



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

111 Liberty St., Suite 111
Columbus, Ohio 43215
www.morpc.org

**NOTICE OF A MEETING
DATA DAY WORKING GROUP
MID-OHIO REGIONAL PLANNING COMMISSION**

REMOTE MEETING
June 5, 2024, 10:00 am – 11:00 am

AGENDA

Welcome & Purpose

Jonathan Miller presented a brief overview of the meeting goals, which included reviewing venue options, sponsorships, breakout session planning, theme development, and potential keynote speakers for the upcoming Data Day event.

Venues / Event Cost Overview – Amanda McEldowney

Amanda McEldowney presented a detailed comparison of potential venues for Data Day 2025. Members and staff discussed four options: Columbus State Community College, Ohio State University Union, Hilton Columbus Downtown, and the Athletic Club. Columbus State emerged as the most financially viable option, with a room rental of \$6,100 and catering at \$30 per person. The Group acknowledged that moving away from Ohio University (which provides in-kind sponsorship) would increase costs and likely require raising ticket prices or securing additional sponsorships. Member Ebersole emphasized the need to ensure the venue meets space and AV requirements and suggested a site visit. Members and staff agreed to schedule a tour of Columbus State.

Sponsorships – Amanda McEldowney

Amanda reviewed the 2024 sponsorship structure and contributions, totaling \$4,000 in cash and in-kind support. Members and staff discussed strategies to expand sponsorships, including targeting large tech and data companies such as Google, Meta, Amazon, Intel, and Battelle. Member Reames suggested leveraging the current influx of data center development in Ohio to attract corporate sponsors. Member Ebersole proposed offering higher-tier sponsorships with added benefits like video intros or demo booths. The Group agreed to maintain the current sponsorship tiers but broaden outreach and explore more engaging sponsor opportunities.

Breakout Schedules

Sessions / Grouping

Members and staff reflected on the previous 2024 event's breakout session structure and discussed improvements. Feedback indicated a need for clearer session descriptions, particularly regarding technical proficiency levels. Members proposed using a color-coded system to indicate session complexity (e.g., beginner, technical, conceptual) and allowing sessions to span multiple categories.

William Murdock, AICP
Executive Director

Chris Amorose Groomes
Chair

Michelle Crandall
Vice Chair

Ben Kessler
Secretary

Tracks

Members and staff discussed organizing sessions by thematic tracks such as AI, housing and development, transportation, and GIS. Member Ebersole suggested aligning tracks with the data lifecycle: conceptualization, collection, analysis, and reporting. This structure would help attendees navigate sessions based on their interests and expertise. The Group also emphasized the importance of networking opportunities and proposed interactive elements like sponsor demos or informal engagement spaces.

Theme Development & Call for Proposals

The Working Group brainstormed potential themes for Data Day 2025. AI emerged as a central topic due to its growing relevance in data-driven decision-making. Member Ebersole suggested a theme like “Ripple Effect” to symbolize the broader impact of data. Members agreed the theme should be forward-looking and inclusive of various data applications. They also discussed inviting feedback from potential sponsors and stakeholders to shape the theme and session content. A call for proposals will be developed with clear guidance on session types and audience suitability.

Potential Keynote / Plenary Speakers

Members and staff discussed potential keynote speakers, focusing on leaders from companies actively using AI and data in innovative ways. DHL was mentioned as a promising candidate due to its internal AI initiatives. Member Ebersole offered to share contacts from OSU’s Solutions Gallery, a group that includes regional tech leaders and could provide speaker leads or sponsorship opportunities. Members agreed to pursue speakers who can bridge technical and business perspectives.

Next Steps / Adjourn

The meeting concluded with action items including scheduling a Columbus State site visit, compiling a list of potential sponsors and speakers, and refining the session structure and theme. Amanda and Jonathan will coordinate next steps and follow up with the group.

Please notify Lynn Kaufman at 614-233-4189 or LKaufman@morpc.org to confirm your attendance for this meeting or if you require special assistance.

**The next Data Day Working Group Meeting
July 10, 2024
This Meeting will be held remotely; details to follow.**

Mid-Ohio Regional Planning Commission
Hybrid Meeting

Data Day Working Group

June 5, 2024

Members Present

Brad Ebersole, Consolidated Cooperative
Randy Reames, X-Energy

Staff Present

Lynn Kaufman
Amanda McEldowney
Jonathan Miller



DATA DAY

VENTURING TOGETHER INTO THE UNKNOWN

POTENTIAL VENUE OVERVIEW



VENUE	COST
Columbus State Community College	Room Rental: \$6,100 Catering: \$30 per person
Ohio State University Union	Room Rental: \$6,500 AV: \$2,055 Labor: \$2640 Catering: \$30 per person
Hilton Columbus Downtown	Rental: \$2,250 F&B Min: \$20,000
Athletic Club	Rental: \$1,475 F&B Min: \$12,000

SPONSORSHIP



MORPC

2024 Data Day Sponsorship		
Sponsorship	Amount	Organization
Bronze	\$500	OneColumbus
Bronze	\$500	Cultivate
Bronze	\$500	Central Ohio Workforce Development
Silver	\$1,000	Regionomics
Silver	\$1,500	Ohio Housing Finance Agency
Silver	In-Kind	Ohio University
Total	\$4,000	

Platinum \$5,000	Gold \$3,000	Silver \$1,500	Bronze \$500
Ten (10) full registrations	Seven (7) full registrations	Five (5) full registrations	Two (2) full registrations
Opportunity to offer welcome remarks during the Morning Plenary Session	Opportunity to offer closing remarks during the Lunch Plenary Session	Moderate breakout Session	Company logo on all event promotional material
Introduce Lunch Plenary Session keynote speaker	Moderate breakout Session	Company logo on all event promotional material	
Moderate breakout Session	Company logo on all event promotional material	One (1) scholarship for a college student to attend data day	
Host a breakout session on data-related work the sponsor organization is doing	Two (2) scholarships for college students to attend data day		
Company logo on all event promotional material			
Three (3) scholarships for college students to attend data day			



Amanda McEldowney

Community Engagement Manager

Mid-Ohio Regional Planning Commission

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