

Attendees: Carol Zollweg, Chair; Danielle Bargovic, Sheri Norton, Don Meltz, Vijay Sambandhan, Lixian Dai

1. The Communications Committee officially welcomed Lixian Dai, Bergmann Associates. He is doing tremendous work on the new member map.
2. Everyone is encouraged to retweet, repost on Facebook, articles and information from NYS GIS Association Facebook and Twitter accounts to generate more interaction.
3. Because BatchGeo is now limited to 250 geocoded points we need to develop our own geocoded map. Lixian, with assistance from Vijay, is working on this. At this point he is 85% complete and we are testing on the NYS GIS Association site and fine tuning application.
4. Member bulletins have been sent out and Danielle will send create another one to go out to the membership the third week in October. The idea is to keep the membership informed about NYS GIS Association activities and to remind them about they can get involved. For example, a blog article can count as a publication for GISP points.
5. Blog Articles: Sheri
 - a. Green infrastructure storm water project blog by Sheri, next up – by end of October.
 - b. There has been no feedback from Eagle Scout about his fire hydrant mapping project so this will NOT be a subject for blog.
 - c. Youth bureau – attendance analysis for City of Geneva, looking at various factors that contribute to truancy. This will replace Eagle Scout. For later this fall.
6. Member Only Area – after you log in, we discussed what we can put into this area. Ideas:
 - a. Put up some fun things – where is this? Like what was done in the newsletter? Solve a mystery.
 - NYS places for a treasure hunt
 - b. Printable coupon for area business for regional meeting
 - c. Coupon for free lunch for user group meeting – sponsored by NYS GIS Association.
 - d. Some type of giveaway.
 - e. Move membership information to page with all the buttons (after you log in).
7. There was a request from Professional Development Committee to figure out how better to let people know about upcoming webinars. Besides sending an email to membership we need to determine what else we could do and whether we should allow people to opt-out from these emails. Right now we will send emails to all current members along with posting information.
8. We discussed monetizing jobs page by adding a Donate button linked to our PayPal account. Carol will bring this up to the board and if they approve will work on wording, getting code to link to PayPal, and place on Jobs page. In addition, Carol will make sure “Join Us” is on jobs page

Outstanding Action Items from 9/9/2013

1. **Low Priority - Vijay** will look into how we can make a chart from our membership data, for example, the top 5 schools with the most student members. – lower priority...
2. **Vijay** will investigate linking PayPal payment directly to our database.
3. **NEW: Vijay** fix profile input to allow Canadian addresses, e.g. Victoria, BC, V8W 1T7
4. **NEW: Vijay** will create an online membership update page (passworded for usage by treasurer, and a few others).
5. **NEW: Vijay:** will pull membership status on to member page (after log in) with all the buttons.

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6. **Carol** will ask committee chairs **why** they are not sending updates to be posted on site.
7. **Don** will figure out what we will do with NYS GIS Clearinghouse pages for archiving.
 - a. Looked through them, many are outdated and links are broken.
 - b. Education and training page has list of colleges and universities with GIS training programs.
 - c. Will send out list of pages and description and we think they should be added we can add/update.
 - d. Burn to CD for Michelle.
8. **Don** will look at featured item section and make suggestions to organize more clearly
 - a. Take things off home page for featured page – remove from the featured page all the professional development stuff.
9. **Sheri**: Blog article, green infrastructure storm water project - end of October.
10. **Carol & Sheri**: Come up with a little “where is this” for Member Only Page
11. **Carol**: Make sure Join Us is on Jobs Page
12. **Carol**: Add Donate button to jobs page

To keep on the radar

1. Keep track of certifications other than GISP.
2. Business directory with list of qualifications
3. Chart showing which schools have the most student members
4. Map of colleges with GIS programs

Our Goals

“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.”