

Date: November 20, 2012

Subject: Board of Directors Teleconference

Attendees: Alan Leidner, Christa Hay, Bruce Oswald, Verne LaClair, Ann Deakin, Rich Quodomine, Carol Zollweg, Julie Tolar, Emmanuelle Ameroso

Meeting Objective: Discuss Items requiring Board Action and Committee progress reports

Minutes:

The teleconference meeting began at 2:00 pm

Previous Meeting Reports

Bruce Oswald moved that minutes for the last Board meeting be approved. Verne LaClair seconded the motion. Motion approved unanimously.

Julie Tolar reports that minutes from the Annual Meeting held on the evening prior to the Summit would be completed and submitted shortly.

Treasurer's Report

Christa gave the Treasurer's report which showed assets of about \$18,000. The Association's fiscal year ends December 31st. Note that the membership year ends June 31st. Verne LaClair inquired about travel expenses. Christa reported that no one has tapped those funds to date and they probably won't be used. Christa reported that PayPal, which receives dues payments takes a small percent as its service fee. It was noted that there is not a direct connection between dues paid through PayPal and the membership database, and that sometimes there is a short lag – usually, not more than a week - between payment and official listing of the new member. Over the past year there was one reported problem: someone alleges that they paid dues but their name was never added to the membership DB. However, no record in PayPal of dues payment was found. Vijay, who is on Carol's Communications Committee maintains the membership database and will be asked to determine whether there is a way to directly connect with PayPal so updates will be automatic. It was noted that there can be an update issue when someone pays for someone else and with persons with the same name. Christa reported one new member since the Summit. Julie Tolar moved that the Treasurer's Report be approved. Bruce Oswald seconded the motion. Motion approved unanimously.

President's Statements

Alan Leidner reported that he had spoken with Mike Zoltek about assuming the position of Chair of the Marketing Committee, and that Mike had agreed. The Board unanimously agreed that Mike should assume the Chairmanship of the Committee. Alan also reported that he had asked Jason Baum whether he would like to become Association Secretary. (Subsequent to the meeting Jason declined the position.)

Conference Committee

Bruce and Verne reported the following: The Conference Committee had a call on November 14th. The Conference will be held in the Albany area and will be a full 2 day event. A draft RFP for a Conference venue is being circulated to Board Members and should be put out for bid in early December. The deadline for comments is November 28th. Bids are due for submission in mid-December. Delaney Meeting and Event Management, Inc. will provide consulting support to the Conference Committee.

Professional Development Committee

Rich outlined a professional development agenda that included lunchtime chats, webinars, software training, podcasts, and the posting of white papers. He stated that Alan had agreed to give the first webinar of 2013 in January on the subject of Federal GIS resources available to the NYSGIS Community involved with public safety, law enforcement and security. Close coordination between the PD Committee and the Communications Committee is important to ensure maximum attendance. There was consensus that it would be a positive step forward if a webinar/training session could be held twelve times annually. General agreement that a “teaser” session could be made available to non-members. It was mentioned that the membership year starts July 1st and software training has been scheduled in July as encouragement for people to join the Association. An influx of members just prior to July also sets up the Fall Conference.

Communication Committee

Carol suggested that Committee Chairs “own their website pages” and update them with their plans and meeting minutes. She recommended that Committee website pages keep the names of those who have served in the past. Carol reported that the Association’s Facebook page contained pictures from the Summit. An article about the Summit was drafted by Rich Quodomine. It is expected to be published on the website on Monday, November 26th. Carol reported that Association website maintenance costs \$50 per hour. She sought and received permission to negotiate a \$600 all inclusive annual fee. Contract scope of work will be circulated to Board members.

Legislation Committee

Bruce will send a note to Joe Jones for an update.

Education Committee

Ann Deakin is co-chairing the Education Committee with Amy Work, who will be spending most of the year in Central America, but will stay in close touch with Ann. Ann will be contacting Lindi Quackenbush for her list of GIS faculty at NYS colleges and universities. Ann will be building the list of community college faculty. Alan will reach out to his contacts in NYC including professors at Hunter College and NYU. College level teachers of GIS can benefit from Association membership by getting help identifying sponsors for research projects, establishing contact with government agencies and private firms that may need services, and helping to find opportunities for research and employment for their students. The Association will identify instructors willing to provide training, webinars and research studies. Alex Chaucer will take the lead on the ESRI K-12 program. Mike Jabot will be announcing the NYS Esri K-12 Statewide license at the NYS Principals Conference.

Membership Committee

Emmanuelle has just become Membership Chair. In a subsequent conversation she discussed with Alan methods to build a prospective members list by tapping existing membership lists from regional, private sector, academic, state agencies and other organizations. Emmanuelle will be reaching out to Executive Board members and Committee Chairs who may have access to listings of GIS personnel. Emmanuelle will be working with Mike Zoltek and Carol Zollweg to develop an outreach and marketing strategy.

Marketing Committee

Mike was confirmed by the Board as Marketing Committee Chair. Over the coming months he will be reaching out to the Committee Chairs and Board Members to develop and implement a branding/marketing strategy.

General Discussion

Carol asked Alan to draft a new President's message for posting on the web.

Carol requested that the Conference Website have a similar look to the Association Website.

ACTION ITEM LIST (*new)

1. Carol and Alan to offer edits and additional material for Summit article with expectation of an 11/26 web posting date.
2. Vijay: Determine whether PayPal and the Membership database can be linked, and if so estimate effort involved.
3. Alan: Contact Tom Hart to determine his interest in becoming Secretary.
4. Conference Committee: Issue RFP for Conference venue in early December
5. Rich: Schedule 1st Webinar of 2013 by Alan on Federal GIS Resources
6. Carol: Annual maintenance scope of work and fee to be submitted to Board of Directors.
7. Ann: Initiate outreach to NYS GIS academics. Alan to get in touch with Prof. Sean Ahearn of Hunter
8. Emmanuelle: Initiate outreach to Association leaders to identify names and contact information for NYS GIS practitioners who are not members.
9. Alan: Draft a new President's message for posting on the website.