

Mid-Ohio Regional Planning Commission

Hybrid Meeting

Data Day Working Group
Meeting Notes

January 22, 2025, 10:00 am

Meeting Called to Order at 10:02 am.

Updates

Sponsorship

- Jordan Inskeep reported that the Ohio Housing Finance Agency has recently agreed to sponsor at the \$1500 level, which will bring sponsorships to approximately \$9,000. Member Ebersole confirmed that the original target for sponsorship was between \$7500 and \$10,000, and reaching \$9000 is a positive outcome.

Registrations

- Currently, 140 attendees have registered for the event.
- Members and staff discussed the registration timeline, noting that the preliminary close is on Friday, January 24. The deadline may be extended to allow for late registrations if seats are still available.
- Members and staff discussed the promotion efforts of speakers, suggesting that providing pre-made promotional materials with headshots could increase participation. There are currently challenges to promotion using social media, and the Group decided that continued email marketing may be more effective.

Future of Data Day

Members and staff considered potential changes to the format for future events, such as incorporating more interactive sessions and focusing on specific data workflows or themes.

Next Steps

- Finalize the agenda with all speakers and details before handing it off to MORPC's Communication & Engagement staff for program development.
- MORPC staff will confirm that speakers have been promoting the event on their social media and emails.
- Decide whether or not to extend the registration deadline beyond the preliminary close on Friday, January 24.
- MORPC staff will follow up with participants who will have tables at the event to ensure they have all necessary information and materials.
- Recruit MORPC staff volunteers for the remaining three sessions that still need coverage.
- MORPC staff will finalize the run of show document, including identifying individuals for introductions and providing talking points.

Adjourned at 10:55 am.

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Members Present

Brad Ebersole, Consolidated Cooperative
Rick Stein, Urban Decision Group

Staff Present

Dave Dixon
Jordan Inskeep
Lynn Kaufman
Jonathan Miller