

**Date:** Wednesday, January 22, 2014

**Subject:** Board of Directors Teleconference

**Board Members Present:** Mickey Dietrich, Alan Leidner, Susan Nixson, Julie Tolar, Carol Zollweg

**Committee Chairs and Officers Present:** Ann Deakin, Michelle Debyah, Bill Johnson, Razy Kased, Verne LaClair, Andy Mendola, Mike Ross

**Not Present:** Christa Hay, Joe Jones, Julia O'Brien, Bruce Oswald, Rich Quodomine

**Minutes:** The teleconference meeting began at 1:34 PM.

Julie requested a timekeeper to assist her in keeping the meetings on schedule. Carol volunteered.

Secretary's Report: Michelle Debyah, Secretary

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

The only outstanding item on the task schedule for January is the financial review of the previous fiscal year by the Audit Committee.

Treasurer's Report: Julie Tolar for Christa Hay, Treasurer

The December 2013-January 2014 Treasurer's Report was reviewed. The current balance is \$25,431.33. Expenses since the last report include NYGeoCon expenses, Click Webinar reimbursement, Applied Geographics refund, PO Box fee, and website support. Total NYGeoCon expenses were \$56,676.59. There has been \$336.72 in income from membership dues, and \$1786.50 from NYGeoCon. The year-end balance after all anticipated expenses, except conference and GISMO expenses, is \$21,271.33.

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

President's Statements

Alan has received information from about half of the committees for the website updates. He will compile the material and send it to Carol. Alan has talked to many of the regional groups and gathered recommendations of how the Association can be of help to them. Many of these recommendations will require the committees to work together. Alan plans to develop a regional resource document based on these efforts.

Susan has started developing a marketing plan. She is researching what other state associations are doing, and has found that our dues are among the lowest. She is focusing on the conference and Summit, but doing so in a way that they retain their individualities. If you have any suggestions, please send them to Susan. She hopes to send a draft to the Board in the next week or two.

Julie will give a presentation promoting the Association during lunch at the GIS/SIG Conference in April. Julie requested that the Association sponsor a break at the conference. A motion was made by Alan to sponsor a break at the GIS/SIG Conference at a cost of \$400.00. Motion was seconded by Carol. Motion carried unanimously.

The price of the golf package gift based on single occupancy at 2014 rates is \$365.00. The gift has already been committed to, but setting precedence is a valid concern. In the future perhaps an awards committee should determine gifts, or personal donations could be solicited. Julie requested a motion to approve the expense for Bruce's gift. A motion was made by Alan to purchase the golf package at a cost not to exceed \$400.00. Motion was seconded by Susan. Motion carried, four in favor, one opposed.

Julie reminded everyone that to avoid conflicts there is a schedule for using the conference call account. Please let Michelle know when you plan to use the account so she can put it on the schedule. Carol pointed out that the accounts are free, so committees could create their own account if they prefer.

#### Membership Committee: Razy Kased

The Membership Committee has been working with Carol on adding "How to" help for services on the Association website. The committee will meet next Monday to discuss goals for the coming year, increasing to as many as 1,000 members, exploring a tiered membership structure, improving or adding member services, and producing a recruitment letter in conjunction with the Regional Coordination Committee. If you would like to attend, please let Razy know.

#### NYGeoCon 2013/2015 Committee: Verne LaClair

NYGeoCon 2013 ended with an almost \$1,800.00 surplus. The committee is already in discussion with Delaney Meeting and Event Management for the 2015 conference. They hope to have a proposal from Delaney as early as next month.

#### Geospatial Summit 2014 Committee: Bill Johnson

There are 14 members on the Geospatial Summit Committee. A co-chair has not yet been named, but Bill is in discussions. The committee has pondered whether to keep the Summit small and stay at Welch-Allyn Lodge, or attempt to grow and find a larger venue. They will stay at the Lodge this year and cap registration to about 200, but will track to see if there is a potential to grow in the future. They hope to receive a contract from the Lodge soon.

The person from Bill's office who maintained the Summit's website is no longer available. Cattyann will set up a sub-website as was done for NYGeoCon. The website and three months maintenance is free, additional maintenance would cost \$100.00, and a new theme would cost \$50.00. The Communications Committee would be responsible for the website content. Bill

said the old site is on a server at Fountains Spatial, and asked whether it could just be moved to a different server rather than starting a new site. Bill will put Carol and Crystal in touch to discuss the possibility of a transfer. If the site can be transferred, the Summit Committee and Communications Committee will decide whether to use the old site layout, or if it should look more like the Association website.

Legislative Committee: Joe Jones

There was no Legislative Committee report.

Professional Development Committee: Mickey Dietrich

The parliamentary procedure webinar was held on January 9<sup>th</sup>, and one on the direction of technology and GIS is scheduled for January 30<sup>th</sup>. Mickey hopes to hold about two webinars a month. When Click Webinar runs out they will test WebEx to compare and see which works best. The committee will work with the Membership Committee to develop a survey to see what format members prefer: hands-on workshops, webinars, or a hybrid. The committee is also considering development of a regional group series, beginning with Mike Ross from GIS/SIG.

Education Committee: Ann Deakin & Andy Mendola

The sustaining academic institute flyer has been sent out. The committee discussed Mickey's idea concerning GIS and the Common Core, and will liaison with the New York Geographic Alliance. The committee also plans to reenergize the NYS Esri K-12 GIS License program, and work with Rich regarding the NY Geospatial Competency Model. The committee has several suggestions for webinars that Ann has shared with Mickey.

External Development Committee: Julie Tolar for Rich Quodomine

The name of the new committee will be the External Development Committee.

Regional Coordination Committee: Alan Leidner

There were some logistical issues with the conference call with regional members, so only about half were on the call. Alan has been having individual conversations with those who were not on the call. He has learned the regional groups would be interested in the Association sharing its webinar, conference call, Survey Monkey, and A/V resources with them. There is also a strong desire for educational materials promoting GIS to elected officials. A suggestion for a booth at the Association of Towns or similar conferences will be shared with the External Development Committee.

Communications Committee: Carol Zollweg

Carol provided the following stats:

Twitter:	1,297 Tweets, 830 Following, 1,528 Followers
Facebook:	223 Likes, 3 talking about this
LinkedIn:	155 Members
Website:	739 Total Posts

“How to” instructions have been added to the website for help logging in, changing passwords, etc. The committee is looking into having the site moved to a faster server with solid-state technology. The parliamentary procedure webinar has been posted, and the next webinar is a

featured item and has been entered in the calendar. Alan's blog is posted, and Carol is working on turning Bruce's notes for next week's webinar into a blog as well.

Sheri will act as liaison between the Summit Committee and Communications Committee to coordinate information posts to the website.

Cattyann is paid \$800.00 in two installments for website maintenance. She has already received the first payment, and has requested the second payment. A motion was made by Susan to approve paying Cattyann the second installment for website maintenance. Motion was seconded by Alan. Motion carried unanimously.

#### Audit Committee: Susan Nixon

Christa notified Susan that she has put the financial information needed for the audit in the mail.

#### Government Committee: Mike Ross

The Government Committee has begun networking and gathering background information in its effort to improve GIS civil service exams and make them more relevant.

The Government Committee was also charged with educating government decision makers about GIS. There is a concern that there are other committees with an overlapping goal, and that the civil service task will demand a large amount of time and effort. So they can focus on the civil service improvements, it may be best to transfer this goal to the External Development Committee. The Regional Coordination Committee and Education Committee expressed an interest in participating as well. Mike or Julia will have a conversation with Rich to see if the External Development Committee can take the lead and work with the Regional and Education Committees on this task.

#### General Discussion

An Awards Committee would be in charge of determining the nature of gifts given to select individuals who have demonstrated exceptional dedication to the Association, as well as annual (or semi-annual at the conference only) awards presented to highlight achievement and projects in the field of GIS. Because awards necessitate communication with the membership for nominations and voting, Razy suggested this could be task charged to the Membership Committee. Many voiced support of this idea over the creation of another committee. As an Awards Committee was originally suggested by Rich, Julie will talk to Rich to see how he feels about making awards a task of the Membership Committee.

Mickey asked for clarification regarding whether posted webinars are open to all or restricted to members only. While attendance at some live webinars is open to all and others restricted, it is prohibitively complex to try to make that distinction with posted webinars. Carol explained that in regard to the live webinars, Bruce used to manually review the registration list against the member list and contact Carol or Christa if there was a membership question. To avoid this chore, Alan suggested putting a question on the registration page asking people if they are a member, and then a list of non-members could be sent to Razy for follow-up.

A motion was made by Alan to adjourn the meeting. Motion was seconded by Mickey. Motion carried unanimously.

The meeting adjourned at 2:57 PM.

Action Item List

1. Rich will write up findings about continuing education credits for Carol to post on the website.
  2. Carol will research software to manage a membership year that extends from date of sign-up.
  3. Carol will work on a “Donations” button for the GIS Job Posting page.
  4. Christa will send membership dues to GISMO.
  5. Rich will send Carol Sam Wear’s presentation for posting to the YouTube site.
  6. Christa will finalize the Annual Meeting Minutes and send to Carol for posting/distribution.
  7. All chairs should send an updated roster of committee members to Carol, Julie and Michelle.
  8. The Audit Committee will submit a report to the Board.
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9. The remaining committees should get their website updates to Alan.
  10. Alan will package committee website updates and send to Carol.
  11. Christa will pay the GIS/SIG sponsor fee, golf gift, and second website maintenance fee.
  12. Bill will put Carol and Crystal in touch to discuss moving the Summit website.
  13. Carol will change “Outreach Committee” to “External Development Committee” on the website.
  14. Alan will share a suggestion for an NYSGISA booth at the Association of Towns or similar conferences will Rich.
  15. Carol will finalize and post “Bruce’s thoughts” blog.
  16. Mike or Julia will have a conversation with Rich to see if the External Development Committee can take the lead and work with the Regional and Education Committees on the educating government decision makers task.
  17. Julie will talk to Rich to see how he feels about making awards a task of the Membership Committee.