

**NYS GIS Association Membership Committee Meeting
Draft Minutes**

Monday, March 25th, 2013 2:00pm

Attendance & Introductions:

Razy Kased, newly appointed Chair, xxx Planning Council, City of Rochester
Alan Leidner, DHS, NYS GISA Board President, supporting
Catherine Barnes, NYS DEC
Sheri Norton, past Chair, formerly Warren now Ontario County, works with Communications Committee
Carol Zollweg, Bergmann Associates, NYS GIS Assn Board of Directors, Chair, Communications Committee, responsible for the membership database
Deborah Parker, Westchester County GIS
Timothy Michalowski, Abt SRBI, new member, GIS Director, social research firm in NYC, Hudson Valley resident
Christa Hay (absent)

Agenda items:

- 1) Review and approve previous membership committee meeting minutes
 - Not required today (last meeting spring 2012)
 - Make a policy to discuss for adoption at next meeting if desired.

- 2) Goals and Objectives
 - Complement other committees' efforts
 - Assign Tasks and report progress to the Board
 - Grow the organization
 - Track and improve retention (member year tied to legislative year)

- 3) Welcome packet for new & renewing members
 - Razy will request a copy of existing packet from Michelle Debyah, share with Cathy and Deborah to review for suggestions
 - Current process for welcome: join & pay; to treasurer; to Carol to update DB; to Michelle who emails new/renewing member. No attachments, links to pages
 - Carol will review (some links may be out of date) and revise as needed

- 4) Creating opportunities for new members
 - Motivate active participation, involvement, sense of ownership, opportunities to help
 - Establish direct contact/follow-up with new members?
 - Direct pathway to get involved, during the registration process?
 - Use existing Communications Committee & their tools: posts, listserves
 - Add a "Ways to Get Involved" page in the members section
 - Delegate/establish link with 4 key contacts in direct contact with potential new members:
 - Dale Morris – coordinates with regional groups
 - Ann Deakin – GIS colleges, students, professors
 - Rich Quodomine – organizes professional development webinars
 - Mike Zoltek – organizational relationships with private sector, utilities
 - Develop specific recruitment strategies these contacts & others can use (see item 6)

5) Survey of current members

- This is now the Membership Committee's responsibility
- Tim works in this field, he will help
- Design the survey: reasons for joining; interests, background: Ben Houston would help

6) Develop a Recruitment Package/PPT

- For: Exec. Bd, Regional groups, the four key contacts (item 4)
- Include specific focus for different groups (young/edu vs. prof)

7) Open Discussion & Questions

- Look at ways to expand opportunities for interaction/communication/networking among members through the site.
- Board is considering a forum
- Describe perks/advantages of member login section in recruitment materials?

8) Committee Meeting Schedule

- Every two weeks, then monthly. Emails between meetings.
- Next meeting April 8th, 2pm