

## ***MSS Spring 2018 Committee Report***

**Committee Name:** Annual Meeting Committee

**Committee Chair:** Laurie J. Linhart

**Date of the Report:** May 15, 2018

**Sessions or programs offered by your committee at the annual meeting (2018).**

N/A

### **Main issues and agenda items discussed at committee meeting.**

Previewed the 2019 meeting in Chicago. Everyone is concerned about the meeting space. All of the meeting space is below ground. Discussed the Commons -- how do we drive traffic into the space? Will wait for the results of the annual meeting evaluation to see if the changes we made this year were positively received. Tours were not well attended this year. Do we need to re-think how/if we offer these? Could we provide members a list of tours offered by the CVB and encourage members to sign up independently of MSS? Registration for 2018 meeting has been robust. We passed the 1000 member mark with approximately 900 name badges. Future meetings: 2020 -- Omaha (Hilton); 2021 Des Moines (Marriott); 2022 Chicago (Swissotel); 2023 Minneapolis or Kansas City (still working on this contract). Significant revisions to the annual meeting evaluation. It will be distributed to members on the Tuesday after the close of this meeting.

### **How did committee work relate to the strategic plan?**

#### **Describe Activity 1.**

The Annual Meeting Committee meets annually at the annual meeting. We have ongoing discussion between annual face to face meetings.

Activity 1. Identify the specific objectives from the Strategic Plan that are/were addressed by Activity 1.

Strategic direction 2: Ensure utility and vitality of meetings Objective 2: Review policies and practices ensuring quality of sessions.

Activity 1. Assessment of the success of Activity 1 in relation to the Strategic Plan objective.

We had low attendance at the Annual Meeting Committee during the 2018 meeting in Minneapolis. Need to recruit new members that will be active.

#### **Describe Activity 2.**

Completed a revision of the Annual Meeting Evaluation. Distributed to members on Tuesday following the conclusion of the 2018 meeting. Will analyze and present results at the Fall board meeting. Will provide FAQ's to the members.

Activity 2. Identify the specific objectives from the Strategic Plan that are/were addressed by Activity 2.

Strategic Direction 2: Ensure utility and vitality of meetings Objective 4: Assess the quality of existing community events both positive and negative effects. Review recent survey data identified themes and time.

Activity 2. Assessment of the success of Activity 2 in relation to the Strategic Plan objective.

Successful distribution of the evaluation. Response rate relatively unchanged from year's past.

**Are there specific resources you need to meet goals for the coming year?**

Travel funds for site visits for 2024 meetings.

**Will your committee be seeking funds from the board in the next fiscal year?**

Yes

If so, what is the anticipated funding request amount? (fill in)

\$1000

Please provide a brief summary of the project.

Travel funds for Annual Meeting Chair and Executive Director.

**Is your committee interested in having the Chair complete a 2-year term?**

No

**Do you have nominations for the Board to fill positions on your committee (they must be MSS members)?**

No

**Additional comments or concerns:**

None