



Date: Wednesday, February 19, 2014

Subject: Board of Directors Teleconference

Board Members Present: Mickey Dietrich, Susan Nixon, Julia O'Brien, Rich Quodomine, Julie Tolar, Carol Zollweg

Committee Chairs and Officers Present: Ann Deakin, Michelle Debyah, Bill Johnson, Joe Jones, Razy Kased, Andy Mendola, Mike Ross

Guests Present: Timothy Michalowski

Not Present: Alan Leidner, Christa Hay, Verne LaClair, Bruce Oswald

Minutes: The teleconference meeting began at 1:32 PM.

Secretary's Report: Michelle Debyah, Secretary

A motion was made by Rich to approve the minutes from the January Board of Directors meeting. Motion was seconded by Mickey. Motion carried unanimously.

There are no items on the task list for February, looking forward to March there will be a website domain renewal due for nysgeocon.

Treasurer's Report: Christa Hay, Treasurer

There was no Treasurer's Report. Christa sent the report, but it inadvertently went to the wrong email address.

President's Statements

Julie conveyed Alan's statement. Alan is speaking at the Westchester GIS User Group Meeting on May 15th, and would like the Association sponsor the event. Alan is requesting either \$125 to Sponsor, or \$200 to Platinum Sponsor, depending upon the level of support. A motion was made by Carol to approve up to \$200 to sponsor the Westchester GIS User Group Meeting. Motion was seconded by Julia. Motion carried unanimously.

The only outstanding mission statement is the Legislative Committee. Alan is working with the Membership Committee to develop a survey to determine member interest in joining or leading special interest groups, and working with Rich on an outreach effort to private firms with GIS services or staff to promote sponsorship. He is also developing a Regional Resource Guide detailing services the Association can provide to the regional groups.

Julie stated that the Membership Committee explored the option of membership tiers, and has determined the best course of action is to leave membership the way it is.

Awards would be too much work for an existing committee to take on, and for consistency sake, a new Awards Committee should be created. Julie will identify a committee chair.

Julie asked if the Association should make a donation to the Ottawa Heart Institute in memory of Dr. Tomlinson. It was decided that it would be more fitting to the Association to create an annual award in his honor instead. This will be given to the Awards Committee.

Susan has sent out a draft of the Marketing Plan for review. Included in the plan is a suggestion for a business level membership distinct from conference sponsorship. A SWOT analysis will be done once the plan is near completion. Julie is asking all board members and committee chairs to get responses to Susan within the next two weeks.

Membership Committee: Razy Kased & Timothy Michalowski

The Membership Committee is working with Alan on a letter to the regional groups, and they continue to examine Association services to enhance the membership experience. They helped with a Profession Development survey sent out last week, to date there have been 125 responses:

- 85% are likely or very likely to participate in a future webinar

- Most prefer the webinar format, though 80% would be willing to travel an hour or two

- Most prefer 9-5 weekdays, or during a conference

If anyone has any questions on this survey, or are interested in developing a survey for their own committee, please contact Razy.

NYGeoCon 2013/2015 Committee: Verne LaClair & Bruce Oswald

There was no NYGeoCon 2013/2015 Committee report.

Geospatial Summit 2014 Committee: Bill Johnson

Christa will send the Welch-Allyn Lodge contract to Julie for a signature. The contract needs to be returned with a \$1,000 deposit. The Annual Meeting will be on October 21st, followed by the reception. Three speakers have been confirmed: Paul Ramsey, Joel Caplan, and John Calkins. Once the website is up, a save the date message will be sent out. Registration fees are being determined, as are ways to increase meeting and reception attendance, including reducing the reception cost and presenting awards. Bill supports an award in honor of Dr. Tomlinson, and feels it should be presented at the Summit as that was the event he attended. Whether awards will be presented at the meeting or the reception will be decided by the Awards Committee.

While there has been some discussion regarding combined conference/Summit sponsorship, they will remain separate for now. The Summit Committee should proceed as usual to get sponsors.

Legislative Committee: Joe Jones

The surveyors are continuing to experience resistance in regard to the proposed legislation, and will be meeting with their Board of Directors tomorrow to determine whether they will move forward or not. Joe should have more insight in the next couple weeks.

Professional Development Committee: Mickey Dietrich

The direction of technology webinar was held at the end of January. Only about half those registered attended. A survey revealed the top three responses: mobile apps, integration of GIS in IT, and the Cloud. The Geospatial Technology Institute met last week. Discussions included a fish species atlas, iMapInvasives, State forest effects on property values, and an earthquake automation tool. There was a webinar today on the grant process by New York State Archives.

They had difficulty setting up WebEx for today's webinar, and Mickey has been unable to find the recorded session. ClickWebinar is easier to set up, faster, there is nothing to download, and support is more assessable. We have WebEx for a month, so he will try it again at the academic webinar on March 11th, and a regional webinar on the 13th. Based on that experience, the Board can make a decision at the March 17th meeting on which service to use going forward.

There is a desire for hands-on training, but because the majority of members are only willing to travel for up to an hour, perhaps this would best be handled at the regional level. Mickey suggests referring this back to the regions, and the Association would assist and help coordinate.

Mickey will create a tentative webinar schedule that can be posted to promote future webinars.

Education Committee: Ann Deakin & Andy Mendola

The Education Committee will be meeting next week, and they have a webinar scheduled for March 11th. Andy has a Go-To-Meeting account they can use if Mickey has issues with WebEx.

External Development Committee: Rich Quodomine

Many of the committee's efforts have already been mentioned as Rich is working closely with so many other committees. He is gathering feedback on the committee description, and will be ready soon to recruit committee members. He would like members from all sectors: private, government, and education. He feels Esri would be a valuable member and may extend a personal invite, though he doesn't want to give a perception of partiality.

Regional Coordination Committee: Alan Leidner

There was no Regional Coordination Committee report.

Communications Committee: Carol Zollweg

Carol provided the following stats:

Twitter:	1,323 Tweets, 830 Following, 1,569 Followers
Facebook:	226 Likes, 7 Talking about this
LinkedIn:	160 Members
Website:	47 Posts since the new year

Under the current website standard sharing plan, HostMonster throttles sites to slow traffic, slowing down the website. They have optimized the site, but software can only do so much. The committee recommends moving the site to a more dedicated server by upgrading to a pro service plan. The upgrade would increase the cost from \$120 to \$240 a year, though some savings could be achieved by paying three years in advance. The cost is comparable with other companies, and staying with HostMonster will make the move easier, cheaper, and result is less

downtime. Technology changes so quickly, Julie would be more comfortable only paying for a year. A motion was made by Susan to approve upgrading to the pro service plan with HostMonster for \$240 a year. Motion was seconded by Rich. Motion carried unanimously. The Summit website is up in maintenance mode, a skeleton should be available to the Summit Committee soon. All past Summit websites have been moved to the Association site, organized by year. Once Carol receives the mission statement for the Legislative Committee, the committee pages updates will be complete. A donate button has been added to the Jobs page. An online member update page is ready for Christa to test, and they are working on the WNY dues payment on PayPal page.

Audit Committee: Susan Nixon

Susan and Ann have begun the audit. They have asked Christa for more detail on deposits, but everything looks good so far.

Government Committee: Julia O'Brien & Mike Ross

There was no Government Committee report.

General Discussion

Julie is working on obtaining a credit card for the Association. The understanding had been that a credit card needs to be linked to a person, but Julie has found that may not be the case. With an EIN number and proper documentation, the Association should be able to obtain a credit card.

The President letter to the membership explaining the priorities for the coming year did not go out in January, but a letter will be sent to Carol within the next day or two to go out via email.

Rich said in the past Christa requested a sub-committee to back her up, but the discussion never lead anywhere. With her busy schedule, now would be a good time to let her get some help.

Instead of a general mailing soliciting committee involvement, perhaps a mailing highlighting specific committees in need of members should be sent out. The Awards Committee should be ready to solicit members next month, and that timeline should work for the External Development Committee as well.

A motion was made by Rich to adjourn the meeting. Motion was seconded by Susan. Motion carried unanimously.

The meeting adjourned at 2:58 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. Christa will send membership dues to GISMO.
4. Rich will send Carol Sam Wear's presentation for posting to the YouTube site.
5. Christa will finalize the Annual Meeting Minutes and send to Carol for posting/distribution.
6. The Audit Committee will submit a report to the Board.

7. The Legislative Committee should get its mission/website update to Alan and/or Carol.
 8. Christa will purchase the golf gift.
 9. Carol will finalize and post “Bruce’s thoughts” blog.
 10. 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.
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11. Christa will pay the website domain renewal for nysgeocon (from the task list for March).
 12. Julie will identify an Awards Committee chair.
 13. All board members and committee chairs should get responses on the Marketing Plan to Susan within the next two weeks.
 14. Christa will send Welch-Allyn Lodge contract to Julie to sign and return with deposit.
 15. Mickey will create a tentative webinar schedule.
 16. Julie will obtain an Association credit card.
 17. Julie will send Carol the priorities for the coming year letter for email distribution.