

Date: January 15, 2013

Subject: Board of Directors Teleconference

Board Members Present: Alan Leidner, Dale Morris, Bruce Oswald, Julie Tolar

Others Present: Ann Deakin, Michelle Debyah, Christa Hay, Joe Jones, Rich Quodomine, Julie Tolar, Mike Zoltek

Minutes: The teleconference meeting began at 2:05 pm

Previous Meeting Report

A motion was made by Bruce to approve the minutes from the December Board of Directors meeting. Motion was seconded by Julie. Motion carried unanimously.

Treasurer's Report

The Treasurer's Report dated January 15, 2013 was reviewed. The current balance is \$17,059.69. Expenses since the last report include PO Box fee, down payment to Delaney Management for the conference, and website maintenance. There has been \$152.03 in income from membership dues. The year-end balance after all anticipated expenses is \$15,611.72. Please let Christa know of any other anticipated expenses.

Christa questioned how much detail should be shown for conference expenses on the Treasurer's Report. Since conference expenses are detailed on a separate report, they do not need to be fully detailed on the Treasurer's Report as well.

The financial review for last year should be completed by the end of the first quarter of this year. Dale will recruit local help to review the finances (each check and deposit). Christa should get all of last year's income and expenditure statements to Dale by the end of February, so Dale can complete the review by March 31st.

A motion was made by Julie to approve the Treasurer's Report. Motion was seconded by Bruce. Motion carried unanimously.

President's Statements

Bruce is pleased that things are moving along well, and is excited to see everything that is lined up for the coming year. So far, only 18 people have signed up for the NYC Arc User Group webinar on Friday. Amy will be mentioning in her mailing to academics, and various other NYS groups will send out a notice as well.

Last week's State-of-the-State address made history for the first use of GIS in a State-of-the-State address. There were four power point slides put together by Bill Johnson and his staff that highlighted the buildup of the island of Manhattan over time, and inundation due to Super Storm Sandy. It presented a powerful depiction of what happened, and would probably make an interesting lunch time chat.

Julie discussed her proposed policy regarding outgoing board members. She pointed out that this document is only intended to put a policy in place for recognizing departing board members, and not identifying vacancies and filling open seats. In addition to board members, it was agreed that committee chairs, and officers (secretary and treasurer) should also be recognized for their service. While one year of service should be a general rule for recognition, it shall be put to a vote of the board based on an individual's level of participation as well. It was though best not to present a gift, but there should be a framed letter of recognition and thanks from the president. The Past-president will follow up with outgoing board members individually. Julie pointed out that Christa still needs to be recognized and thanked for her time on the board, and will be the first to benefit from new policy once it is in place. Julie will revise the policy based on today's discussion.

Alan stated that over 50 people have registered for the HIFLD and FEMA webinar. Most of the registrations have come through the association, some from FEMA, and one even as far away as Montana. Some plan to display via screen with multiple attendees in a room.

Google will present a webinar from their headquarters in Chelsea during the second half of February. The webinar will be hosted by GISMO, with participation by the association and by the New Jersey Geospatial Forum. Alan believes Google intends to invite some notables, and will keep everyone posted on the details.

Rich has two more webinars in the works for February and March. With so many events lining up, Alan would like to send out a letter promoting membership similar to one he has already sent some of the downstate groups. In conjunction with this effort, a promotional membership rate will be offered. In the past, new members signing up within 60 days of the new membership year are good through the following June. Alan and Bruce have been discussing a promotional rate of \$15 through the end of April that would include membership for the rest of this year through June of 2014. A motion was made by Bruce to offer a membership rate of \$15 from January 16th through April 30th to include membership this year and next year. Motion was seconded by Dale. Motion carried unanimously. Alan will get in touch with Christa to go over the details so Christa can update PayPal and notify Carol for website updates.

Conference Committee

The only responses to the RFP put out by Delaney management were the Desmond and the Sagamore. The Desmond was only available on Sept 4th and 5th, which is too early and coincides with Labor Day. The Sagamore is a unique destination location, but is more expensive and would require additional travel. The Conference Committee went back to those two locations and the Saratoga Hilton to see what they have available in November. The Saratoga Hilton is available two weeks before Thanksgiving and the price is good. The previous conference held there was a bit cramped, but there is an option to spread into the Conference Center (at the risk of possibly becoming a bit disjointed). Saratoga is a lovely city, with things to do at night, reachable via mass transit from NYC, and not too far from Albany. Part of committee really would like the Sagamore, but others feel the remote location is a bit of a risk. The board is also concerned that the remoteness and cost of the Sagamore is risk. Bruce will share the board's concern with the committee.

There was some discussion as to how much input the board has on the location selection process. Julie made a motion that once the Conference Committee has recommendations they should present their location analysis for vote by the board, who should respond in less than week.

Motion seconded by Dale. Motion carried unanimously. Ultimate responsibility for final selection of venue will be up to the Board of Directors.

Legislation Committee

The State Education Department is objecting to exceptions for GIS personnel being written into the Surveyors' proposed legislation. The Education Department would rather channel any exceptions through the commissioner's rules and regulations process, which could be risky. Engineers are opposed to any expansion of services by surveyors. Would it be beneficial for the Engineering and GIS communities to work together? Joe will pursue setting up a meeting with the State Education Department to verbally share the association's position on the surveying legislation.

Professional Development Committee

Rich plans to reconvene the committee after this week and has plans to expand. Rich is working on a webinar for February 7th on Communication with Vulnerable Populations: A Transportation and Emergency Management Toolkit, and a webinar in March on flood modeling and environmental data. He plans to present a webinar himself in April that will also be emergency/weather related. He also thinks a Python seminar once a year will be useful. Rich has been in discussions with Ann regarding expanding the number of higher education contacts, who will hopefully see presenting a webinar as a way to showcase what they are doing. Rich's goal is to be able to demonstrate ROI with the large number and high quality of training and information exchange sessions provided over the course of a year. Non association participants in the HIFLD/FEMA Webinar set for January 24th will be identified for recruitment efforts.

Education Committee

The K-12 Program group will be meeting next week on the 24th in an effort to move forward with the NY Esri K-12 Statewide Initiative. Ann is excited to welcome Eileen Allen of SUNY Plattsburgh to the Education Committee. She has also talked with Jonathon Little at Monroe Community College and hopes he might join the committee. Ann plans to send out an email this evening to higher education contacts encouraging participation in the association, and will include an invitation to both upcoming webinars. The next scheduled committee meeting is tomorrow morning.

Regional Coordination Committee

A letter went out asking for assistance in identifying regional groups, but the lack of response was disappointing. On the positive side, Julie has made good efforts to move the committee forward, with at least two new committee members confirmed, and another three considering joining. The new regional group map is still under development. It was recommended that Dale ask committee chairs and board members for contact information for key regional groups. It was strongly recommended that a conference call for the regional group representatives thus far identified be conducted prior to the end of January. The call should be coordinated with a membership drive to start in early February.

Membership Committee

Emmanuelle was not on the call. She has sent out a request for assistance, Alan will follow up.

Marketing Committee

Alan will ask Mike for help with the recruiting email he would like to send out. The ROI document was finalized and has been distributed, perhaps it could also be sent to any non-

members registering for webinars. If there is a registration page for a webinar perhaps it could include a link to ROI document.

Mike is also interested in working more closely with ASPRS and NYSAPLS, perhaps sending mailings to each other's members? Mike has a direct connection with both those organization. Alan has the contact information for both NAPSG and NYCArcUsers (Steve Pollachov) and he will send that information to Mike. If anyone else has contacts with other groups they should send them to Mike so he can compile a list.

Bruce mentioned that the Conference Committee and Marketing Committee should work together on a strategy to market the conference to private sector vendors.

Communication Committee

Carol was not on the call. Everyone agreed the website changes look great!

Review of the Action Items list will be added to the agenda for future meetings.

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

The meeting was adjourned at 3:29 pm.

Action Item List (*New)

1. Vijay: Determine whether PayPal and the membership database can be linked, and if so estimate effort involved.
2. Emmanuelle: Initiate outreach to association leaders to identify names and contact information for NYS GIS practitioners who are not members.
3. Julie and Amy (and possibly Don) will work on a new regional group map.
4. *Christa should get Dale the documents for last year's financial review by February 28th.
5. *Dale should complete the previous year financial review by March 31st.
6. *Dale, with Julie's assistance, will conduct a conference call with all current regional group contacts prior to the end of January.
7. *Julie will revise the policy for acknowledging outgoing board members.
8. *Alan will continue to coordinate a webinar for the NYC Google presentation.
9. *Alan, Christa and Carol will work out posting the details of the \$15 membership rate.
10. *Joe will pursue setting up a meeting with the State Education Department.
11. *Rich will continue to coordinate the February and March webinars.
12. *Ann plans to send out an email to higher education contacts encouraging participation.
13. *Mike will reach out to ASPRS and NYSAPLS, and compile a list of similar organizations as sent to him by board members.