

**Date:** Thursday, April 18, 2013

**Subject:** Board of Directors Teleconference

**Board Members Present:** Alan Leidner, Dale Moris, Bruce Oswald, Julie Tolar, Carol Zollweg

**Committee Chairs and Officers Present:** Ann Deakin, Christa Hay, Joe Jones, Razy Kased, Richard Quodomine, Mike Zoltek

**Guests Present:** none

**Not Present:** Verne LaClair, Michelle Debyah, Amy Work

**Minutes:** The teleconference meeting began at 2:05 pm

#### Previous Meeting Report

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

#### Treasurer's Report: Christa Hay, Treasurer

The Treasurer's Report dated April 18<sup>th</sup>, 2013 was reviewed. The current balance is \$17,644. Expenses since the last report include website support. There has been \$246 in income from membership dues. The year-end balance after all anticipated expenses, except conference expenses, is \$16,064. Please let Christa know of any other anticipated expenses.

Christa has received all the necessary audit paperwork from Dale. She remains concerned about the NYGeoCon budget. She believes the membership count is now up to about 410. On a motion by Julie and a second by Bruce, followed by a unanimous vote, the board "memorialized" the prior email approval for the expenditure of funds for a subscription to Survey Monkey. Christa will work with Razy to pay for and set up Survey Monkey. The Association's subscription to Survey Monkey may be made available to affiliated NYS regional GIS groups for their use.

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

#### President's Statements

Bruce attended the GIS/SIG conference and thought it was a great event. He was impressed with the number of students present and their participation in the conference via "lightening talks". He also liked sessions between experienced professionals and students who were given advice on how to advance their careers. He hopes to incorporate aspects of the GIS/SIG conference into NYGeoCon.

Julie thought the GIS/SIG conference went well. Attendance was between 180 and 200, which was up from past years. NYSGISA was the lunch sponsor, and also had a table in the exhibitor

area where Association materials were handed out. Three or four attendees said they expected to join the Association. Julie does not know the exact number of GIS/SIG members who are NYSGISA members. SIG does not require dues. Bruce requested a list of SIG members. Julie and Razy will work together to check the SIG listing against the NYSGISA membership list and to solicit new members. A discussion about providing sign language translators for the hearing impaired at the NYSGISA conference was referred to the Conference Committee.

Carol mentioned that for any outreach to GIS/SIG or to other regional groups it is important to differentiate clearly what the State Association is.

Alan reported that Matt Knutzen was formally installed as the new president of NYC GISMO along with eight board members. He said a first meeting of new GISMO leadership was expected to take place during the week of May 6<sup>th</sup>.

#### Conference Committee Report: Bruce Oswald

Bruce reported that the committee would be trying to lower the conference management fee. There is some concern that the conference could run in the red. Key will be the ability to attract sponsors with deep pockets. Mike Zoltek is working with the committee to develop a sponsor outreach strategy. The conference management firm has a listing of potential sponsors. Conference registration will commence once costs are fully worked out.

#### Legislative Committee Report: Joe Jones and Bruce Oswald

Since the March board meeting, Joe has conducted two calls regarding surveyor legislation issues. So far, no formal legislation has been introduced. Joe is working toward building relationships with the Higher Education Committee of the State Assembly through which surveyor legislation would need to pass. Efforts continue to arrange a meeting with Jane Blair of the committee. There is concern that the Higher Education Committee will refuse to allow any exemptions for GIS and other professionals. A bill could be introduced and advanced quickly. Lobbying efforts will be made through the "June danger period." Dale asked whether state and local agencies should be asked to support this effort. It is likely that engineers and assessors have reason to oppose this legislation as well. Joe believes the picture on surveyor legislation will be clearer by the May board meeting.

#### Professional Development Committee: Richard Quodomine

Rich reported that the April 2<sup>nd</sup> geospatial chat went well. Also, the April 17<sup>th</sup> webinar on disaster response by Dr. Chris Renschler of the University of Buffalo was well attended with about 60 people on line. Feedback has been positive. Rich continues to work with Ed Levine of NOAA to iron out details for an extended webinar/training session. Rich is also speaking with Census experts about one or two demographic related sessions in June to discuss ongoing Census activities, tips and tricks for using the data, etc. Rich reports that attendance at Association webinars can qualify for continuing education credits. He will write up this information for Carol to post on our website. It is a strong argument for NYSGISA membership.

#### Education Committee: Ann Deakin

Ann Deakin reports that Carol is currently testing two web pages containing material about the K-12 program which will soon go live. Lindi Quackenbush recommends making educational resources available locally. Jim Kernan of SUNY Genesee is interested in getting involved in the K-12 outreach program. At the next Education Committee meeting, methods for building membership will be discussed. An email has already gone out to the Higher Education distribution list soliciting membership in the Association. The Education Committee is

recommending there be a career panel at NYGeoCon. They also believe speed networking would be valuable and that student attendance should be encouraged and facilitated. Ann reports that Bob Brower of IAGT is working on a summer camp that incorporates GIS themes and could use mentors. She suggests that the Association might want to consider providing grants for this purpose.

#### Marketing Committee: Mike Zoltek

Mike reports that Bruce has sent him conference materials and he is in the process of developing a list of potential sponsors. Mike recommends the Association consider pursuing “sustaining” sponsors beyond the conference at a lower cost than conference sponsor prices. Mike will think through what the Association can offer sustaining sponsors in terms of exposure through our website and other benefits, making sure that conference and sustaining sponsorships do not undercut each other.

#### Regional Committee: Dale Morris

Dale has received all necessary audit materials from Christa and he thanked her for her efforts and organization. He has completed the audit. The audit will be sent to board members and discussed at the next board meeting. Bruce said the audit is important because it shows the Association is being diligent about the way it handles its funds. We may want to post the audit on our website. Alan reported that he will be attending the LIGIS meeting at Brookhaven on Thursday and will urge attendees to join NYSGISA. He will be attending a similar get together in Westchester in May.

#### Membership Committee: Razy Kased

Alan mentioned the importance of all Association committees incorporating into their work a membership development function. He recommended that any materials developed by committees towards this end be provided to Razy and his committee for sharing with others. Razy is working with Ann Deakin on Education Committee outreach efforts.

#### Communications Committee: Carol Zollweg

Carol reports that items on the front page are changing regularly. New K-12 pages are being built, as is an improved welcome page for new members. Information about new webinars are posted as soon as they are received. Carol is also working towards regular communications with contacts at ASPRS and NYSAPLS about educational webinars.

- Statistics:
  - Members: 411
  - Email subscribers: 29
  - LinkedIn Members: 100
- Facebook:
  - Likes: 186
  - People talking about: 8
- Twitter:
  - Tweets: 982
  - Following: 829
  - Followers: 1213

### Roundtable on End of Membership Year Dues

Alan initiated a discussion about the size of the grace period during which new members would get the remaining months of an ending membership year plus credit for the entire following year. Current policy holds that anyone joining in May and June gets membership credit until the end of June of the following year. Due to efforts to rebuild GISMO in NYC which included heavy recruitment activities in March and April around the development of new bylaws and the holding of an election, Alan expressed concern that several dozen new GISMO-NYSGISA members would be faced in June with paying another round of dues for the 2013-2014 membership year.

Bruce thought that the current grace period from May 1 to June 30<sup>th</sup> was sufficient and that no one was likely to resent paying just another \$10 when annual membership dues in many professional organizations runs into the hundreds of dollars. Bruce also believes that the large number of webinars held in March and April was well worth the \$10.

Julie agreed with Bruce that the grace period should extend from May 1<sup>st</sup>, citing the low cost of membership that no one should really mind.

Christa, Carol and Rich also did not want to go back beyond the May 1<sup>st</sup> threshold. Carol pointed out that those who joined NYSGIS in March and April would be able to count that entire membership year towards their GISP.

Ann did not have an objection to looking back to April 15<sup>th</sup>.

Mike didn't think it would matter given the small amount of money involved.

Dale was not in favor of a look back period at all except for that period of time before June 30<sup>th</sup> when there were no events.

There was a clear consensus to leave the look back period for new membership at May 1<sup>st</sup>. However, Alan will be taking a very close look at the number of new GISMO/NYSGISA members in March and April and will report back to the board his findings at the May meeting.

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

The meeting adjourned at 3:30 pm.

### Action Item List

1. Carol, Don Meltz and Dale will work on a new regional group map.
2. Joe will continue to pursue a meeting with the State Education Department.
3. Mike will continue to develop a professional organization list.
4. Dale will send the completed audit to board members for review.
5. Christa and Razy will pay for and set up our new Survey Monkey account.
6. Alan will review new GISMO/NYSGISA memberships in March and April and report back findings to the board.
7. Rich will write up findings about continuing education credits for Carol to post on the website.
8. Julie will send the list of GIS/SIG conference attendees to Bruce. Julie and Razy will compare attendees to the NYSGISA membership list to identify non-members and develop a recruitment strategy.