

Date: March 23, 2012

Subject: Board of Directors Teleconference

Attendees: Christa Hay, Dale Morris, Dorothy Nash, Bruce Oswald, Julie Tolar

Guests: Ben Houston, Rich Quodomine, Carol Zollweg

Meeting Objective: Discuss Items requiring Board Action: Future meeting planning, Committee progress reports

Minutes:

The teleconference meeting began at 2:05 pm

Previous Meeting Reports

The group reviewed the Action Items from the February meeting minutes. A motion was then made by Dale to approve minutes for the February Board of Directors meeting. Motion was seconded by Christa. Motion carried unanimously.

Treasurer's Report

The Treasurers report was discussed briefly. Christa stated that the current balance is \$11,796.63. Recent expenses included a \$400 sponsorship for the GISSIG Conference and \$56.06 for refreshments for the Winter Meeting. We have also had \$471.37 in income from new memberships.

The estimated year-end balance after all anticipated expenses is \$6722.69.

A motion was made by Dorothy to approve the January treasurer's report. Motion was seconded by Julie. Motion carried unanimously.

Review of Winter Meeting

Overall, call-in and screen sharing went well for our first attempt. Bob's presentation was educational and interesting, especially for those seeing it in person. It was noted that he was hard to hear for those listening on the phone. It was also difficult to follow some of what he was discussing when phone listeners couldn't see what he was pointing at or gesturing to.

Bruce and Julie stated that we should have taken a video of Bob's presentation to put on the website. Bruce said that maybe next time we could try WebX to record voice and screen shots together. Also, we should have the presenter use the mouse/cursor for pointing so that those using screen-sharing can follow along.

It was mentioned that we might be able to have Bob share his own video with us and we could post it on the website.

Future Meeting Plans

Bruce stated that we have two meetings to plan: May at the state conference and the Annual Meeting at the Summit in the Fall. Bruce said that he would like to form a group to organize these meetings. Some Board members felt that the whole Board should be involved in planning and/or executing these meetings.

After some discussion it was decided that Christa would develop a checklist of tasks to be assigned and completed for each meeting. Christa will then be the “point person” for each meeting, assigning checklist tasks to the Board and other members.

Committee Progress Reports

Committee reports and discussion were as follows:

Communications – Chair: Carol Zollweg

- Work plan was submitted 3/15/12.
- New website is LIVE.
- Member letters have been sent out.
- Would like to get more Board members to use the blog.
- An article about the Winter meeting will be posted (Julie to write article).
- Looking at adding a page where member’s resume can be posted.
- Committee budget includes a bonus of \$250 for Cattyann. The group discussed the bonus and a motion was made by Dorothy to approve it. Motion was seconded by Dale. Motion carried unanimously.

Conference – Bruce Oswald (Chair: Verne LaClair)

- Not many people have signed up for the State Conference – the early registration deadline is 3/30/12.
- A request was sent for firms interested in planning the 2013 state conference to submit a letter of interest.
 - We received three responses:
 - Delany Associates,
 - Stringfellow Group.
 - Dreamscape(?).
- This year’s Summit will be held on October 23rd – 24th.
 - Will be at The Lodge
 - We have a lot of work to do, but having Tomlinson will attract attendees
- Carol reminded everyone to use the website, Facebook, twitter, etc. for marketing events
- Carol also asked Christa to include a “reporter” on the checklist for Association meetings.

Education – Rich Quodomine (Chair: Amy Work)

- Committee wants the Association to support the Association of American Geographers (AAG) resolution regarding K-12 geography education (see attached).
 - Bruce or Rich will forward it to the Board.
 - Board wanted time to discuss it, but didn't want to wait until the April Board meeting to approve it.
 - Bruce moved that the approval of the AAG Resolution regarding K-12 Education be Postponed to the President's Call at 2 PM, Tuesday, March 27th, 2012. Motion was seconded by Julie. Motion carried unanimously.
 - Rich will draft a letter of support from the Board for Bruce to sign.

Professional Development: Chair – Rich Quodomine

- Winter training session went reasonably well.
- Looking at the topic of metadata as a possibility for training in June.
 - Board will discuss this and other options during the Prez call.
- Rich still wants to use the Association as a way to get a group together to share the cost of Esri training.

Marketing – Chair: Ben Houston

- Spring survey is in progress.
- Sponsorship and branding are still unresolved issues.
 - Ben will get information on both of these topics to the Board so we can take some action and finally move forward.

Legislative – Bruce Oswald (Chair: Joe Jones)

- Work plan was submitted by Joe and forwarded to the Board by Bruce.
- NYSAPLS has submitted comments on our comments– Bruce will distribute it to the Board.
- Joe, Bruce and Ben will be meeting next week to move forward on this.

Regional Coordination – Co-Chairs: Dorothy Nash & Dale Morris

- LIGIS MOU is in the works.
- Quite a bit of activity with regional groups.
- No work plan yet – will get one to Bruce within the next two weeks.

Membership – Chair: TBD

- Group has met once.
- Still no Chair or work plan.
- Want to create membership packets to go out to new members.
- Association currently has 340 members.

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

The meeting was adjourned at 3:30 pm.

ACTION ITEM LIST (*new)

1. Committee chairs to come up with a budget for their committees. – *Ongoing*
2. Bruce to update the Responsibility Matrix. – *Not Done*
3. Board to come up with ideas for a Membership committee chair. – *Ongoing*
4. Verne to send out meeting report notes from Annual Meeting. – *Not Done*
5. Conference Committee will select a firm to organize the 2013 State Conference. – *Ongoing*
6. Board members should send in their pictures for inclusion on Board page on the new web site. – *Not Done*
7. Marketing Committee will create a schedule for a Spring survey. – *In Progress*
8. *Bruce (?) will check with Bob Scardamalia to see if he has a video of his presentation we can post on our website.
9. *Christa will develop a checklist of tasks to be assigned and completed for each Association meeting (i.e. May member meeting at the state conference and Annual Meeting at the Summit in the Fall).
10. *Julie to write an article on the Winter Association meeting.
11. *Bruce or Rich will forward the AAG resolution to the Board.
12. *Rich will draft a letter of support of the AAG resolution for Bruce to sign on behalf of the Board.
13. *Ben will get information on sponsorship and branding to the Board.
14. *Bruce will forward NYSAPLS comments to the Board.
15. *Dorothy/Dale will submit a Regional Coordination Committee work plan to Bruce.