

Date: March 19, 2013

Subject: Board of Directors Teleconference

Board Members Present: Verne LaClair, Alan Leidner, Dale Morris, Bruce Oswald

Committee Chairs and Officers Present: Michelle Debyah, Christa Hay, Joe Jones, Razy Kased, Rich Quodomine, Mike Zoltek

Guests Present: Garvis DiLauro

Not Present: Julie Tolar, Amy Work, Carol Zollweg, Ann Deakin

Minutes: The teleconference meeting began at 2:05 pm

Previous Meeting Report

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

Treasurer's Report

The Treasurer's Report dated March 19, 2013 was reviewed. The current balance is \$17,287.68. Expenses since the last report include website support and nysgeocon.* domain renewal. There has been \$232.79 in income from membership dues. The year-end balance after all anticipated expenses is \$15,888.13. Please let Christa know of any other anticipated expenses.

Christa has a few more receipts to document, and plans to send the audit to Dale by the end of the week.

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

President's Statements

Bruce pointed out that membership now stands at 397, and he is very much looking forward to hitting the 400 mark. On the other hand, he is bothered by the fact that there is currently nothing on the association calendar for the rest of the year. Alan assured Bruce that Rich will be talking about a few events that will get put on the calendar shortly.

Julie was unable to make the conference call. Alan shared that she has agreed to support Razy as he settles into the role of chair of the Membership Committee.

Alan has been focused on last month's GISMO-Google event, and the upcoming GISMO elections. Matt Knutzen, Director of the Geography/Mapping Division of the NY Public Library

is running for president unopposed. However, there are ten people vying for eight board positions, and Alan hopes the competition will increase membership for both GISMO and the association. GISMO will hold a “Meet the Candidates Night” on March 27th. GISMO has about 100 members, and by the second week of April should have a new president and board in place.

Conference Committee

Verne reported that the Conference Committee has been meeting every week via teleconference. Consultant Delaney Management has conducted a site visit, the layout is starting to come together, and the contract with the Hilton is nearing completion. A sponsor brochure is in development and should be on the website soon. The conference website is now up on the association’s events page, though it still needs some “splash”. They are still working on a budget, and are currently standing at a net loss. Bruce is adamant that the conference will end up in the black – they just need to refine the budget, increase sponsors, and reduce food costs.

Three people have submitted four logos, they have all been asked to make some refinements and resubmit by March 20th. Suggestions are starting to come in for keynote, workshop and spatial spotlight content. The committee hopes to increase student involvement by getting ideas from the regional conferences, and promoting lightning talks and elevator speeches to keep things fun for students.

Alan mentioned that in addition to the GISMO event on March 27, he has several other events coming up. He was wondering if there was anything he could take with him to start promoting the conference. Bruce and Verne will work on a one page handout of some sort.

A save the date mailing went out sometime in January or February, we are probably due for another one.

Legislation Committee

In a conversation with Daren Morgan from Surveyors, Joe learned that he is not the only one having trouble getting in touch with someone at the State Education Department. He was told that both Assemblywoman Deborah Glick and Senator Ken LaValle have reached out to the Education Department and have not received a response either. If they don’t receive a response soon, they are both ready to push the bill as it was sent last time without the language for exemptions for GIS. Both houses will move the bill this year. Joe feels a meeting with Jane Blair at State Education is critical at this time. Mike offered to try to use his survey contacts to help. Joe, Bruce and Mike will get together to see what they can accomplish.

Professional Development Committee

Rich said the GISMO-Google event was very successful and good exposure to elected leaders and a broader government audience. Alan added that FEMA was pleased as well. Attendance was between 150-175. It also resulted in a new YouTube Channel for NYSGISA with a video of the meeting.

Rich is going to move the late March geospatial chat to Tuesday, April 2nd. The meeting will be an informal discussion on disaster response. What was learned during recent experiences, the problems encountered, and how they were solved. As less of a formal presentation and more of an exchange of information, the meeting will be open to members only. Rich will get an announcement out and get it posted to the website as soon as possible.

On April 17th there will be a webinar by Chris Renschler of the University of Buffalo on evaluating disaster response.

In mid-May NOAA will present on GIS resources for hurricanes and disaster planning and modeling.

Also in development is a webinar by Anna Maria Garcia from the U.S. Census Bureau. The thought is to have a formal presentation on the tools available from the Census Bureau, and then a follow-up by Bob Scardamalia.

Education Committee

Rich reported for Ann, who was unable to attend. They have a meeting scheduled for next week. The NYS Esri K-12 website is almost done. Ann, Bruce, Amy, and Rich have been discussing holding a career development panel at the conference. Rich has done it at AAG, offering tips to students on skills and career development. He feels it would make the conference more relevant to students, and give the association some understanding of what new members are experiencing.

Regional Coordination Committee

Dale hosted a conference call with a number of regional groups. The discussion focused on how the regional groups operate, and the benefits of collaboration. Most weren't aware they can have a page on the association website. Many also expressed interest in having a session at the conference where the regional groups could come together and exchange information on best practices.

As a result of the conference call outreach, Dale has a list of about half a dozen people interested in participating on the committee. His next step is to go through the list and formalize the committee, then set up monthly conference calls, hopefully beginning in April.

Membership Committee

Razy Kased from G/FLRPC was nominated by Bruce as the new chair of the Membership Committee. Motion was seconded by Dale. Motion carried unanimously.

Some ideas Razy expressed include developing a welcome packet for new members to make them feel part of the organization, and to try to get them involved and keep them involved so they feel a sense of ownership.

Marketing Committee

Alan and Mike have been discussing a slight shift in mission for the Marketing Committee. Alan thinks the committee should focus on outreach (marketing) specifically to private sector firms that either use GIS personnel, or sell GIS related products and services.

Mike is still working on developing a professional organization list. He also plans to focus on developing an ROI, similar to the one for individuals, aimed at professional organizations.

Communication Committee

Carol was not on the call. Alan thinks the website looks great, is pleased to have a YouTube Channel with the GISMO-Google video. He would like to see the events Rich is working on get posted to the website.

Carol provided the following update after the meeting:

- NYSGISA now has a YouTube channel. For more information, go to the Featured Items menu on the website, or <http://www.nysgis.net/featured/>. Videos from the GISMO-Google webinar are available on the channel and on the website at <http://www.nysgis.net/featured/professional-development/>.
- “Featured Items” has been added to the website menu list.
- NYGeoCon2013 pages are now public under Events > NYGEOCON 2013.
- The website has been updated with the latest word press, theme, and plug-in versions, and now looks good on mobile devices.
- GIS Job Postings is still the most viewed page, followed by the main page, and then Professional Development (GISMO-Google videos).
- Statistics:
 - 397 members
 - 29 email subscribers
 - Linkedin Members: 83
- Twitter:
 - 951 Tweets
 - 840 Following
 - 1171 Followers
- Facebook:
 - 185 Likes
 - 3 People talking about this

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

The meeting was adjourned at 3:10 pm.

Action Item List (*New)

1. Vijay: Determine whether PayPal and the membership database can be linked, and if so estimate effort involved.
2. Julie and Amy (and possibly Don) will work on a new regional group map.
3. Christa should get Dale the documents for last year’s financial review by the end of the week.
4. Dale should complete the previous year financial review by March 31st.
5. Joe will pursue setting up a meeting with the State Education Department.
6. Alan will send Mike the list of attendees to the GISMO – Google Event. Mike will mine for potential new members.
7. Mike will continue to develop a professional organization list.
8. *Another conference mailing should be sent out.
9. *Mike will try to assist Joe and Bruce in contacting the Education Department regarding legislation.
10. *Rich will get information on upcoming events to Carol for the website.
11. *Dale will formalize the Regional Coordination Committee.
12. *Mike will start to develop an ROI aimed at professional organizations.