

**Date:** December 18, 2012

**Subject:** Board of Directors Teleconference

**Attendees:** Michelle Debyah, Joe Jones, Verne LaClair, Alan Leidner, Dale Morris, Julie Tolar, Amy Work, Carol Zollweg

**Guests:** Alex Chaucer

**Meeting Objective:** Discuss Items requiring Board Action: Secretary Appointment, Website Maintenance Contract, Website Updates, and Committee progress reports

**Minutes:**

The teleconference meeting began at 2:03 pm

Previous Meeting Reports

A motion was made by Julie to approve the minutes from the November Board of Directors meeting. Motion was seconded by Carol. Motion carried unanimously.

Everyone's comments have been incorporated into the annual meeting minutes, Julie will hold for approval until the next annual meeting.

Treasurer's Report

The Treasurers report dated December 18, 2012 was discussed. Alan reported on Christa's behalf. The current balance is \$18,117.46. There have been no recent expenses. There has been \$68.23 in income from membership dues, and a refund of \$131.82 from Host Monster (return of duplicate payment). The estimated year-end balance after all anticipated expenses is \$16,125.51. A motion was made by Carol to approve the treasurer's report. Motion was seconded by Julie. Motion carried unanimously.

Secretary Appointment

Alan introduced Michelle Debyah and proposed she be appointed as Secretary to the NYSGIS Association. A motion was made by Dale to appoint Michelle as Secretary. Motion was seconded by Amy. Motion carried unanimously.

President's Statements

Bruce was unable to attend the meeting, but asked Alan to discuss the whistle blower policy and conflict of interest policy. After the first of the year, Julie will work with Michelle to hand off the remaining Secretary duties. Michelle will send out the policies for signatures early next year.

Bruce also wanted to mention that the NYCArc User Group will be holding a meeting January 18<sup>th</sup> on Mapping and Analyzing Statewide Voting Districts and Redistricting Geography, presented by Steven Romalewski (Director, CUNY Mapping Service @ Center for Urban Research at the CUNY Graduate Center). Steven Pollackov is inviting Association members to join the meeting. Alan was planning a webinar for the same week but may postpone it to the following week to space out the webinars.

Julie questioned whether there were procedures in place to recognize individuals leaving the Board. What was done in the past? Sheri Norton and Bob Brower were thanked, but no one could recall if there was a gift. Julie will work on a policy for acknowledging departing Board Members.

Alan expressed his enjoyment of working with the Board and seeing all the coordination and activity. He is pleased and optimistic about the future, especially getting the message out regarding the value of membership, and working toward a successful Conference. He has already started to promote the Association downstate, and has reached out to Long Island, LIS, Hudson Valley, and others. He has also started discussions with Steven Pollackov regarding the possibility of consolidating the NYCArc Users Group and GISMO.

#### Conference Committee

Delaney Management has put out the RFP for the Conference. Only two hotels responded, the Desmond and the Sagamore. Both hotels have limited dates available. The Desmond is in Albany, near the airport, and would bring in area commuters. The Sagamore, available in late October, is near Racquette Lake in the Adirondacks. The Sagamore is more remote with limited access, and would be more of a retreat/destination location. A question was raised as to whether the remote location would hurt attendance? As they are striving to reinvent the conference, the committee is relying heavily on Delaney, and is open to any and all suggestions you may have. The Summit Committee had success with weekly progress calls, so the conference committee will do the same starting January 4<sup>th</sup>.

#### Legislation Committee

The survey community had seemed to agree to exceptions for GIS in the surveying legislation in 2012. However, the State Education Department has come out against the changes. The legislation is being redrafted by NYSAPLS, and seems to be leaning toward the education committee's desire not to include exceptions for GIS. Joe is working on a letter stating the Association's position. He hopes to send something to both houses next week. He is also hoping to set up a meeting with the Legislature's Education Committee. Alan asked that he send a copy of the letter to the BOD, and also suggested reaching out to the NYC GIS groups for support.

#### Professional Development Committee

Alan had been planning a webinar January 17<sup>th</sup>, on Homeland Security. However, since the Association will be cooperating with the NYCArc Users Group meeting on the 18<sup>th</sup>, Alan rescheduled his for the following week. Alan and Wendy Dorf are working on behalf of GISMO to arrange a meeting with Google in mid-February in Manhattan. The meeting will focus on

crowd sourcing techniques and Google's future technology plans. Google has agreed to broadcast the event via webinar to the NYSGIS Association.

### Education Committee

Amy Work and Alex Chaucer filled in for Ann. The committee is considering moving the K-12 website from Google to the Association's website. A few more school districts are ready to install licenses. The committee has collected names and email addresses for about 100 schools/educators they will reach out to with a newsletter the beginning of the year. Ann would like to more actively engage the NYS higher education community and is working to expand its listing of NYS GIS academics. The committee is also considering a forum to gather the K-12 and informal education sectors together, for example, 4-H, Girl Scouts, Boy Scouts, etc.

### Regional Coordination Committee

The committee's first order of business is to identify who's out there. Dale plans to send out an open invite on the list serve asking for information on GIS user groups that are active in the State. They are also in the process of redesigning the Association's map of NYS to show the general locations of the user groups and label them with their formal names. Julie sent out a draft to illustrate their ideas. Amy suggested rephrasing "MOU Signed" to "NYS GIS Association Partners", or something similar. Julie asked for volunteers to "pretty" up the map – Amy offered to help, Carol mentioned Don might be able to help as well. There may be renewed interest on partnering by the Utica/Rome GIS Users Group.

### Membership Committee

Emmanuelle was not on the call, Alan will reach out.

### Marketing Committee

Mike was unable to attend, but had already sent out the ROI document illustrating the value of being an Association member. Everyone was pleased with the analysis. After Mike makes the final changes, Carol can post to the website. It should also be sent out to the members, the listserve, and regional group mailing lists. It was suggested that the mailing should be in the form of a summary with a link to the full document on the website.

### Communication Committee

Carol proposed a maintenance contract with Cattayan Campbell of DeepInk for a flat fee of \$600 a year. This would include General Word Press updates, minor additions, fixes, theme updates, support and some R&D (new websites are not included). Cattayan is a member, and has been extremely supportive and generous. A motion was made by Julie to accept the maintenance contract. Motion was seconded by Dale. Motion carried unanimously. Carol will contact Christa to see if she would prefer a single or monthly payment(s).

Carol provided the following statistics:

#### Twitter

Tweets: 848 (avg 2 tweets per day, no more than 4)

Followers: 900 (up from 821 3 months ago)

#### Facebook

Likes: 172

Reached: 53-118 per day over the last 30 days (shows up in a person's timeline)

30 to 50 people open the Facebook posts each day to read content or view pictures  
Usually no more than 4 posts per day

Posts: 298

Email followers: 16

The committee would like to modify the website to reflect the Association's increasing activities. They would like to consolidate some buttons and pages, and would like to add a news blog specific to Association news. Can Carol and the Communications Committee move ahead with these improvements, or do they need to come back to the Board with every change? A motion was made by Julie to allow the Communications Committee to organize and update the website. Motion was seconded by Amy. Motion carried unanimously.

Alan mentioned there were a few things that should be persistent on the site, for example, upcoming webinar and conference information. If anyone has any other design recommendations, please share them with Carol. Carol would like to ensure everyone that no change is too small! If you ever see anything on the site that needs correcting or updating, please let her know.

Carol has added past Boards to the website, and added the Summit Committee. Her focus between now and the end of the year is to make sure all the committee information and the membership database is up-to-date and correct for 2013. She will send out for review.

A motion was made by Carol to adjourn the meeting. Motion was seconded by Dale. Motion carried unanimously.

The meeting was adjourned at 3:22 pm.

#### ACTION ITEM LIST (\*new)

1. Vijay: Determine whether PayPal and the Membership database can be linked, and if so estimate effort involved.
2. Rich: Schedule 1st Webinar of 2013 by Alan on Federal GIS Resources
3. Ann: Initiate outreach to NYS GIS academics. Alan to get in touch with Prof. Sean Ahearn of Hunter
4. Emmanuelle: Initiate outreach to Association leaders to identify names and contact information for NYS GIS practitioners who are not members.
5. \*Julie will hand over remaining Secretary duties to Michelle after the first of the year.
6. \*Michelle will send out the whistle blower and conflict of interest policies for signatures.
7. \*Bruce will coordinate with Steven Pollackov regarding the 1/18/13 NYCArc meeting.
8. \*Alan will reschedule his Homeland Security webinar. (Done: Now scheduled for 1/24)
9. \*Julie will work on a policy for acknowledging departing Board Members.
10. \*Joe will send out a letter regarding the survey legislation.
11. \*Alan will try to tie the NYC Google presentation into a webinar with the Association.
12. \*Dale will solicit user group information via the listserve.
13. \*Julie and Amy (and possibly Don) will work on a new regional group map.
14. \*Mike will finalize the membership value document for posting and distribution.
15. \*Carol will contact Christa regarding payment of the maintenance contract.