



## WSCPM 2007 Conference Planning Lunch Meeting

11-1 pm: Fri. 10 Nov. 2006

State Record Center and WI Crime Lab

4622 University Avenue, Madison, WI

**Present:** Jeff, Lutfi, Ron, Kathy S., Susan, Cynda, Rick, Harold, Mark

**Reminder:** Sept.06 Lodging Reservations live since 13Mar.2006: attendees can call **1-800-356-8293**, ask Reservations for the AACPM block [see minutes of 15Mar.2006 for details]

1. Lodging Reservations status:

| reservations as of: | Reserved*  | 22June06  | 9Aug.06   | 23Oct.06   | 10Nov.06   |  |  |
|---------------------|------------|-----------|-----------|------------|------------|--|--|
| Thur.6Sept.07       |            |           |           |            | 1          |  |  |
| Fri.7Sept.07        | 75         |           | 2         | 44         | 47         |  |  |
| Sat.8Sept.07        | 115        | 6         | 8         | 71         | 79         |  |  |
| Sun.9Sept.          | 205        | 9         | 11        | 95         | 105        |  |  |
| Mon.10Sept.         | 205        | 9         | 11        | 92         | 102        |  |  |
| Tues.11Sept.        | 180        | 9         | 11        | 87         | 96         |  |  |
| Wed.12Sept.         | 25         | 3         | 5         | 21         | 24         |  |  |
| Thurs.13Sept.       |            |           |           | 1          | 2          |  |  |
| Fri.14Sept.         |            |           |           |            | 1          |  |  |
| <b>Total:</b>       | <b>805</b> | <b>36</b> | <b>48</b> | <b>411</b> | <b>457</b> |  |  |

- due to the reservation numbers on Wed.12Sept., Mark will det. if the block number can be raised
2. Review updated budget:
- Mark will update 25Oct.06 vs.: lines 38 & 39, reflecting advance actuals & share update with Dave
  - Mark will contact Bill re. line 40: liability insurance, to det. when, who will pay this & whether we should pay now (to whom?) & be reimbursed later
3. Entertainment update:
- Kathy S. agreed to Chair our Entertainment Subcommittee & Cynda will participate in the committee
  - Susan brought up her prior suggestion re. an Iron-Manager competition & an enthusiastic discussion followed; Kathy S., Cynda & Susan will develop this idea as an event at our Fish-Boil on Mon. evening
4. Speaker/Presenter update:
- call for presenters has gone out to WCMA (& Jeff got it posted on p.12 of the WCMA Autumn 2006 Newsletter) & it is being communicated to others; ~ 12 responses back to Jeff, Debra, Cathy W. so far; suggestion made for all of us to refer people directly to <http://www.epmacademy.org/2007-Call-for-Presentations.pdf> rather than redirect contacts to Jeff, et.al.
  - expectation is that we will know our presenters & keynote speakers by Feb. & we can then use that info in marketing, since it is important to many agencies funding their staff's attendance to be clear about the professional development opportunities we will provide
  - Susan has a 4 p. draft Summary of Results: Advanced Supervisory Training Needs Assessment Survey: Sept./Oct.2006 which might provide insight to where we might wish to emphasize training within each of our training tracks (Mark will get copies to Jeff, Debra & Cathy W.)
5. Registrations:
- on-line registration system: Mark expects to hear from Bill Herman soon re. when our on-line conf. registration is live; the plan is to have Mark, Jeff, Dianne & Dave be alpha testers & give feedback to Mark to det. if site has content & function we need; Mark to let Bill know who would have AACPM Board members be beta testers; pending the absence of changes, it may then go live to all AACPM members within ~1 wk of the initial testing... perhaps by Thanksgiving; people registering could pay by credit card immediately (& their accts would be billed) or they can print off a copy of their completed registration and send (or deliver) a check
  - discussed registration cards &/or photo IDs (like done in KS); we will defer this to the Registration SubComm. for planning in Spring 07
6. Marketing related:
- vendor at Fish-Boil?: Mark will reconnect with UW-Catering re. the Fish-Boil event & det. if they would permit UW-Bookstore to have a vendor table present to sell merchandise... such as UW sweatshirts or visors &/or

other UW paraphernalia... items that might relate to the weather that day; Mark will connect with Kathy, Harold & Ron re. results of this inquiry

- brochure: although we do have \$4,000 budgeted for brochures & tickler cards, discussion was about if, how & when we might spend it; consensus was we wait until March 07 & see where we stand with lodging counts & conf. registrations; regardless, we should have a strong Web brochure presence by then & might do brochures to other WI agencies & tickler cards to AACPM members; we'll defer deciding till after Feb., which will also ensure we can market the professional development parts of our conf.
  - bags & shirts: Jeff will be checking with LandsEnd to det. if they might reduce the cost of their Messenger Bag by being a sponsor &/or be an exhibitor; Jeff is also going to det. if people could order shirts with our conf. logo via the Web in advance of the conf.
  - next lodging message: within 1 wk of the on-line going live, by early Dec., we will send out a new email (which Mark will draft by ~ 17Nov. & share with Jeff & Dianne as Mrktg Chair for feedback) to be cascaded through all AACPM membership re.:
    - reminder need to make lodging reservations
    - better summary of planned events as well as other WI things to see & do so people will understand why they should come early &/or stay late
  - email distribution of info:
    - WI related: since Susan & Robbi maintain the most current CPM student/graduate email listing, for future broadcast messages, Rick will focus only on WSCPM members & Susan/Robbi will send info out to all WI CPM grads & current CPM students (both those in the program as well as those who have taken some CPM course work)
    - Jeff will also send info to WCMA: WI City/County Managers' Association
    - Susan will send info to the State Training Council
    - Susan/Robbi will send info to all national CPM Consortium people
    - Cathy W. will send info to the WI Registers of Deeds
  - survey?: discussed whether & how we might use a survey, a draft of which is at <http://takeasurvey.net/survey/visionbound/associationsurvey.htm> ; Susan will review & get back to Jeff & maybe plan target audience as our WI CPM grads
7. Sponsorship:
- we decided to elevate this role to the level of a subcommittee and make Ron, Chair of the Sponsorship Subcommittee to focus on getting vendors to contribute goods &/or services; due to the potential for cross-connect with Exhibitors, Ron will keep Harold informed of any vendor contacts & connect with Jeff re. LandsEnd
8. Exhibitors:
- Mark to fix the date on the Word doc with the exhibit booth graphic & return file to Harold (et.al.) & Harold will update info for a new mailing to potential vendors; we will all try to make personal contacts via phone calls to vendors & share that info with Harold so mailings can go to specific people
  - Cynda mentioned that WAPP.org has vendor lists, so this may be a constructive way to reach vendors
9. next Conf.Planning Meeting:
- 11-1, Thurs. 4Jan.2007 at ETF in Madison; directions will be posted on [www.wscpm.org](http://www.wscpm.org) on the Upcoming Events page by early Dec.