

Date: Monday, September 16, 2013

Subject: Board of Directors Teleconference

Board Members Present: Verne LaClair, Alan Leidner, Bruce Oswald, Julie Tolar, Carol Zollweg

Committee Chairs and Officers Present: Ann Deakin, Michelle Debyah, Christa Hay, Joe Jones, Razy Kased

Guests Present: Andy Mendola, Tim Michaleowski

Not Present: Dale Morris, Rich Quodomine, Amy Work, Mike Zoltek

Minutes: The teleconference meeting began at 10:04 am

Previous Meeting Report

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

Treasurer's Report: Christa Hay, Treasurer

The Treasurer's Report dated September 16, 2013 was reviewed. The current balance is \$13,010.24. Expenses since the last report include website support. There has been \$226.74 in income from membership dues. The year-end balance after all anticipated expenses, except conference expenses, is \$11,910.24. Christa also distributed a detailed conference budget, which currently shows a projected loss of \$2,065.00.

Carol paid \$140.00 for the HostMonster website domain renewal. Carol will resend the receipt to Christa for reimbursement.

A motion was made by Julie to approve the Treasurer's Report. Motion was seconded by Bruce. Motion carried unanimously.

President's Statements

Bruce sent out a draft call for nominations, it should be sent out to the list-serves and members as soon as possible. There are three Board Member vacancies, and the President-Elect. Alan encourages self-nomination for any committee chair interested in joining the Board. Anyone who knows someone that might be interested or that would be a good candidate should encourage them to submit a letter of interest or let Bruce, Julie, Alan or Michelle know.

Julie completed the task list and Michelle is now maintaining if anyone has changes or additions.

Membership Committee: Razy Kased

The Membership Committee has been focusing on renewal efforts, working closely with the Communications Committee. Membership stands at 307, exactly the same as on this date last year. The committee would like to find out why former members have not yet renewed, and may contact some of those individuals personally.

The committee would also like to know what is generating the renewals. Is it the reminder emails, the bulletins, or the conference mailings that are most effective? It is difficult to tell which are new members and which are renewals. Carol said she has a query of 2013 members that have not renewed for 2014, perhaps that could be used somehow. Alan requested a copy of that list. Joe mentioned he had trouble renewing, Carol will look into it.

Razy will compare the GIS/SIG conference attendance list from Julie to the Association member list he received from Carol and will try to encourage non-members to join.

Mike Zoltek, chair of the Private Sector Committee, will attend the Membership Committee meeting next week to brainstorm on how the committees can work together to encourage sustaining business sponsorship.

Tim Michaleowski sent out a link to preview the member survey. The committee hopes to send out the member survey later this week. A second survey targeted to non-members to see why they are not joining or renewing will be sent out in the future. To encourage participation, the committee would like to offer an incentive, perhaps a drawing for all those that complete the survey? Bruce questioned whether some of the questions will be required, Tim will do so.

Alan's goal is to open the conference with 500 members.

Conference Committee Report: Bruce Oswald and Verne LaClair

Bruce said the presentations are almost finalized. They tried to accommodate everyone that volunteered a presentation. The invited speakers in the panel sessions and the keynote are looking good. Concern now lies with obtaining sponsors and getting registration up. Hopefully, posting the agenda will give a big push to registration. Verne is just waiting on confirmation from a few speakers, and hopes the agenda will be ready to post this week.

Sessions have been set up for students, and Esri has sponsored three student registrations. If anyone knows a company that might be interested in sponsoring students, please let Verne know.

Legislative Committee Report: Joe Jones

Joe and Bruce put together a report on their legislation efforts. Carol has posted it to the website, and a mailing will be going out soon. This fall, Joe will contact Daren Morgan of the NYSAPLS Legislative Committee to see if the Surveyors will pursue legislative changes in the next session.

Professional Development Committee: Alan Leidner for Richard Quodomine

Alan said Sam Wear's presentation is scheduled for the middle Wednesday in October. Alan will follow up with Rich regarding the Python training session. Alan, Rich and Julie attended a webinar by Brian Tomaszewski, Ph.D., from RIT on the subject of a GIS based disaster situations game. They are talking to Brian about presenting the webinar for the Association.

Education Committee: Ann Deakin

Ann is working on adding a bullet regarding expert review to the sustaining institution flyer. Also, instead of offering ten staff memberships, they may offer a student conference registration instead. Ann has gotten complaints that the student registration fee is too high, but it is already at cost. Some ideas: use student sponsorship funds to give some students free registration or give all students a discount, have students apply for funds based on conference participation, eliminate food for students, and/or include membership with the conference fee. If they could be subsidized, \$50 shouldn't be too much. Alan suggests the Conference Committee work on a strategy. Ann will try and get an idea of how many students might attend the conference.

Ann had a conversation with Vince DiNoto of the GeoTech Center, located at Jefferson Community and Technical College in Louisville, Kentucky. The decline of geospatial programs at community colleges is a problem nationally, and the GeoTech Center is working on addressing it. They are starting a mentoring program for community colleges that want to start or revive a GIS program. Andy Mendola, who is joining the Education Committee, is on the GeoTech Center National Visiting Committee, and will be attending their conference in Atlanta.

In light of the new ITS (Information Technology Services) organization and establishment of a State Geographic Information Officer (GIO), the NYS GIS Coordinating Body has been recast as the NYS Geospatial Advisory Council. There is some concern on the part of the Council that it will operate as a rubber stamp for State initiatives rather than actually advising the State on policy and action. There will be a strategic planning session next year to codify the Council's role. There was also a desire to include representation from the Association on the Council. Alan and Bill Johnson, the GIO, have already begun discussion.

Buffalo University has expressed interest and may become the first higher education sustaining member.

Private Sector Committee: Razy Kased and Andy Mendola for Mike Zoltek

As previously reported by Razy, Mike will be attending the Membership Committee meeting next week to brainstorm on how the committees can work together to encourage sustaining business sponsorship. Alan pointed out that the goal is not just to get sustaining business sponsors, but to get their staff to become members as well.

Regional Committee: Julie Tolar

The first goal of the six person committee is to update the regional point of contact (POC) list and then update the regional map. They will split the regions up so each committee member will oversee one or two regions in order to share information quickly. They plan to have another meeting with the regional POCs in October. Alan hopes at the time the POCs might be able to help with renewal efforts.

Communications Committee: Carol Zollweg

Carol will change Marketing Committee to Private Sector Committee on the website.

A member bulletin has gone out, with plans to send one out every 6-8 weeks. The next one will go out in October ahead of the conference, if anyone has any content please let Carol know.

The legislation update information has been posted on the website as a featured item. The WNYGIS User Group Geocaching event has also been posted. Someone might want to suggest Jake Needle put it out on the list-serve.

Alan wrote a letter encouraging membership, which will be going out tonight to all 2013 members who have not yet renewed.

In August, Carol reported that the service used to map the members limits geocoding to 250 addresses per session. A member of the Communications Committee is writing a map from scratch. Once the new map is posted on the website, Carol will send out a notice.

Carol would like a membership information page on the website with instructions on how to join or renew. She feels she's too close to the process, and hopes Razy and the Membership Committee will help. In the meantime, she will be sure there are help/contact links available.

The Association has domains registered with both Go Daddy and HostMonster. Go Daddy is registered through 2017, but Carol just renewed HostMonster for one year for \$140.00. If renewed for three years it would cost \$312, a savings of \$108 over those three years. No one had objections to renewing for three years, but Christa would like to wait until after the conference.

The GIS Job Posting page has the highest hit count, and Cattyann suggested monetizing the page by adding a donate button. Alan suggested something more general on the entire site, and dismissed a concern of being perceived as in trouble and in need of donations. Carol will start with the Job Postings page, with a goal of eventually making a broader effort. She will run the wording by the Board and committee chairs prior to posting.

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

The meeting adjourned at 11:07 am.

Action Item List

1. Rich will write up findings about continuing education credits for Carol to post on the website.
 2. Razy will contact non-member GIS/SIG conference attendees using the list Julie created.
 3. Mike and Carol will develop a sustaining firms workflow.
 4. Carol will research software to help us with a membership year that extends from date of sign-up.
 5. Alan will continue to campaign for a Federal GIS interest group or committee.
 6. Dale will send Rich (and Ann) information on GISP for Dale to discuss with the Professional Development Committee.
 7. Ann will work on setting something up so students can submit abstract for the poster session.
 8. Mike and Razy will work together to send something out to private sector firms encouraging them and their staff to become members.
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9. Bruce (?) will finalize and send out the call for nominations.
 10. Carol will send Alan a copy of the 2013 members that have not yet renewed.

11. Tim Michaleowski will finalize the member survey and have it sent to the members.
12. Verne will finalize and send out the agenda.
13. Alan will follow up with Rich regarding the Jim Zollweg Python training session.
14. Ann will finalize the sustaining institution flyer.
15. The Conference Committee will work on a strategy to help students with conference costs.
16. Ann will try and get an idea of how many students might attend the conference.
17. Alan will discuss representation on the NYS Geospatial Advisory Council with Bill Johnson.
18. The Regional Committee will update the regional point of contact list and the regional map.
19. Carol will change “Marketing Committee” to “Private Sector Committee” on the website.
20. Carol will post the new members map once it is finalized and send out a notice.
21. The Membership Committee will develop a membership information page.
22. Carol will work on a “Donations” button for the GIS Job Posting page.