NYS GIS Association Communications Committee Meeting Minutes – 7/18/2011

Respectfully submitted: Carol Zollweg, Chair, NYS GIS Association Communications Committee

Attendees: Carol Zollweg, Don Meltz, Sheri Norton, Danielle Bargovic, Vijay Sambandhan, Jake Needle

Meeting commenced at 1:00 PM

Minutes:

New members Danielle Bargovic and Vijay Sambandhan were introduced. Danielle will be working on the association's LinkedIn site as well as updating the website. Vijay will be creating the membership database functionality for the new website.

Newsletter is in draft form and Sheri is still waiting for input from the Legislative and Conference Committees. She hopes to have a version ready for final review around July 29th.

Current website is being updated a little less often now that the Summit is over, however, it is being updated as interesting news comes across.

New website developer was decided through competitive bidding. Board member Lis DeGeronimo and Communications Committee member Don Meltz assisted Carol Zollweg in evaluating the submittals. Cattyann Campbell was chosen because she has built successful websites in the past and is a NYS GIS Association member and therefore a stakeholder in the organizations. We are hoping to have the new website up and running by the end of the summer and we are looking forward to it being easy to update and a more dynamic site.

GeoSpatial Summit feedback was good. Jake presented progress of the Communications Committee at the general meeting and no issues were brought up by membership.

Marketing feedback was brought to our attention by Jake – these are suggestions for further improvements to website. It was agreed that we should keep these on our agenda as a list to consult and possibly pull into website when time/budget/expertise allows. The suggestions are listed at the end of the minutes along with the action items.

LinkedIn site has been developed by Danielle; there are not too many followers yet. At her request current site set up by Jeff Volpe will be taken down. Danielle will instruct us on how to use the new site we will develop ways of disseminating information thought that site in addition to our other methods of communication.

Communication to our members has been good and we are putting forth information of interest to GIS professionals via Facebook, Twitter, and our website. In addition, Don has been investigating Google+ and thinks, once this is set up for organizations, that this will be another avenue of communication for our organization to pursue. We should have more people posting information – Don Meltz is our primary poster – and posting slows down when he gets busy. We need to talk about who should have access. See section about Usernames and Passwords

below. Also we should link accounts (Facebook/Twitter etc) as much as possible so that posting one directly posts to another.

We are meeting our *goals* very well. The only area that needs a little work in documenting is the listServ. Sheri know about this and Carol will get the listServ information before the next meeting.

> Our goals:
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> *"To manage and disseminate information that represents part of the public face of the New York State GIS Association (NYSGISA). These public faces include, but are not limited to,*
> *A website,*
> *A Facebook page,*
> *Twitter,*
> *Newsletters, and*
> *Listserv*
>
> *To this end we will maintain a professional and visually interesting website, a professional Facebook page that is updated on a timely bases, professional tweets that are output on a timely basis, and a professional looking newsletter, ensure that listserv content is professional and use of listserv is not abused."*

Usernames and passwords need to be kept in a central repository with the board and we may want to give board members the ability to post information so that the information coming from the NYS GIS Association does not represent only one person's information stream and also so that communication from organization does not stop when the primary poster (at this time, Don Meltz) gets busy. Carol Zollweg will keep a list of all usernames and passwords and will speak with the board about where the repository for these should be.

We have all be working hard on our various *tasks* as follows:

- Vijay – website development
- Sheri – newsletter – Carol will proofread if necessary
- Danielle – LinkedIn
- Jake – job postings/input into new website (marketing committee feedback)
- Don – Facebook/Twitter
- Carol – website updates and coordination/testing of new website

Marketing Committee Feedback (keep with agenda and review when necessary)

- Website: list of completed projects in NYS by consultants, by municipalities – to show what kind of GIS work is going on in the state
- Website: meetings that are recorded and post video or audio recording …
- Website: list of people, regionally or nationally, that are willing to present at a conference – contact information and subject
- Website: Jobs webpage – links to other well known jobs websites

- Marketing Committee: vendor portal – with login and password -- open list of vendors/consultants – who does this work – can specify who is on state contract list. How do we get this information? Some kind of database. Maybe work with membership committee to find this information. Could look at state contractor list and ESRI business partner list.
- Making website more of a resource for all gis people.

Action Items:

Carol – get Sheri quotes about summit for use in newsletter

Carol – where is new site going to be hosted?

Carol – how are things going with new website?

Carol – will ask Jeff to pull down LinkedIn site he created.

Carol – talk to Sheri about Listserv and get documentation into repository

Danielle – send us information about how to do LinkedIn

Danielle – What's New section on website needs to be updated with LinkedIn information

Danielle – should LinkedIn be an account or a group?

Don – get together all usernames and passwords and send to Carol – she'll talk to board about where these should be stored.

Sheri – complete newsletter

Meeting adjourned at 1:50 PM