

Date: Tuesday, June 18, 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: Michelle Debyah, Joe Jones, Razy Kased, Mike Zoltek

Guests Present: Garvis DiLauro

Not Present: Ann Deakin, Christa Hay, Rich Quodomine, 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 May Board of Directors meeting. Motion was seconded by Dale. Motion carried unanimously.

Treasurer's Report: Christa Hay, Treasurer

There was no Treasurer's Report.

President's Statements

Alan announced that Dale will remain on the Board, but has stepped down as Chair of the Regional Committee. Alan thanked Dale for all hard work on the committee. Julie has contacted Jason Baum from the NYS Division of Homeland Security and Emergency Services, who has agreed to take over as chair. As Association President, Alan has the power to appoint a new committee chair. Alan obtained unanimous agreement that Jason Baum be appointed the Chair of the Regional Committee.

Alan mentioned there has been some discussion on development of task list, and shared the opinion that the action item list in the minutes is sufficient. Julie pointed out that the list should be reviewed at each meeting.

Membership Committee: Razy Kased

With the committee's help and everyone's input, Razy has completed the Association's power point presentation. If anyone has anything to add, please send it to Razy.

The Membership Committee has written a membership renewal reminder to be sent out to current members who have not yet renewed. Carol is coordinating the mailing, but Razy thought it might go out this week

The Membership Committee still plans to develop a member survey, but thought it might be better to hold off a so there aren't so many mailings coming at once.

Razy questioned on how best to coordinate the distribution of digital and hard copy promotional materials to board members attending events. Digital files will be distributed via the website, and Bruce suggested using Drop Box for sharing edits. Unless individuals print their own hard copies, they will need to be shipped. Alan pointed out that Sam Wear has agreed to let Alan send a power point and solicitation letter to 200 conference attendees, and that won't cost anything. Alan hopes to do same for LIGIS and GISMO.

Conference Committee Report: Bruce Oswald & Verne LaClair

The Conference Committee made a site visit to the hotel yesterday. Verne said the visit was productive, and many logistical details were worked out. They also scouted out the Saratoga area for a reception site. The committee has a schedule and solicitation material ready to go, they are just waiting for the website to go live. October 25th was selected as the last day for early registration, after which registration will increase by \$40. The committee would like to secure a silver or gold level sponsor to offer a reduced registration fee for students provided they bring a poster. Christa is in the process of setting up on line registration for conference attendees. The Association will handle the regular registrations and payments, while Delaney Meeting and Event Management (consultant) will process the sponsor registrations as part of the exhibitor coordination.

Bruce has no update on the keynote, he will follow-up.

Legislative Committee Report: Joe Jones

Bruce and Joe met with Jane Blair and the Engineering Board. They were not opposed to the item that had been added to the bill regarding exceptions for GIS, they only objected to the wording and had requested it be rewritten. Joe sent them wording to insert into the legislation. Joe also sent a copy to Nicole Stewart with Senator LaValle's office. Darren Morgan contacted Joe and informed him that the Surveyors accepted the wording. There is some concern there might not be time for the law to pass this year. However, now that agreement has been reached by the Education Department, Assembly and the Surveyors, Joe believes it will move forward even if it is put off until next year. Joe will send a copy of the current survey legislation to the Board.

Professional Development Committee: Garvis DiLauro for Richard Quodomine

Recent webinars have been successful, and Garvis believes they have helped gain new members. Garvis has talked to Jim Zollweg about doing a Python webinar. He suggests repeating the format used previously of a general seminar opened to everyone, followed by an advanced members-only seminar. Garvis will follow-up with Jim. Bruce mentioned July webinars might be a nice benefit for the new membership year. Alan is working with LIGIS on a Sandy clean-up project and will probably have information for Carol to post sometime next week. Garvis mentioned he has a few other ideas for webinars. Alan asked him to write something up to circulate to the Board, and if he receives positive feedback to proceed.

There was a question regarding the ownership of webinar intellectual property. Alan said there is an intellectual property document under development that he and others have edited, that is now in Rich's hands. He feels any discussion should wait until everyone has had a chance to review that document.

Education Committee: Alan Leidner for Ann Deakin

The Education Committee is actively working on academic memberships from colleges and universities on an organization level. They are trying to determine how many free individual

memberships to include, and how many of those will be staff or student. The committee expressed a concern regarding strain on the Association's infrastructure, but Alan isn't too worried about it. A number of committee members will be attending workshops and programs this summer, and they plan to propose a session sharing what they learned at NYGeoCon 2013. Dale said he and Ann met to discuss the decline of GIS programs at the community college level. They will try to determine the scope of the problem and identify any possible solutions.

Marketing Committee: Mike Zoltek

Mike has compiled the professional organization list, which is now in Google Docs. Bruce will send out a copy of the list along with the sponsor document as a resource for everyone to use to contact potential conference sponsors. Please sign up for anyone you can contact. The conference consultant will be paid to contact remaining firms.

Alan would also like to see the list used to reach the staff at each firm. Since soliciting sustaining firms is on hold to not compete with obtaining conference sponsors, perhaps a mailing requesting each contact to forward Association information to their GIS staff would be beneficial. The power point might be too big to send, but an abbreviated power point, links to the website, or the individual ROI might be good options. Alan asked Mike to develop a strategy to share with the Board, and then to proceed. If Mike provides the information to Carol, Vijay can send it out via Gmail.

Mike has incorporated everyone's comments in the sustaining firm ROI sheet, and will send it out for final review. It will be put to vote at next month's meeting.

The action item: "Mike and Carol will develop a sustaining firms workflow" can stay on the action items list, but won't really be pressed until after the conference.

Regional Committee: Julie Tolar

Julie wanted to share appreciation for all the work Dale has done, and stated that the committee has come a long way since Dale took over.

One of the things the committee wants to work on is how to get information to the regional groups. Once Jason gets up to speed, Julie will put him in touch with Razy to develop a strategy on getting the power point and promotional materials to the regional groups.

Communications Committee: Carol Zollweg

The Communication Committee wants to formalize email to the members. They will start sending a bulletin email every 6-8 weeks to update the members on Association activities.

The topic of starting an online forum keeps coming up. Beyond the need for software and possibly a separate website, a forum would require a lot of work to maintain and monitor. While it is not the same thing, a forum could also compete with the NYSGIS listserve, which is sometimes used like a forum. The committee has set the idea aside unless someone comes forward who is willing to take on the responsibility of maintaining and monitoring a forum.

In lieu of newsletters, the committee has starting putting out blog articles. More articles are forthcoming, and a mailing will go out soliciting articles from the members. The NYS GIS Clearinghouse has given the Association its archived pages, and Carol is working on getting them on the website. She is also working on a featured items page to capture featured items that have passed.

Carol said there is a dilemma regarding posting the webinars. The Association has a YouTube channel that is easy to post to, but is available to everybody. To put on the website behind the members only section is difficult because there needs to be different formats for different browsers, and it can still be reached by those who know the link. Alan doesn't see a problem with putting the webinars on YouTube and only notifying members, knowing others might stumble across them. He suggests Carol work with Rich on developing a strategy.

Membership Year and Dues

There are currently four proposals for member year and dues:

- Alan's April through June proposal
- Alan's variable annual proposal
- Carol's conference discount proposal
- Firm membership year proposal

Alan will contact each Board member and have a discussion to see if, and where, consensus might be possible.

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

The meeting adjourned at 3:26 pm.

Action Item List

1. Carol, Don Meltz and Dale will work on a new regional group map.
2. Dale will follow-up on the board member audit review.
3. Rich will write up findings about continuing education credits for Carol to post on the website.
4. Razy will contact non-member GIS/SIG conference attendees using the list Julie created.
5. Christa will work on liability insurance for the conference.
6. Mike and Carol will develop a sustaining firms workflow.
7. Alan will get information to Deborah Parker for the Westchester GIS User Group listserve.
8. Razy will work on distribution of the power point presentation.
9. Christa is working on getting conference registration set up.
10. Bruce will reach-out to the conference keynote.
11. Joe will send a copy of the current survey legislation to the Board.
12. Garvis will follow-up with Jim Zollweg regarding the Python webinars.
13. Bruce will send out a copy of the private firms list along with the sponsor document as a resource for everyone to use to contact potential conference sponsors.
14. Mike will develop a strategy to solicit staff by going through the contact listed on the private firms list.
15. Mike will send out the sustaining firm ROI sheet for final review to be voted on next month.
16. Carol and Rich should work on developing a strategy for posting the webinars.
17. Carol will pursue getting the NYSGIS Clearinghouse archived pages onto the Association website.
18. Alan will contact each Board member for a membership year and dues discussion.