

Date: Tuesday, May 21, 2013

Subject: Board of Directors Teleconference

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

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

Guests Present: None

Not Present: Verne LaClair, Amy Work

Minutes: The teleconference meeting began at 2:03 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 May 21, 2013 was reviewed. The current balance is \$17,644. Expenses since the last report include website support and Survey Monkey. There has been \$230 in income from membership dues. The year-end balance after all anticipated expenses, except conference expenses, is \$15,959. Please let Christa know of any other anticipated expenses.

Christa reported that the 2012 taxes were submitted last week, and she is currently working on the liability insurance for the conference. Membership is now over 440. Alan attributes the four new members that signed up today to tomorrow's NOAA webinar.

Dale mentioned that he had sent a copy of the audit out via email for review. There was some question as to whether this had already been discussed last month. Dale will check last month's minutes and follow-up.

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

Bruce made a motion to memorialize the signing of the contract with the Hilton Hotel as the site for NYGeoCon 2013 by the President last week. Motion was seconded by Julie. Motion carried unanimously.

Bruce made a motion to empower the President and President-elect to sign contracts on behalf of the Association. Motion was seconded by Dale. Carol opened discussion with the opinion that contracts should be approved by the Board first, and then the President and President-elect should be authorized sign. Bruce concurred that was his intent. The motion was amended by

Carol that contracts first be approved by the Board, and then the President and President-elect have authorization to sign. Amended motion was seconded by Bruce. Motion carried unanimously.

President's Statements

There were no President's Statements.

Membership Committee: Razy Kased

Development of a power point presentation promoting the Association is the Membership Committee's top priority. Razy foresees an ever-evolving presentation kept up-to-date with ongoing events. Given the variety of slides being created, presentations will be customized to fit the interests of different audiences. Razy thanked everyone who has sent content, and asked that if anyone has anything else to add they send it to him in the next day or two. He will share the presentation with the committee, and hopes to send it out to the Board for review by the end of next week. Alan asked that Razy get him a copy early next week so he can use it to follow-up with Westchester GIS User Group.

With the new membership year approaching, Razy would like to survey both current members and non-members with two separate surveys. Carol said she can send the text and mailing list to Vijay to send the survey to the members via the Google Groups account.

Razy would like to see a section on volunteering added to the registration form in an effort to get new members engaged. He would also like there to be a release from the Association every month whether or not there is an event to keep the Association visible.

Razy asked if there was a benefit to opening up webinars to people outside the State who might have an interest in a specific webinar. Alan felt that if someone had a specific interest, an exception could be made to let them attend that webinar. For example, Rich has offered to let people from Oklahoma sit in on the NOAA webinar. So that paying members do not get closed out of a webinar, it will be reserved for exceptional circumstances and registration will go through and be monitored by Rich. Bruce agrees we should help others in need, but when it comes to promoting membership not lose focus that the Association's mission is to support the NYS GIS community.

Razy closed by mentioning that he recently reached out to an Association officer for assistance, and remarked that we should not forget that the board members, officers, and all members are a great resource for future webinars.

Alan asked Razy to outline his strategy and send it to the Board.

Conference Committee Report: Bruce Oswald

Bruce reported that the committee has met two or three times since the April Board meeting. Alan has signed contract with the Hilton. The conference management consultant has provided a proposal to reduce their duties and prices by approximately \$5,000. Unfortunately, the conference is still in the red by about \$4100, plus some additional costs for booths for students. Bruce is hopeful the gap will continue to close, especially as new sponsors sign on. He will work with Mike to send out the sponsor brochure, and registration promotion will begin in the near future.

Legislative Committee Report: Joe Jones

Bill number S4827 has been introduced in the Senate, but has not yet come to a vote. No bill has been introduced in the Assembly. The Education Department only gave feedback to the surveyors yesterday. All the different parties and lack of movement is causing frustration, so the Higher Education Committee is calling for a meeting of all parties involved. Joe has a call into Nicole Stewart, who is spearheading the effort for Senator LaValle, to have himself and Bruce attend the meeting. If that is not possible, he will try to schedule an independent meeting with Senator LeValle. The surveyors removed the exceptions for GIS based on objections from the Education Department. If you haven't read the bill yet, please go to the legislation website at <http://www.nysenate.gov/legislation>, read the bill, and send Joe your comments.

Professional Development Committee: Richard Quodomine

Rich has been receiving very positive feedback on the webinars. He believes they have been timely, which is good because the goal is to utilize what has been presented. The NOAA webinar is tomorrow, and he expects about 60-75 attendees. Moving forward there will be a webinar presented by Anna Maria Garcia from the U.S. Census Bureau, with a follow-up by Bob Scardamalia. A lunchtime chat on social media and GIS is planned for July, and a post-ESRI conference wrap up by Chris French in planned for September.

Alan asked about Python training. Rich was unsure if the intent was to have Jim Zollweg or Esri present. Ann mentioned, and Michelle agreed, that there was an excellent Python presentation at the GIS/SIG Conference. The decision of who will present was left up to Rich.

Rich mentioned he attended a GPS symposium at Hunter College. He hasn't heard any feedback on the metadata seminar. He feels it is good practice to publically endorse webinars put on by others that would be of use to Association members. Rich also wanted to share that the Association should be careful not to price small firms out of sustaining membership.

Education Committee: Ann Deakin

Ann Deakin reported that the webpage migration for the Esri K-12 Program is in progress, and thanked Carol for all her help. Please visit the page under Featured Items on the Association website and send Ann your comments. Ann thinks they might add a link to the New York City K-12 program, which is separate from the State effort.

The committee will work to promote NYGeoCon to academics. Bruce found an interesting piece on pairing a student with a professional during lunch, similar to speed-networking but more relaxed. While she recognizes space is at a premium, she'd like to explore the idea of having a table at NYGeoCon for institutions to spotlight their programs. The committee has compiled a list of higher education contact to promote membership of the academics as well as students. Alan would like to see the list, and perhaps in the future even a map of all the college locations.

Dale expressed concern that the Erie Community College GIS certificate program has fallen by the wayside, and the Niagara Community College program is perhaps floundering as well. These programs, especially at the community college level, are struggling due to the loss of the individual spearheading the program and budget issues. Ann pointed out that unless entrenched in a larger program, certificate programs are particularly vulnerable. Alan thinks the academic leadership Ann is assembling might have an opinion on how best to promote GIS programs across the State. Ann will bring it up at the committee meeting next week.

Marketing Committee: Mike Zoltek

Mike and Alan suggest giving a sustaining firm five individual memberships. Mike is striving to find a balance between offering firms a good deal without negatively impacting the Association financially. Once the sustaining firm ROI sheet is finalized, he would like to send it out to current members, then to the organizations. He would then like to follow-up with the organizations with a phone call. Bruce cautioned that the sustaining firm effort could hurt the campaign to collect conference sponsors. Mike agreed it would be best to hold off until closer to the conference when most conference sponsorships were already in place, perhaps early November. In the meantime, he will work with Carol to develop a sustaining firms workflow, and how best to present the information on the website.

Regional Committee: Dale Morris

Alan attended the Westchester GIS User Group Meeting where he spoke about the Association and directed attendees to the website to join. Deborah Parker will work with Alan to get information out to the Westchester GIS User Group listserv promoting membership. It was a good conference with 10-12 presentations with lots of technical detail. Alan suggests working with Rich to get Sam to present on GIS in Westchester.

At the Western NY GIS User's group, Dale made a similar pitch for membership. However, most of the attendees were students, and he is afraid they feel the Association is for professionals and not them. Alan said the power point presentation Razy is working on will help with that in the future as it will allow the user to tailor the message to the audience. Dale was impressed by the student lightning presentations. Alan suggested a student lightning talk webinar, but Dale expressed concern that because they are highly visual it might be a challenge to present them on the web. Dale, Ann and Rich will exchange a few emails to see if it might be feasible to do something in the fall.

Communications Committee: Carol Zollweg

Due to time constraints, Carol would like to table a discussion on forum pages until the next meeting.

The website is continuing to evolve, and the Featured Items are rotating with upcoming webinars, news, award announcements, etc. Carol explained that it is currently necessary to go through the join wizard screens to find the member list, and she would like make it available right off of Member Area menu. There were no objections.

The NYSGIS Clearinghouse is taking down its calendar because the Association calendar is more up-to-date. They are going to archive their calendar and have offered it to the Association. Carol will pursue getting a copy of the calendar and adding the information to the Association site. She has been holding off updating the online membership database because she is waiting to hear from a few people who didn't have a profile, but will get the new members up and featured on the website this weekend.

Bruce asked if it would be possible to add a rotating sustaining firm area to the right pane of the website. Carol thinks that can be done similar to the rotating testimonials, and also suggests adding a button that directs to information on becoming a sustaining firm.

Roundtable on End of Membership Year Dues

Please read Alan's proposal regarding membership dates and dues, and send him any comments:

- For dues paid prior to May 1st:
 - For this year only, allow anyone joining between February and April to have their membership extended through June 30, 2014.
 - Reason: The majority of new members during this period came from outreach efforts to GISMO, LIGIS and GIS/SIG, spearheaded by NYSGISA leaders.
- In future years:
 - Allow all new members joining from April thru June to extend their first year's membership through June of the following year.
 - During Board designated membership outreach events (appearances at regional meetings, webinars, etc) from January thru March, set ground rules for the first membership year which can be thru June of the following year.
 - Make it clear on our website that unless there is a special offer, new members joining from January thru March will have valid memberships thru June of the same year. Give new members the option of paying now but deferring membership activation to April 1st so that their first membership year ends June of the following year.

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

The meeting adjourned at 3:25 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 Higher Education Committee or Senator LaValle.
3. Mike will continue to develop a professional organization list.
4. Dale will follow-up on the board member audit review.
5. Rich will write up findings about continuing education credits for Carol to post on the website.
6. 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.
7. Christa will work on liability insurance for the conference.
8. Razy will work on a power point presentation to promote the Association.
9. Razy will outline his membership strategy and send it to the Board.
10. Ann will share the list of higher education contacts with the Board.
11. Mike will refine the sustaining firm ROI sheet.
12. Mike and Carol will develop a sustaining firms workflow.
13. Alan will get information to Deborah parker for the Westchester GIS User Group listserv.
14. Carol will pursue getting a copy of the information from the NYSGIS Clearinghouse calendar onto the Association website.

15. Everyone should read Alan's proposal regarding membership dates and dues and send him any comments.