and future meeting dates.
- Greg will be coordinating a site visit to the Arrowwood resort in February. All co-chairs are encouraged to attend; however, the visit is open to any committee member. Dates in mind are either Friday February 10th or 24th.

Meeting adjourned.