ACM SIGGRAPH Executive Committee Agenda

Thursday, July 23, 2020

2 - 3 PM PT/ 5 - 6 PM ET

Meeting Attendance:
Adam Bargteil, Executive Committee Director, and Chair-elect
Bob Berger, Leadership Consultant
Ashley Cozzi, ACM Program Director
Jenna Feldman, Project Manager/Conference Administration
Adam Finkelstein, Executive Committee Director
Mashhuda Glencross, Executive Committee Director
Evan Hirsch, Communications Committee Chair
Jessica Hodgins, Executive Committee President
Mona Kasra, Executive Committee Director
Brad Lawrence, Executive Committee Treasurer
Scott Owen, Governance Committee Chair
Peter-Pike Sloan, Executive Committee Director
Mikki Rose, SIGGRAPH 2019 Conference Chair
Cindy Stark, Conference Management
Paul Strauss, Executive Committee Director
Brian Wyvill, Executive Committee Vice President

Strategy, Standing, and Conference Updates

1) **Strategy Group Updates (10 minutes)**
   a) Nurturing (Brian)
      i)   Exploring various options for year-round SIGGRAPH as primary goal.
   b) New Communities (Adam B.)
      (1) If anyone is interested in putting together a 45 min fireside chat, talk to Adam B.
   c) MarComm (Bob/Evan)
      i)   MarComm has a working session scheduled to create a new strategy document based on how circumstances have evolved since the February 2020 Communications offsite meeting in Houston, TX.

2) **Updates from Standing Chair meetings (7 minutes)**
   d) Career Development (Jessica)
      i)   Jessica noted that this should become a standing chair grouping and be moved under an EC director.

           (1) Corinne is working on good initiatives and Ginger will take her place in September.

  e) External (Mashhuda)

      i) External relations has a new MoU agreement to review later in the meeting.

2) Conference Updates (7 minutes)

  a) SNA (Mikki/Cindy)

      i) Updates from the recent CAG meeting;

           (1) Hubb: they had a meeting and were able to talk through things and they agreed to move up the timeline for the platform to be ready. However, there are still some concerns and confusion on various details.

               (a) Beginning to identify simple projects to start bringing in people with specific skill sets to help with in the run up to the conference. For example, Rebecca Strezelec is running moderator training.

           (2) Exhibitors: Identified percentage of funds for the top four exhibitors to be moved forward into the next couple of years.

           (3) REGISTRATION REPORT:

               (a) Cindy ran it for the end of day 7/20, budget was for 850 ultimate registrations. As of EOD Monday, there were over 1100 registrations.

                   (i) As of the end of day 7/23, they have 56 new ultimate registrations that have paid the $450 price point.

                   (ii) As of the 23rd, they have over 2,000 people registered.

               (b) They are seeing a variety of requests for group registration, which is not available for the current conference.

           (4) Merchandise: the CAG saw samples of the merch available for anyone to purchase, still working on a t-shirt.

           (5) 2022 Papers chair: list of candidates from PAG was sent to Marcia and reviewed by Muunuu, and then forwarded to the EC for feedback.

               (a) A discussion occurred regarding how feedback from the EC will funnel back to the PAG chair regarding candidates.

                   (i) It was also noted that the EC needs to be clear when presenting the feedback and whether there are major red flags to be referenced for future recommendations.

          (ii)   Jessica noted that it's the Chair's responsibility to communicate that information to the PAG chair. Jessica will communicate that to the PAG chair.

    (b) A suggestion was made to relook at the process for presenting the list of recommendations.

        (i)   It was proposed that the list go to the EC for review first before going to the Conference Chair.

        (ii)   Scott will put this on the governance committee agenda to discuss for the future.

ACTION Item: Scott will put the issue of the process of sending PAG candidates on the governance agenda. [Completed]

    (c) Adam B. noted that the PAG gives a list, but they don't provide information about why people on the list are there in the first place.

ACTION Item: Jessica will communicate the feedback to the PAG chair about papers chair candidates, and do CV's and short rationale in the future when sending the list.

  b) SA (Mashhuda)

    i)   SIGGRAPH Asia has a proposal for Daegu for SIGGRAPH Asia 2022.

      (1) Put forward a new chair for 2022, will look for feedback from the EC on the proposed chair.

        (a) The contract with minor modifications is to be sent to Jessica and Adam for review and then Ashley soon.

    ii) Looking for potential tools for the virtual conference.

MoU Review and Volunteer Registration Allocation Discussion

3) DCAJ MoU for Review (Jessica/Mashhuda)

  a) See supporting documentation

  b) See MoU draft

    i)   Jessica and Mashhuda noted that this is an important org with which SIGGRAPH has an established relationship. Believes they are important and attend SIGGRAPH regularly.

      (1) Mikki noted that SIGGRAPH has an e-tech agreement with them, not sure in the future if it will expand to VR or immersive pavilion.

    ii) Mashhuda moved, Brian seconded

      (1) Vote to approve agreement

(a) VOTE: Peter-Pike, Paul, Mikki, Mona, Brad, Adam F., Adam B., Mashhuda, and Jessica voted to approve.

(i) **APPROVED**

ACTION Item: Feldman to send notice of DCAJ MoU approval to Diana and CC Jessica and Mashhuda. [Completed]

4) **Reg price paid by EC for volunteers (Jessica/Adam B./Brad)**
   a) Over the years, the EC voted to change the price from 100 dollars because it hasn't changed for years. Jessica noted that the reason the amount increased to 75% was to incentivize EC and high-level volunteers to think hard about free registrations being given away.
      i) When they redid budget, they cut all travel and all registration costs. They do not have the money in the EC budget explicitly to pay for the registrations.
   b) Brad noted that they have registration requests coming in, last year was over 250 at this time, and this year they have approximately 75 so far.
      (1) When the registration comes in, the conference transfers the expense from conference to the EC.
      ii) Ashley noted that this is considered an expense offset because it's not really income, they consider it missed opportunity income. So they consider it an expense reduction to the conference and then an expense charge to the Executive Committee. Ashley noted that the idea behind this was the conference felt there was a real cost to the event for all of the comp registrations that had previously been given out by the executive committee.
         (a) As the conference didn't have control over how many registrations were being given out, it was a way to help the conference's bottom line.
      (2) Ashley clarified that the allocation is assessed to the SIG, and the SIG has the opportunity to decide if they pass that on to their conference. The allocation is a built in percentage and whatever the Conference budgets to pay helps to offset what the SIG pays at the end of the year. The bottom line does not change if it filters through the conferences or the SIG. What they did in 2016 was to empower the conference to build a budget that was just based on the conference decisions and removed the EC expenses and EC decisions around comps, and making it their responsibility managing that potential lost revenue or additional expenses.
      (3) The allocation percentage is based on a sliding scale in years prior, might not be the same at the end of this year. Any questions on allocation should be directed toward Donna.

           (a) Cindy noted that if they went to zero for the virtual conference budget, it would not affect it because they did not budget for it. However, this would not be the same for an in-person conference.

     (4) As far as the allocation, Jessica understands that it does increase the allocation when the charge increases, Brad agrees.

           (a) Ashley confirmed that the budget for allocation is based on expenses.

iii) Jessica proposes to make the fee 0, and Adam should revisit this table in early Fall to think if there's a better way to make tables and incentivize volunteers, etc.

     (1) Jessica moves to pay conference 0 this year and strongly suggests the EC in September revisit this question. Adam Seconds.

     (2) Vote: Peter-Pike, Paul, Mikki, Mona, Brad, Adam F., Adam B., Mashhuda, Brian, and Jessica voted to approve.

           (a) **APPROVED**