

Date: Monday, October 21, 2013

Subject: Board of Directors Teleconference

Board Members Present: Verne LaClair, Alan Leidner, Dale Morris, Julie Tolar, Carol Zollweg

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

Not Present: Bruce Oswald, Amy Work, Joe Jones

Minutes: The teleconference meeting began at 10:04 AM.

Previous Meeting Report

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

Treasurer's Report: Christa Hay, Treasurer

The Treasurer's Report dated October 21, 2013 was reviewed. The current balance is \$11,326.23. Expenses since the last report include website support, payments to Delaney Management, and the HostMonster renewal. There has been \$708.38 in income from membership dues. The year-end balance after all anticipated expenses, except conference expenses, is \$9,506.23. Christa will send GISMO membership dues of \$770.00; Alan anticipates GISMO will use some of that to subsidize student conference registrations. Christa also distributed a detailed conference budget, which currently shows a projected loss of \$5,893.00.

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

President's Statements

Julie mentioned that there was still a need to find someone to cover the minutes at the Annual Meeting. Christa volunteered.

Alan said that there are four nominees for three Board positions, and one nominee for President-Elect. He is preparing an email for a final call for nominations to go out in the next day or two. Voting will be done prior to the conference electronically using ElectionBuddy.

Membership Committee: Razy Kased

Razy briefly highlighted some of the member survey results. The survey was sent to 339 current members the last week in September, followed by two reminder mailings. There was a 40% response rate:

- 80% renewed their membership in response to email reminders
- 85% responded that email is their preferred means of communication
- 25% are not primary GIS users but utilize GIS as part of their work
- 65% would like more webinars
- 35% would like help networking
- 30% would like help with GISP
- 90% have visited the website and like it
- 40% will not attend the conference, primarily due to time or budget reasons

Razy will prepare and distribute a more detailed report of the survey results.

The latest member counts from Carol are 379 members for 2014, and 166 members from 2013 that have not yet renewed. The membership committee plans to send out another reminder email, and is asking for volunteers to start making phone calls. Alan said this would be discussed shortly in combination with soliciting conference registrations.

Conference Committee Report: Verne LaClair

The early registration deadline was extended until November 1st in response to the recent government shutdown. Verne encouraged Board Members who have not yet registered to please do so by the end of next week. There are 107 registrations (around 130 including sponsors), but 300 is needed. Bill Johnson is going to send out a personal email similar to the ones he has sent for the Summit in the past.

Sponsor summary:	<u>Budgeted</u>	<u>Registered</u>
Platinum	2	3
Gold	3	2
Silver	3	5
Bronze	15	6

Only about half the tables are booked. The committee and Delaney Management are actively calling potential sponsors from the Google Docs list. Board members could help by calling any company, individual, or personal contacts they have to encourage exhibiting and registration.

Verne's primary concern is attendance registration. At the moment residuals are almost negative \$5,900.00. The Conference Committee has a weekly call at 9:00 AM on Friday, anyone with ideas or comments on boosting registration is encouraged to join the call.

Alan outlined the following strategy to encourage registrations:

- 1) Razy and the Membership Committee should divide the 166 members from 2013 that have not yet renewed among the Board Members and Committee Chairs. Everyone should call those assigned to them and ask them to renew their membership and register for the conference.

- 2) The Conference Committee will call current members and encourage them to register for the conference. Razy volunteered to manually compare the member list and registration list. Carol will send Razy the member list, and Verne will send him the registration list. Razy will match them up and send Verne a list of members that have not registered.
- 3) Ann and the Education Committee have already been quite active promoting the conference, but she will send out another email. She will highlight the fact that the Association has worked hard to acquire student subsidies.
- 4) Mike will draft a letter to private sector firms to solicit sponsorship and encourage employee attendance. Mike will work with Verne to get something out ASAP.
- 5) Alan is working on an email to GISMO members to urge conference attendance and request student subsidies. Julie and the Regional Coordination Committee could send a form letter to the regional contacts and ask them to customize it and send it out to their members encouraging renewal and conference registration.
- 6) Rich had a lot of people attend webinars this past year. He could target an email to all the webinar attendees encouraging them to renew their membership and register for the conference.

A concern was raised that the amount of communication might be too much. Five or six different emails might start to feel like spam. In the past, some members complained about the large volume of email related to the Summit. Alan's willing to take the risk and thinks a little overlap is ok.

Verne said a conference app for Android and iPhones is under development. He'd like to get it out there and hopes it spreads. He believes it has the benefit of reaching members everywhere, not just at work. He hopes to send it out to the Board on Friday. Verne is looking for volunteers to test the app, if you are interested please send him an email.

Alan opened a discussion regarding the survey results that some members won't attend the conference due to the cost. Federal funding is a bit shaky. State PSTP represented employees can take advantage of the Workshop Seminar Reimbursement (WSR) Program, which should be widely publicized and part of all the messages going out. For others who really want to attend the conference but can't afford it, Alan suggested the possibility of a loan program, perhaps covering 50% of the cost focused on the conference fee. Initial reaction to a loan or "easy monthly payment plan" program was not positive. In addition to causing a collection issue, this could be a tracking nightmare for Christa. Alan asked Verne to at least consider it and discuss it with the Conference Committee on Friday.

Legislative Committee Report: Joe Jones

There was no Legislative Committee report.

Professional Development Committee: Richard Quodomine

Rich said there were some technical difficulties last week using FreeScreenSharing related to the software not being proxy aware and firewalls. He plans to utilize WebEx through NYS DOT going forward. It's been a busy month and he hasn't done as much with geospatial chats and social media as he had wished, but the committee has had a very active and successful first year. There are a couple new members joining the committee, and Garvis DiLauro will likely succeed him as Chair. He will send information on the committee changes to Carol for the website.

Education Committee: Ann Deakin

The October Education Committee meeting focused on the GIS Educator/Professional Development panel for the conference. Ann has been regularly communicating with academia contacts promoting faculty and student conference attendance. Community college efforts will resume after the conference. Sustaining membership will likely be associated with Chris Renschler's lab rather than generically to UB.

Alan mentioned he hopes to gain additional student subsidies from GISMO. Ann said it is her understanding that students receiving subsidies are expected to participate in the conference beyond just attendance, and are being selected by members of the Conference Committee.

Private Sector Committee: Mike Zoltek

To avoid confusion, the Private Sector Committee is holding off on its ROI push until after the conference. Alan requested an email be put together to the private sector contacts to promote conference attendance.

Regional Coordination Committee: Julie Tolar

The six committee members have split the local user groups amongst themselves as primary contacts for sharing information. Julie has drafted an email that the committee members will send to the user groups mentioning the call for nominations, conference registration, survey monkey availability, and website information. The intent is to send information to the regional groups on a regular basis.

Julie shared an updated regional group map. All the major groups are shown as circles because the old map didn't show gaps that exist in regional group coverage. However, the circle map makes it look there are gaps that don't truly exist. A suggestion was made to make the circle boundaries fuzzy, or to use county boundaries. It was decided to try a compromise of "fuzzy amoebas". Ann said she could probably do something in Illustrator, but it would be some time before she would be able to work on it. Michelle offered to try working something up in the meantime. It was also pointed out that since NYCARC is represented, NEARC should probably be as well.

Communications Committee: Carol Zollweg

The Communications Committee is keeping busy with constant website updates and new posts to keep the website fresh. The NYSGeoCon site is updating a lot. Carol still plans to reorganize the featured items pages, but right now is focused on the conference site. Rich just got Sam Wear's presentation, he will forward it to Carol to post on the YouTube sight.

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

The meeting adjourned at 11:09 AM.

Action Item List

1. Rich will write up findings about continuing education credits for Carol to post on the website.
 2. Mike and Carol will develop a sustaining firms workflow.
 3. Carol will research software to manage a membership year that extends from date of sign-up.
 4. Alan will continue to campaign for a Federal GIS interest group or committee.
 5. Dale will send Rich (and Ann) information on GISP for Dale to discuss with the Professional Development Committee.
 6. Mike and Razy will work together to send something out to private sector firms encouraging them and their staff to become members.
 7. Alan will discuss representation on the NYS Geospatial Advisory Council with Bill Johnson.
 8. The Membership Committee will develop a membership information page.
 9. Carol will work on a "Donations" button for the GIS Job Posting page.
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10. Christa will send membership dues to GISMO.
 11. Alan will send out a final call for nominations.
 12. Razy will prepare and distribute a detailed survey results report.
 13. Everyone will promote the conference (refer to strategy list under Conference Committee).
 14. Rich will send the Professional Development Committee changes to Carol for the website.
 15. Julie and the Regional Coordination Committee will send information to the regional groups.
 16. Michelle will work on a regional group map.
 17. Rich will send Carol Sam Wear's presentation for posting to the YouTube site.