

## ACM SIGGRAPH Executive Committee Meeting Minutes

Tuesday, January 17, 2023

2 - 3 PM PT/ 5 - 6 PM ET

### **Attendees:**

Jesse Barker, Executive Committee Chair  
Elizabeth Baron, Past Chair, Executive Committee Director  
Tomasz Bednarz, SIGGRAPH Asia Conference Advisory (SACAG) Chair  
Erik Brunvand, SIGGRAPH 2023 Conference Chair  
Marcia Daudelin, Conference Administration  
Shi-Min Hu, Executive Committee Chair  
Eakta Jain, Executive Committee Chair  
Mona Kasra, Executive Committee Chair - Elect  
Brad Lawrence, Executive Committee Treasurer  
Barbara Mones, Executive Committee Director  
Scott Owen, Governance Committee Chair  
Hanspeter Pfister, Executive Committee Director  
David Spoelstra, Executive Committee Treasurer - Elect  
Cindy Stark, Conference Administration  
Mikki Rose, Conference Advisory Group (CAG) Chair

**ACM SIGGRAPH organizational policies and procedures document - [linked here](#)**

### **Join by computer or phone:**

**Link:** <https://us02web.zoom.us/j/2580029176?pwd=bIR1NmU1MFV3eUdOSElwRIhTOUMzQT09>

**Call-in:** +13126266799,,2580029176#  
or +13017158592,,2580029176#

**Meeting ID:** 258 002 9176

**Password:** siggraph

### **Minutes:**

1. 20 December 2022 - [linked](#)
  - a. vote
2. 3 January 2023 - [linked](#)
  - a. Vote

**APPROVED**

### **Agenda:**

Agenda Item	Presenter	Time Needed
<p><b>SIGGRAPH 2023 Conference Chair - Overview of the SIGGRAPH 2023 Registration Pricing Strategy</b></p> <ol style="list-style-type: none"> <li>1. Update           <ol style="list-style-type: none"> <li>a. Raise full conference pricing from 2022 it will be cheaper than 2019.               <ol style="list-style-type: none"> <li>i. The Conference Advisory Group (CAG) believes that the conference is still in the rebuilding phase.</li> <li>ii. The in-person experience will be greater than 2022 but not as robust as 2019.</li> </ol> </li> <li>b. Platinum benefits registration category.               <ol style="list-style-type: none"> <li>i. In 2019, there was a platinum registration category which included extra benefits.                   <ol style="list-style-type: none"> <li>1. Don't feel ready to return to this strategy.</li> </ol> </li> <li>ii. Will keep the supporter registration - donating extra to support the conference.                   <ol style="list-style-type: none"> <li>1. In 2022, there were 211 full conference supporters, 33 virtual conference supporters.</li> </ol> </li> </ol> </li> <li>c. Registration categories for 2023:               <ol style="list-style-type: none"> <li>1. Full conference (plus supporter)</li> <li>2. Experience</li> <li>3. Exhibits only</li> <li>4. Virtual conference (plus supporter)</li> </ol> </li> <li>ii. The early-bird timeframe will be extended this year; we previously received feedback about this timeframe being too short.</li> <li>iii. After June 30th the onsite rates will kick in.</li> <li>d. Pricing for 2023               <ol style="list-style-type: none"> <li>i. Will keep the full conference early rate to \$875; plan to keep full conference rate under \$900.                   <ol style="list-style-type: none"> <li>1. 2019 rate was \$950</li> </ol> </li> <li>ii. Increase student rate proportionately to \$325 from \$300 (early rate).</li> <li>iii. We are assuming a conservative growth in the full conference category (↑2.5%).                   <ol style="list-style-type: none"> <li>1. Hoping for a great growth curve back to the glory days of SIGGRAPH but planning conservatively.                       <ol style="list-style-type: none"> <li>a. Would like to use extra money from registration for</li> </ol> </li> </ol> </li> </ol> </li> </ol> </li></ol>	Erik Brunvand	15 Mins

Agenda Item	Presenter	Time Needed
<p>wish list items rather than run short based on projections being higher.</p> <ul style="list-style-type: none"> <li>e. Virtual registration <ul style="list-style-type: none"> <li>i. There are more benefits with live streaming plans plus more access to more content.</li> <li>ii. Increase to \$695 from \$650.</li> <li>iii. Will continue to have member/non-member price variance in this category.</li> <li>iv. We are assuming that because we are privileging the in-person, we will continue to see a decline in participation in this category.</li> </ul> </li> <li>f. Experience registration <ul style="list-style-type: none"> <li>i. Will not include a virtual component. <ul style="list-style-type: none"> <li>1. This was designed as an in-person, hands-on experience.</li> </ul> </li> <li>ii. A price increase from \$150 to \$195.</li> <li>iii. Will include BoFs and Keynotes adding more value over 2022.</li> <li>iv. Will continue to have member/non-member price variance in this category.</li> <li>v. There has not been an increase since 2016.</li> </ul> </li> <li>g. Exhibits only level <ul style="list-style-type: none"> <li>i. Assume the most growth in this category. <ul style="list-style-type: none"> <li>1. Mainly because the location being Los Angeles more people like to attend to hang out in the Exhibit hall or are allied with exhibitors.</li> <li>2. Exhibitor guest cards - will have an upgrade value of \$25 regardless of when they register.</li> </ul> </li> </ul> </li> <li>h. ACM SIGGRAPH Membership promotions <ul style="list-style-type: none"> <li>i. There will be links on the registration page and there will be text highlighting the member discounts for registration.</li> <li>ii. Link to become a member is available under each of the registration categories.</li> <li>iii. Other outreach includes: <ul style="list-style-type: none"> <li>1. New email subscribers receive an email with membership information and links to join.</li> <li>2. ACM SIGGRAPH Member Corner included in monthly SIGGRAPHITTI newsletter and regularly promotes</li> </ul> </li> </ul> </li> </ul>		

Agenda Item	Presenter	Time Needed
membership.		
<b>Chair's Update</b> <ol style="list-style-type: none"> <li>1. EC Items that Need a Resolution - linked list added to each EC agenda. <ol style="list-style-type: none"> <li>a. There is a backlog of items that were discussed at previous EC meetings but no decision has been made. <ol style="list-style-type: none"> <li>i. Looking for champions - people who have a vested interest in taking these items over the finish line.</li> </ol> </li> <li>b. Liaison Update <ol style="list-style-type: none"> <li>i. Allocating more time to hearing from the Standing Committee groupings EC liaisons.</li> </ol> </li> </ol> </li> </ol>	Jesse Barker	5 Mins
<b>Governance Committee - Extension of Tom Funkhouser's term as Technical Awards Chair</b> <ol style="list-style-type: none"> <li>1. Overview <ol style="list-style-type: none"> <li>a. The EC voted in December 2022 for a new Technical Awards Chair. <ol style="list-style-type: none"> <li>i. At that time, the Awards Chair was under the impression that they were voting for a chair who would start in September 2023.</li> <li>ii. The existing person who was in the role, whose term technically ended 18 months ago, per the organization website. <ol style="list-style-type: none"> <li>1. The resolution is to extend the existing person's term, they will hold the office until August 31, 2023. The new chair will resume the role September 1, 2023. <ol style="list-style-type: none"> <li>a. <b>MOTION:</b> Move to extend the term of the existing chair to August 31, 2023. <ol style="list-style-type: none"> <li>i. Vote <b>PASSED.</b></li> </ol> </li> </ol> </li> </ol> </li> </ol> </li> </ol> </li></ol>	[no recording] Scott Owen	15 Mins
<b>SIGGRAPH Asia - Request to Forgive SA21 Licensing Fee</b> <ol style="list-style-type: none"> <li>1. Recap of SA21 Tokyo <ol style="list-style-type: none"> <li>i. Over 3,274 attendees (virtual and onsite) from 41 countries &amp; regions.</li> </ol> </li> </ol>	Masa Inakage David Spoelstra Tomasz Bednarz	10 Mins

Agenda Item	Presenter	Time Needed
<ul style="list-style-type: none"> <li>1. 1,736 onsite</li> <li>2. 30 exhibitors</li> <li>3. 11 sponsors</li> <li>4. 1,472 submissions received</li> <li>ii. December 2021 - COVID protocols were still being implemented in Japan.               <ul style="list-style-type: none"> <li>1. There were unstable conditions in Japan but in the summer of 2021 there was another big COVID wave.                   <ul style="list-style-type: none"> <li>a. This impacted the preparation of SA21.</li> <li>b. 10 days before the conference Japan canceled all travel which significantly reduced SA21's in-person attendance.</li> <li>c. SA18 was the last time the conference was in Tokyo and there were almost 10,000 attendees.</li> <li>d. Koelnmesse (KM) is located in Singapore and had to scramble to find an organizer in Japan locally while they directed remotely from Singapore since all equipment and crew were to fly in from there.</li> <li>e. The workload and cost doubled for SA21.</li> <li>f. In the end the attendees benefited from a successful hybrid event.</li> </ul> </li> </ul> </li> <li>iii. Financial relationship between SIGGRAPH Asia and Koelnmesse.               <ul style="list-style-type: none"> <li>1. There is a difference between SIGGRAPH and SIGGRAPH Asia with regard to the relationship with volunteers and vendors.                   <ul style="list-style-type: none"> <li>a. KM takes on 100% of the financial risk which is not the case for SIGGRAPH, the vendors do not assume financial risk.</li> </ul> </li> </ul> </li> </ul>		

Agenda Item	Presenter	Time Needed
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>b. KM is contractually obligated to pay ACM SIGGRAPH a \$50,000 licensing fee plus a small percentage of the profits.</li> </ul> </li> <li>iv. Request for waiver of SA 2021 ACM licensing fee               <ul style="list-style-type: none"> <li>1. 2020 &amp; 2021 were exceptionally painful for the events industry. KM suffered substantial losses.</li> <li>2. KM has continued to work tirelessly to make sure there is continuity with SA. KM staff took salary reductions.</li> <li>3. A positive SA22 brought in a small profit.                   <ul style="list-style-type: none"> <li>a. <b>MOTION:</b> Move to forgive the \$50,000 SA21 licensing fee for Koelnmesse.</li> <li>i. Vote <b>PASSED</b></li> </ul> </li> </ul> </li> </ul> </li> </ul>		
<p><b>Winter EC Meeting - What are the proposed outcomes?</b></p> <ul style="list-style-type: none"> <li>1. Tentative Agenda           <ul style="list-style-type: none"> <li>a. Organizational Realignment Proposals               <ul style="list-style-type: none"> <li>i. Proposals from the Finance Committee.</li> <li>ii. The goal is to align on what we want to do moving forward.                   <ul style="list-style-type: none"> <li>1. First, the EC will need to review the proposals.</li> <li>2. Once the EC has aligned on a way forward, then they will need to execute on several items via votes (majority and supermajority) before any of the proposals are implemented.</li> <li>3. The Chair highly encourages everyone to review the pre reads prior to the meeting.</li> </ul> </li> </ul> </li> <li>iii. Feedback               <ul style="list-style-type: none"> <li>1. Why has the finance committee made these recommendations?</li> <li>2. What is the historical context of the committees?                   <ul style="list-style-type: none"> <li>a. Because the committees have grown organically.</li> </ul> </li> </ul> </li> </ul> </li> </ul>	Jesse Barker	15 Mins

Agenda Item	Presenter	Time Needed
<ul style="list-style-type: none"> <li>i. The established process has been to develop an ad hoc committee for one task. Then if it is decided that the task needs further stewardship then it becomes a committee. At some point, the EC started spinning up committees at an exponential rate.</li> <li>ii. Each committee has its own account number. The current number of committees is becoming burdensome from an administrative perspective.</li> <li>iii. In 2024, the Nominations Chair will be tasked with finding candidates for more than half of the committees.</li> <li>iv. The plan is to meet next week to review the proposals from the finance committee, take in feedback and suggestions, and potentially make edits. Once the EC is aligned it will then meet with the volunteers via detailed liaison discussions, asking them if the EC's rationale makes sense to them.</li> </ul>		