

Date: Monday, July 15, 2013

Subject: Board of Directors Teleconference

Board Members Present: Verne LaClair, Alan Leidner, Bruce Oswald (10:41am), Julie Tolar, Carol Zollweg

Committee Chairs and Officers Present: Ann Deakin, Christa Hay, Joe Jones, Razy Kased

Guests Present: None

Not Present: Michelle Debyah, Dale Morris, Rich Quodomine, Amy Work

Minutes: The teleconference meeting began at 10:04 am

Previous Meeting Report

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

Treasurer's Report: Christa Hay, Treasurer

The Treasurer's Report dated July 15, 2013 was reviewed. The current balance is \$15,232.30. Expenses since the last report include website support (June and July payments), GISSIG sponsorship, and insurance. There has been \$1,709.08 in income from membership dues. The year-end balance after all anticipated expenses, except conference expenses, is \$6,891.39.

Verne asked about the \$275 being held for accounting software. Christa said she hasn't looked into it yet because it doesn't seem like we need it right now. It's being left in the budget in case we feel we need it to handle conference tracking in the future.

Verne also questioned the \$90,000 estimated for conference expenses. He thought it should be closer to \$77,000. Christa checked her files and said she agreed with the lower number. She said she would make the change and also add the anticipated conference income to the budget.

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

President's Statements

Alan explained that after speaking with all of the Board members, it was agreed that February 1, 2013 should be the cutoff date for extended membership. This is only for this year's membership renewal process. We still need to come up with a long-term solution. There was a lot of support for a one year membership term, extending from the date of sign-up. Currently

this option would create too much additional work for Carol and the Communications Committee using the system we have now. Carol will look into software to help make this solution possible. More information to come.

Membership Committee: Razy Kased

Razy stated that the Association PowerPoint is on the website. Board members and/or Committee chairs can download it and use it for presentations. It can also be edited to fit specific audiences.

Razy also reminded everyone that his committee is still discussing the issue of getting materials (handouts, posters, etc.) out to people representing the Association at events. He asked that any comments or ideas be forwarded to him.

The survey being developed by this committee has been postponed so as not to interfere with the renewals emails that have been going out. The survey will go out this coming month instead.

Al commented that every communication for the Association should include a reminder for people to join/re-join.

Conference Committee Report: Verne LaClair

Verne announced that we have a keynote speaker! It will be Jack Levis, a.k.a. the “UPS Man.” Announcements should be put up on the Association website to let everyone know. Work has also been done on the conference website and a call for presentations has gone out. The conference is only four months away!

The budget is still in the red, but headed toward break-even. A high number of registrations and/or a few more sponsors would put us in the black. The committee will keep working toward this.

Al suggested that Verne reach out to Jason Baum, as the new Regional Committee Chair, when looking for additional presentations.

Verne stated that the next Conference Committee call is scheduled for August 10th.

Legislative Committee Report: Joe Jones

Joe explained that the language added to the bill regarding exceptions for GIS had been worked in and the document finalized with the Engineering Board. However, the legislation wasn't voted on in session, so there is no official revised version yet. In the end the wording couldn't be agreed on with the Department of Education, so the bill died. A new bill could be introduced next session, but we have no way of knowing for sure. If a new bill is introduced it will have the revised wording.

Al would like to have something posted on the Association website showing our success lobbying for the interests of our members. Bruce and Joe will draft something and give it to Carol.

Professional Development Committee: Richard Quodomine

Rich was not on the call, so there was no report. Al did remind everyone that there is a webinar coming up on July 18th by Mike Naughton on “Sandy Debris Removal.” Al also said that he would follow up on getting the Python/Esri training sessions set up.

Education Committee: Ann Deakin

The Education Committee has added a 12th member, Lisa Matthies-Wiza from Erie County/Erie Community College. They also have their academic membership flyer ready to go.

Ann asked the Board if they would be interested in hearing about the NYS GIS Coordinating Body’s shift to the NYS GIS Advisory Group. The Board expressed interest and Ann said she would discuss it at the August Board meeting.

Marketing Committee: Al Leidner for Mike Zoltek

Al relayed to the group that Mike wanted Board approval on his ROI sheet. After some discussion it was decided that Board approval wasn’t necessary. Al asked for comments and everyone agreed that they were happy with it. Everyone is free to use the ROI flyer to promote the Association.

Regional Committee: Julie Tolar

Julie reported that Jason Baum should be in place soon as the new committee chair.

Communications Committee: Carol Zollweg

Al commented that the website is wonderful – very responsive and interesting. Great job!

Carol reported that a secure, online update area is being developed for her and Christa to use. It should be done by the end of August and will help simplify the registration process. The committee/website has been supporting NYGeoCon, webinars and other events. Renewal letters were sent out to over 1,000 people and tweets on the website are working again.

The committee is also working on a “Member Bulletin” with the intention to distribute one every 6-8 weeks. Carol explained that the idea is to create one for members reinforcing why it beneficial to be a member and one for non-members giving them reasons to join. Carol also said that the membership map on the website is now international!

Stats are as follows:

Facebook has 193 people who “Like” us

Twitter has 1,323 Followers, Has 1,083 Tweets, Following 837

LinkedIn has 120 Members

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

The meeting adjourned at 11:09 am.

Action Item List

1. Carol, Don Meltz and Julie will work on a new regional group map.
2. Rich will write up findings about continuing education credits for Carol to post on the website.
3. Razy will contact non-member GIS/SIG conference attendees using the list Julie created.
4. Mike and Carol will develop a sustaining firms workflow.
5. Christa is working on getting conference registration set up.
6. Joe will send a copy of the current survey legislation to the Board.
7. Al/Garvis will follow-up with Jim Zollweg regarding the Python webinars.
8. 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.
9. Mike will develop a strategy to solicit staff by going through the contact listed on the private firms list.
10. Carol and Rich should work on developing a strategy for posting the webinars.
11. Carol will research software to help us with a membership year that extends from date of sign-up.
12. Bruce and Joe will draft some wording on the Association's success lobbying for GIS interests and give it to Carol for posting on the website.