



Date: Monday, August 19, 2013

Subject: Board of Directors Teleconference

Board Members Present: Alan Leidner, Dale Morris, Carol Zollweg

Committee Chairs and Officers Present: Ann Deakin, Michelle Debyah, Joe Jones, Razy Kased, Rich Quodomine, Mike Zoltek

Guests Present: None

Not Present: Christa Hay, Verne LaClair, Bruce Oswald, Julie Tolar, Amy Work

Minutes: The teleconference meeting began at 10:04 am

Previous Meeting Report

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

Treasurer's Report: Christa Hay, Treasurer

There was no Treasurer's Report.

President's Statements

Alan reported for Julie that the task schedule is almost complete. Once she gets the dates for the Treasurer tasks, she'll forward a copy to Michelle. If anyone thinks of additional items to add now or in the future, please email them to Julie or Michelle.

Julie will take over as Chair of the Regional Committee through the end of November. When she becomes President, Alan will likely take over the chair position. Also on the committee: Jason Baum (NYS Division of Homeland Security and Emergency Services), Dave Cook (Development Authority of the North Country), Jake Needle (Wendel), Verne and Alan. The Regional Committee will meet tomorrow to discuss goals for the next few months, including coordinating with the Membership Committee, updating the regional map, and holding a conference call with the regional POCs in September/October.

Alan has had several conversations in the past month regarding development of an interest group or committee within the Association for federal workers. He has received a favorable reaction, and will have further discussions in an effort to move that forward.

Membership Committee: Razy Kased

Razy said the membership renewal efforts have been going well with the help of Carol and the Communications Committee. Carol stated that membership is currently at 256, but she expects another twenty or so from Christa in the next few days. Alan asked that Razy share with him the committee's strategy for future solicitations and renewal reminders.

The membership survey, postponed so as not to interfere with the renewals emails, will probably go out in early September. There will be two versions of the survey, one to members and one targeting past members who have not renewed.

It was determined that based on her centralized location in Albany, Christa might be the best person to hold and distribute promotional materials. If you are going to attend an event and would like to take promotion materials, please contact Christa. Digital items are available on the website.

The Membership Committee is still brainstorming regarding updates to the membership registration form. The goal is to encourage new members to join a committee or otherwise get involved in the Association.

Conference Committee Report: Verne LaClair

Bruce and Verne were not in attendance. Ann said there have been some email discussions, and her understanding is that Bruce plans to summarize the points made in the email exchanges.

Rich mentioned that instead of a September event, Esri would like to have their own break out room at the conference. Costs and logistics have not yet been worked out.

It was suggested that perhaps a university level sponsorship be offered as a way for universities to have a stronger presence at the conference and spotlight student projects. It may be too late to put something in place this year, but Ann said it is something the Education Committee could look at for next year.

Legislative Committee Report: Joe Jones

The Department of Education and Engineering Board were supportive of exceptions for GIS in the legislation. However, the bill died in committee and the Senate and Assembly have recessed for the summer. There is some question as to whether it will be picked up again in 2014, or the surveyors might just drop it. Joe is working on a summary which he will send to Bruce for review and then to be posted on the website.

Professional Development Committee: Richard Quodomine

Rich is working to finalizing the Python webinar for early September, and a social media webinar for October. Esri will move to the conference in November. Alan is trying to line up Sam Wear for a lunchtime chat in late September. Rich feels the webinar schedule this year has been successful, enough to keep people interested and encourage membership, but not so much that they feel overloaded. Everyone agreed.

Mickey Dietrich is developing a "Geospatial Technology Institute". His plan is to focus on the Tug Hill region for a year by hosting a series of speakers on geographic topics of regional interest. Anyone attending a majority of the sessions will receive a certificate of completion.

The following year, a different region will become the focus for seminars. Rich and Alan think the Association is well placed to help identify other regions with the energy to move forward.

Dale asked if the Professional Development Committee had given any thought to participating in the upcoming changes to GISP. Rich would like to bring this to the committee. Dale will send Rich some information, and will cc in Ann.

Education Committee: Ann Deakin

The academic membership flyer is ready to go, but Ann has been actively promoting NYSGeoCon and didn't want to overwhelm her contacts. She believes UB and ESF are interested, and intends to distribute the flyer at NYSGeoCon.

She has tried to time the NYSGeoCon emails to coincide with syllabi development hoping professors might work it into their programs. In addition to encouraging student participation, she also touched on carpooling, raising funds for conference costs, and student lightning talks. She is in the process of getting something setup for students to submit abstracts for the poster session. Ann is working on presentations from Brian Tomaszewski (RIT), Jim Mower (UAlbany), and Jim Kernan (SUNY Geneseo). A session on professional development for educators has been submitted as an Education Committee contribution.

Ann is following up on Alan's query regarding return on investment and involving economic professors and students, and Sam Wear's question regarding whether SUNY has numbers on geospatial job placement. She is not ready to report on the NYS GIS Coordinating Body's shift to a NYS GIS Advisory Group as the language is not quite finalized.

Marketing Committee: Mike Zoltek

The GIS vendor list has been completed; there are approximately 505 businesses on the list. Mike sent the completed list to Bruce, who added it to the Google Docs page. Alan asked that the list be used to send a special invite to private sector firms encouraging them and their staff to become members. Mike and Razy will work together to send something out.

The sustaining business sponsorship flyer is done, but has not been sent out so as not to cause confusion with NYSGeoCon sponsorship. Mike will coordinate with Ann so that the individual, business, and education ROI flyers will all be available at NYSGeoCon.

Regional Committee: Julie Tolar

Julie was not in attendance, though she provided Alan some updates that were shared during President's Statements.

Communications Committee: Carol Zollweg

NYSGeoCon now has their own website which includes live registration. Calls for papers have been sent out twice to the entire database of over 1000 current and former members.

The service used to map the members limits geocoding to 250 addresses per session. Alternatives are being investigated. Carol has been keeping articles, blogs and testimonies updated, and tries to post member articles whenever she is aware of them. If anyone comes

across any articles by members, please let her know. A secure, online area for Christa to update membership is still being developed, and will hopefully be done by the end of September. Carol is still working on organizing the NYS GIS Clearinghouse pages into the website. The committee is still working on a member bulletin to send to members, as well as one for non-members highlighting reasons to join.

Carol has reached out to all the committee chairs regarding updates to the committee webpages. She is concerned by the lack of response.

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

The meeting adjourned at 11:07 am.

Action Item List

1. Carol, Don Meltz and Julie will work on a new regional group map.
 2. Rich will write up findings about continuing education credits for Carol to post on the website.
 3. Razy will contact non-member GIS/SIG conference attendees using the list Julie created.
 4. Mike and Carol will develop a sustaining firms workflow.
 5. Al/Garvis will follow-up with Jim Zollweg regarding the Python webinars.
 6. Carol will research software to help us with a membership year that extends from date of sign-up.
 7. Bruce and Joe will draft some wording on the Association's success lobbying for GIS interests and give it to Carol for posting on the website.
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8. Julie will finalize the task list and send to Michelle for archiving.
 9. Alan will continue to campaign for a Federal GIS interest group or committee.
 10. Razy will share the Membership Committee's strategy for future solicitations and renewal reminders with Alan.
 11. Razy will send out the member survey.
 12. Dale will send Rich (and Ann) information on GISP for Dale to discuss with the Professional Development Committee.
 13. Ann will work on setting something up so students can submit abstract for the poster session.
 14. Mike and Razy will work together to send something out to private sector firms encouraging them and their staff to become members.