

**Date:** Monday, March 17, 2014

**Subject:** Board of Directors Teleconference

**Board Members Present:** Alan Leidner, Susan Nixson, Julia O'Brien, Julie Tolar, Carol Zollweg

**Committee Chairs and Officers Present:** Ann Deakin, Michelle Debyah, Christa Hay, Bill Johnson, Razy Kased, Andy Mendola

**Not Present:** Mickey Dietrich, Rich Quodomine, Joe Jones Kate Kiyantsa, Verne LaClair, Bruce Oswald, Mike Ross

**Minutes:** The teleconference meeting began at 10:33 AM.

Secretary's Report: Michelle Debyah, Secretary

A motion was made by Alan to approve the minutes from the February Board of Directors meeting. Motion was seconded by Julia. Motion carried unanimously.

The only item on the task list for March is the website domain renewal due for nysgeocon.

Treasurer's Report: Christa Hay, Treasurer

The Treasurer's Report dated March 16, 2014 was reviewed. The current balance is \$24,150.40. Expenses since the last report include Westchester GIS User Group Meeting sponsorship and WebEx. There has been \$264.34 in income from membership dues. The year-end balance after all anticipated expenses, except Summit expenses, is \$20,056.74.

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

President's Statements

The GAC Meeting was rescheduled to April 3<sup>rd</sup> due to weather. Alan has an eight slide presentation, which he will follow with an open discussion regarding collaboration between GAC and the Association.

Susan sent out the Marketing Plan. The Association has already supported a business membership model, now the details just need to be finalized. Michelle has a copy of the sustaining firm ROI document; though she does not believe it was the final version. She will forward it to Susan and Julie. Susan asked if webinars should be part of the business membership model. It was decided that they should be, but they need to be clearly identified, and perhaps specially named, so members know exactly what they are. Julie will send out a

SWOT Analysis, everyone should send their responses to Susan for compilation; Michelle will assist with the compilation. Christa will be sending Susan the numbers for the past conferences. Susan will update the Marketing Plan with the SWOT Analysis and conference numbers, and hopefully it can be adopted at the next meeting.

Julie would like to set up a “lockbox” that lists all the access and account information, probably to best be held with Michelle. Julie will start with Carol’s document and add bank account data and any other relevant information.

To encourage attendance at the annual meeting and reception, Julie would like to hold a raffle. Tickets will be handed out at the annual meeting, and the drawing will be held at the reception where the ticket holder must be present to win. It was determined that there will be at least two prizes, an iPad or iPad Mini (estimate \$400), and a globe (estimate \$100), with an option for a third prize. A motion was made by Alan for Julie to purchase a tablet and a globe not to exceed \$600, with the option to get a third item if it is within budget. Motion was seconded by Julia. Motion carried unanimously.

Julie and Alan stated that the Association needs to step out and be a stronger advocate for GIS across the State. Alan and a couple other Board Members had a preliminary discussion with Sam Wear in an effort to outline what an advocacy function would look like.

#### Audit Committee: Susan Nixon

The Audit Committee performed an audit of the treasury records for 2013. Everything looked good. In a letter submitted to the Board of Directors, the committee made the following recommendations:

- 1) Adopt a software package to document all income and expenditures for ease of review and tracking.
- 2) Scan and store all receipts in electronic format.
- 3) Create redundancy in treasury reporting so there is someone to step in in the Treasurer’s absence.
- 4) The monthly Treasurer’s report should reflect all income and expenditures, and should be included as an appendix to the official meeting minutes adopted by the Board.
- 5) Develop an audit workflow for future audit committees to understand what the expectations are.

A motion was made by Alan to accept the Audit Committee report. Motion was seconded by Julia. Motion carried unanimously.

#### Awards Committee: Ben Houston

Ben Houston will be the chair of the newly formed Awards Committee, and will be on the call next month. Julie would like someone from the NYGeoCon Committee and someone from the GeoSpatial Summit Committee on the Awards Committee to ensure consistency from year to year. Julie will follow up with those committees as well as a member who expressed interest in joining a committee. Alan suggested an awards competition and would be willing to help with that. In response to a question regarding membership as a condition of getting an award, Julie

suggested perhaps someone from the Membership Committee might want to be on the Awards Committee as well.

Communications Committee: Carol Zollweg

The website has been upgraded to the Pro setting. Cattyann has redesigned the Summit website, which is now being reviewed by the GeoSpatial Summit Committee.

The online page for updating membership has been fully tested and Christa is now using it. Christa will update the status, and then send the email addresses to Michelle to send out the member welcome letter. Carol said it doesn't have to be Christa that does this. The website has also been updated to accommodate WNYGIS dual membership.

NYGeoCon 2013/2015 Committee: Verne LaClair & Bruce Oswald

There was no NYGeoCon Committee report. Bill said Delaney Meeting and Event Management has provided an estimate taking into account their experience with the 2013 conference. The new proposal is a bit higher than 2013, but includes additional tasks the committee would like them to take over.

Education Committee: Ann Deakin & Andy Mendola

The Education Committee held a webinar focused on Pictometry and its use at education institutions. Out of 20 registered only 11 attended, but it did result in some renewed contacts. Andy will be attending the GeoTech Center conference in Kentucky in June. The GeoTech Center is working with MCC on a grant to expand the number of GIS courses with a goal toward certificate level offerings. The committee is hoping to hold a webinar in August in an effort to revitalize GIS at community colleges. Alan mentioned he is participating in an effort to get GIS established at Cornell-Technion initiative.

Julie suggested that perhaps the committee could post something to the website promoting all their efforts and informing the members of everything that's going on.

External Development Committee: Rich Quodomine

There was no External Development Committee report.

Government Committee: Julia O'Brien & Mike Ross

The Government Committee has started having monthly conference call meetings. While there was some desire to standardize GIS titles throughout the State, they have decided to focus on Civil Service exams first. They are compiling an inventory of county and municipal GIS job titles, which they will group based on qualifications. They will review the tests for those groups in an effort to modernize the questions, for example, replacing ArcInfo and ArcView related questions. They also plan to reach out to other states to see what's in their Civil Service exams. The committee currently has five members, some with connections to GISCI and the Civil Service Commission.

Legislative Committee: Joe Jones

Joe was unable to attend the meeting, but said via email that there is nothing new to report. He spoke with Darren Morgan recently, and nothing has changed.

#### Membership Committee: Razy Kased

The Membership Committee will be meeting next week. They will be working with Alan to send out a member survey to determine if there is interest in forming special interest groups. Alan hopes the survey will identify at least one or two groups with enough energy to start professional affiliation groups. The current total membership is 540.

#### Professional Development Committee: Mickey Dietrich

There was no Professional Development Committee report. Julie will contact Mickey and ask him to send out an email with his suggestions regarding WebEx or ClickWebinar, with the intent of voting at the next meeting.

#### Regional Coordination Committee: Alan Leidner

Alan will be following up with SYNERGIS, who has expressed an interest in affiliating with the Association. Alan will be speaking at the Westchester GIS User Group meeting in May and will promote joining the Association. The Regional Resource Guide is under development, and Alan will be sending it out for review. He plans to include contact information for the committee chairs so the regional groups can contact them directly for their services.

#### GeoSpatial Summit 2014 Committee: Bill Johnson

The GeoSpatial Summit is really coming together. Five of six speakers have been confirmed: Paul Ramsey (open source), Joel Caplan (risk terrain modeling), John Calkins (technical evangelist), Katharine Johnson (LiDAR), MapBox, and one more they are working on. They plan to have a speaker related to drones at the reception. They are finalizing their review of the website, and hope to be ready to go live and send out a save the date message within a week.

Julie mentioned there will be an informal “meet the Association leadership” session at the beginning of the reception. She also said there will be a handout describing each committee and what they do. The committee information could also go on easels or screens.

Julie also wanted to be sure there would be a few minutes for Susan to talk at the Summit. Bill said that would happen during the welcome at the beginning of the Summit.

#### General Discussion

Julie is still working on obtaining an Association credit or debit card. Christa spoke with the bank manager who said there is now a way for a not-for-profit to get a credit card without one person being responsible for it, but he warned it is a lengthy process. There is a bank debit card which is free and used like a credit card, but Christa has some security concerns. Julie will follow up with Christa.

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

The meeting adjourned at 12:03 PM.

### Action Item List

1. Rich will write up findings about continuing education credits for Carol to post on the website.
  2. Carol will research software to manage a membership year that extends from date of sign-up.
  3. Rich will send Carol Sam Wear's presentation for posting to the YouTube site.
  4. Carol will finalize and post "Bruce's thoughts" blog.
  5. Mike or Julia will have a conversation with Rich to see if the External Development Committee can take the lead and work with the Regional and Education Committees on the educating government decision makers task.
  6. Christa will pay the website domain renewal for nysgeocon (from the task list for March).
  7. Mickey will create a tentative webinar schedule.
  8. Christa will obtain an Association credit or debit card.
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9. Michelle will send the draft sustaining firm ROI she has to Susan and Julie.
  10. Julie will send out the SWOT Analysis.
  11. Everyone should return their completed SWOT Analysis to Susan.
  12. Susan and Michelle will compile the SWOT Analysis.
  13. Christa will send past conference numbers to Susan.
  14. Susan will update and send out the Marketing Plan for final review.
  15. Julie will compile a list of all access and account information, starting with Carol's document.
  16. Julie will purchase two or three raffle prizes for the Summit.
  17. Julie will identify three additional members of the Awards Committee.
  18. Alan and the Membership Committee will send out a special interest group survey.
  19. Julie will ask Mickey to send an email with his suggestions regarding webinar services.
  20. Mickey will send an email with his suggestions regarding webinar services.
  21. Alan will follow up with SYNERGIS.
  22. Christa will obtain software to document all income and expenditures.
  23. Susan will develop an audit workflow so future audit committees understand expectations.

NYS GIS Association, Inc.  
 March 2014  
 Treasurer Report  
 Christa Hay

As of March 16, 2014 there is \$24,150.40 in the bank account. I spoke with Bank Manager and there is now a way to get a credit card for not-for-profit without one person being responsible for it. He warned me it is a lengthy process to get one. There is a bank debit card which we could also get and it would be free and used like a credit card. Negatives are not as secure when ordering online. I will start on the 2013 taxes.

<b>Expenses (since last report):</b>	
Sponsor Westchester GIS	(\$200.00)
WebEx 1 month	(\$99.00)
<b>Income:</b>	
Membership	\$264.34
<b>Balance:</b>	<b>\$23,715.74</b> [includes checks not cleared* and membership]

<b>Upcoming 2014 general expenses (approx.):</b>	
Office Expenses	(\$75.00)
Meeting Costs	(\$150.00)
Travel expenses	(\$500.00)
Accounting Software	(\$275.00) onetime cost
Communication Committee	(\$300) domains, site hosting (\$240) site speed improvement project (\$50) new conference theme (\$850) video equipment for conferences
NYS GIS Summit	(\$45,000) – place holder
D&O Insurance	(\$800.00)
Printing Costs	(\$200) I have not heard a number yet but wanted something on the line
WebEx	(\$99.00) per month
<b>Balance (EOY-approx.):</b>	<b>\$20,056.74</b> [does not include Summit or GISMO/WNYSGIS]

\*\* GISMO members from previous years have been extended for the 2012 membership year. Those funds have been absorbed. This includes members starting 7/1/2012.  
 \*\*\* WNYGIS started dual memberships March 2014