

# AGENDA

## 2019 MAGIC Manager's Summit

April 8-9, 2019  
Hampton Inn and Suites  
4600 Summit  
Kansas City, MO



### **Monday, April 8**

7:30 – 8:00: Breakfast

8:00 – 8:30: Welcome and Introductions

#### **8:30 – 9:15: NSGIC/National Initiatives and Why Locals Should Care**

Tony Spicci, GIS Supervisor, Missouri Department of Conservation  
Director and Past-President, National States Geographic Information Council (NSGIC)

#### **9:15 – 10:00: Effective Communication**

Brooke Givens, Communications Director, Kansas City, Missouri Water  
Steve Marsh, Chief Technology Officer, City of Lee's Summit, Missouri  
Amber Reynolds, General Manager Municipal Services & Operations, City of Lawrence, Kansas  
Stacey Roberts, Senior GIS Analyst, Kansas City, Missouri Water

We all have multiple audiences with whom we interact: political, technical, employer/employee, end-user, taxpayer, grandmother – each with his/her own prior knowledge, understandings, skills, and beliefs. How can we differentiate the message so that we effectively meet people where they are? And what about the appropriate media for these different audiences? Effective communication is not just about what you believe is important to say, rather is built upon what your audience is capable of understanding, and when and how they tune in to the channels of their choice. This session will offer ideas to unravel this puzzle and will also be structured to hear from you about unique communication challenges and techniques that work in your world!

10:00 – 10:15: Break

#### **10:15 – 11:30: Visioning, Strategies and Policy Issues Today – Growing Pains for GIS**

Ed Crane, Retired, GIS “Troublemaker” Emeritus  
The prospect of ‘data wars’ was a common topic in early years of GIS, primarily due to the nuances of mixing and matching disparate cartographic and attribute data sources. What wasn’t necessarily anticipated was this era of Alternative Facts, 24-7 information cycles/immediate-response demands by the public, plus attacks on and distrust of scientific data. Policy and strategy issues exist in abundance for GIS managers today, dealing with risks and consequences of taking GIS into mainstream policy and political arenas. Some best practices discussion of data and analysis ‘ownership’, authentication, and permissions will provide a good warm up exercise for the session. We will then focus these discussions with an activity that will soon confront

many GIS practitioners—Reapportionment 2020. Expect heightened interest and attention this time on processes, data and results measurements from a GIS perspective. We'll review current activity, technical and professional resources, and certainly encourage discussion with advice from managers having been through these processes.

11:30 – 12:15: Lunch

**12:15 – 1:15: Esri Roadmap**

Dan Haag, Regional Manager, Esri

**1:15 – 2:15: Slice of the Pie/Conflict Resolution**

Jason Peek, Director Public Works, City of Topeka, Kansas

**2:15 – 3:00: Budgeting Based and Level of Service Panel**

Raise your hand if you love budgeting! You can rest assured the members of this panel are passionate about aligning service priorities with budgets. We will discuss how to create a new narrative which shows how to develop budgets based on levels of services, successful capital improvement processes, and funding mechanisms.

Steve Marsh, Chief Technology Officer, City of Lee's Summit, Missouri

Jeff McReynolds, GIS Manager, City of Lincoln/Lancaster County, Nebraska

Jason Peek, Director Public Works, City of Topeka, Kansas

Amber Reynolds, General Manager Municipal Services & Operations, City of Lawrence, Kansas

3:00 - 3:15: Break

**3:15 – 4:00: Platform & Architecture Panel**

One of our largest challenges is developing data and system architectures that not only meet today's needs, are resilient and agile for future capacity and functionality. Listen to these panelists discuss how they address and architect appropriate information ecosystems for small, medium, and large organizations.

Chris Cooley, GIS Director, Unified Government of Wyandotte County and Kansas City, Kansas

Amber Reynolds (Moderator), General Manager Municipal Services & Operations, City of Lawrence, Kansas

Mike Schonlau, GIS Manager, City of Omaha/Douglas County, Nebraska

Rick Havel, GIS Manager, Johnson County, Iowa

**4:00 – 5:30: War Stories / Roundtable**

Therapy session, anyone? Bring your success stories, your pain-points, and your questions. We will have an open, honest, and “safe” space for dialogue. *Almost* all topics are fair game!

**6:30 – 9:00: Social and Dinner**

Learning from our peers is one of the most rewarding experiences MAGIC can offer. Please join us for a MAGIC-sponsored social and dinner at Buca di Beppo on The Plaza.

## **Tuesday, April 9**

8:00 – 8:30: Breakfast

### **8:30 – 9:30: Starting a Public Safety / Government Drone Program**

Jason Warzinik, IT Director, Boone County Fire Protection District, Missouri

The emerging technology of Small Unmanned Aircraft Systems (sUAS) is enabling public safety and government staff to acquire high quality aerial products to support many workflows. The availability of low-cost drones, specialized sensors, and user-friendly software is making it easier to deploy the technology and take advantage of the benefits. Topics will include a quick introduction to the sUAS industry, corresponding FAA regulations, pilot flight skills training, types of drones and software used to capture and creating 2D / 3D products.

### **9:30 – 10:15: Human Resources Panel – Staffing, Training, Succession Planning, Dealing with Difficult Staff**

People are our most important asset in developing and maintaining a successful GIS program. This panel will be sharing lessons learned on staffing plans/priorities, succession planning, training strategies, and addressing challenging staffing issues. Bring your questions to ask your peers!

Chris Dunn, Attorney At Law, GeoVelo

Bryce Hirschman, GIS Coordinator, Douglas County, Kansas

Steve Marsh, Chief Technology Officer, City of Lee's Summit, Missouri

Amber Reynolds (Moderator), General Manager Municipal Services & Operations, City of Lawrence, Kansas

Jason Siebrecht, GIS Manager, Linn County, Iowa

10:15 – 10:30 – Break

### **10:30 – 12:30 – Geospatial Law – Open Data, Policy, Licensing, Disclaimers, & More**

Chris Dunn, Attorney At Law, GeoVelo

Chris Dunn previously worked for 20 years as a planning department manager in several city, county, regional, and tribal organizations. He is now a GIS business owner, Missouri attorney, and an expert witness.

It doesn't matter whether you hoard, sell, lease, lend, or give away your GIS data. Our two-hour session will focus on how you can craft a functional and defensible GIS data policy for your organization. We'll cover your obligations and options under state open records and geospatial data acts, your personal liability, your organization's protection under sovereign immunity, intellectual property law (copyrights) as it applies to GIS data sets and maps, and how you can craft fair and defensible data use licenses and disclaimers.

12:30: Wrap Up/Next Steps

1:00: Adjourn and Safe Travels!