

Date: February 21, 2013

Subject: Board of Directors Teleconference

Board Members Present: Verne LaClair, Alan Leidner, Dale Morris, Bruce Oswald, Julie Tolar, Carol Zollweg

Committee Chairs and Officers Present: Ann Deakin, Christa Hay, Mike Zoltek

Not Present: Amy Work, Emmanuelle Ameroso, Michelle Debyah, Joe Jones, Rich Quodomine

Minutes: The teleconference meeting began at 2:00 pm

Previous Meeting Report

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

Treasurer's Report

The Treasurer's Report dated February 21, 2013 was reviewed. The current balance is \$17,041.72. Expenses since the last report include website support and NYSGIS.com domain renewal. There has been \$278.64 in income from membership dues. The year-end balance after all anticipated expenses is \$15,752.68. Please let Christa know of any other anticipated expenses.

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.

Alan hopes membership in NYSGISA will increase through additional dues paying membership in NYC GISMO due to the GISMO – Google event on February 19th, and upcoming GISMO elections which require paid membership for full participation. New GISMO members who have paid between January 1st and April 30th, 2013 will have their GISMO membership extended through June 30th 2014. GISMO may decide to pay next year's NYSGISA dues through June 30th, 2014 for these members.

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

President's Statements

Bruce likes the number of events which have been organized during January and February, including: Steve Romalewski's NYC ArcUsers meeting redistricting webinar; Bill Johnson's presentation of GIS used in Governor Cuomo's State-of-the-State message (attended by 45); Alan Leidner's (HIFLD) and Julia O'Brien's (FEMA) presentation of Federal GIS Resources and the Response to Sandy (attended by 80); and the February 19th GISMO – Google meeting

(attended by 175). A video of GISMO – Google meeting will be made available to NYSGISA members. Bruce cited a growing membership, now at 382 and climbing, which he said was attributable to all the activity. He recommends that we continue to “do more stuff.”

Julie reported that the Esri presentation of “tips and tricks” presented to users in the Buffalo and Rochester areas was too similar to past events to warrant wider broadcast via webinar.

Julie briefly reviewed the policy document she has developed concerning giving outgoing board members appropriate thanks and recognition for their work. A motion to adopt the proposed “NYS GIS Association Policy on Outgoing Board Members” was made by Bruce and seconded by Julie. It was approved unanimously.

Julie discussed a request made by GIS/SIG for a \$400 sponsorship for their upcoming conference. The association would be the “lunch sponsor” and the funds would be used to offset conference costs and provide for a table containing NYSGISA literature. General sentiment is that sponsoring GIS/SIG is good publicity, plus GIS/SIG is expected to reciprocate by being a sponsor of NYSGeoCon. Dale stated that sponsoring GIS/SIG would result in stronger relationships with regional groups. Julie suggested that the board consider other opportunities to aid the development of regional groups. Verne wants to see regions strongly represented at NYSGeoCon, and sees the conference as the way in which regions can come together.

Alan stated that he was gratified with all the hard work of NYSGISA committees and board members. He reported on the GISMO-Google meeting which was well attended. Google should have a video of the meeting ready for posting within a week or two, Alan will make the URL available. He reported that GISMO nominations for president and board members would begin on February 25th, with voting starting in late March or early April.

Alan proposed that the board rescind the motion made at the January board meeting which enacted a discount for membership for the remainder of the year and through June 2014. Since the January meeting, both Carol and Christa expressed the opinion that implementing this change would be too difficult. At Alan’s request, Carol made a motion to eliminate the discount. Bruce seconded the motion. The motion carried unanimously.

Conference Committee

The Saratoga Hilton has been selected as the site for the 2013 Conference. A conference website is now under development. Early registration fee will be set at about \$175. A student discount of \$15 has been proposed. The working title for the Conference is: “The Changing Climate of GIS.” Input on workshops and ideas for “spatial spotlights” are being requested. There is an ongoing conference logo contest, the winner will get a free registration.

Education Committee

Ann announced that information about the ESRI K-12 GIS software distribution program would be migrated to the NYSGISA website shortly. Web content is now being built.

A number of academics have recently joined NYSGISA through the efforts of Ann and her committee. Several have joined the Education Committee.

Committee member Susan Hoskins has gotten involved in the “Adopt-A-Pixel” program, part of the Landsat Data Continuity Mission (LDCM), and will keep the board up to date on developments. New Landsat imagery is due in May.

Skidmore College has built a new GIS lab with 16 workstations. The Conference Committee might wish to determine whether Skidmore would like to play a role in the Saratoga Conference.

Regional Coordination Committee

Dale has assembled his own contacts, a downstate list from Alan, and statewide contacts from Julie into a master list. He expects to schedule a conference call on or about March 7th with representatives from the regional groups to determine interest in collaboration and affiliation with NYSGISA.

Marketing Committee

Mike Zoltec discussed the relationships he has formed with NYSAPLS and ASPRS. The board feels that developing linkages with other NYS organizations with a connection to GIS, and sharing information about activities, is desirable. It was agreed that Mike should be the point of contact between NYSGISA and other organizations with which we might want to establish reciprocal relations. NYSGISA would be willing to post newsworthy information, including information about events of interest, from other organizations on its website and vice-versa. On a case by case basis, NYSGISA would also be willing to email its members important news issued from other organizations. It is unlikely that membership lists would be shared.

Mike discussed providing outreach to private sector firms and non-member webinar attendees. He suggested sending them information on the ROI of being a member. Bruce noted that most events were member only. However, he stated that the event held recently at Google was open to a wider audience and that Al might have a listing of those attendees that he could compare to the member database to look for potential members. Mike also asked about the marketing for NYGeoCon. Bruce indicated that sponsorship costs are still being determined, but he would forward the latest draft brochure and bullets on reasons to attend the conference. Mike also suggested that the association might want to sponsor ASPRS and NYSAPLS conferences. Bruce suggested Mike find out the costs prior to the association making a commitment.

Communications Committee

Carol described the various changes that had been incorporated into the website recently, including making the center section of the site “Association News” with the top two items there being “featured.” She provided the following statistics based on site traffic:

- 183 Facebook “Likes”
- 1,109 Twitter followers
- 930 Tweets
- 74 LinkedIn connections
- 374 Members (not counting today’s new ones)

The site averages 119 page views a day, with the “Home” and “Jobs” pages being the highest viewed. The committee decided to stop producing the newsletter because no one wanted to do it based on the amount of work required to put it together. She indicated that they would be putting out an article per month via the association blog instead. She will have a notice sent out on the list serve when the blog is updated to encourage others to come to the site. Carol will add a “Past Events” section to the site. To construct the conference web pages, Delaney

Management has been given access to a portion of the association website via an MOU that restricts their access to only those areas of the site related to the conference.

There no other points of discussion.

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

The meeting was adjourned at 3:22 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.
7. Joe will pursue setting up a meeting with the State Education Department.
8. Rich will continue to coordinate the February and March webinars.
9. Mike will compile a list of organizations with which we might want to establish reciprocal relations..
10. *Alan will make URL of GISMO-Google meeting video available.
11. *Alan will send Michelle signed Delaney agreement already faxed to Cindy.
12. *Alan will send Mike the list of attendees to the GISMO – Google Event. Mike will mine for potential new members.
13. *Mike will explore opportunities for co-sponsorship with other GIS related organizations to determine costs and level of reciprocity.