

Date: Monday, April 21, 2014

Subject: Board of Directors Teleconference

Board Members Present: Alan Leidner, Susan Nixson, Julia O'Brien, Rich Quodomine, Julie Tolar, Carol Zollweg

Committee Chairs and Officers Present: Michelle Debyah, Christa Hay, Ben Houston, Bill Johnson, Razy Kased, Andy Mendola, Bruce Oswald, Mike Ross

Not Present: Mickey Dietrich, Joe Jones, Kate Kiyanitsa, Verne LaClair

Minutes: The teleconference meeting began at 10:33 AM.

Secretary's Report: Michelle Debyah, Secretary

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

The only item on the task list for April was to hold webinars. Items on the task list for May are file tax returns and renew Survey Monkey.

Treasurer's Report: Christa Hay, Treasurer

The Treasurer's Report dated April 20, 2014 was reviewed. The current balance is \$23,669.06. Expenses since the last report include Turning Stone gift card and domain renewals. There has been \$548.51 in income from membership dues, and \$1,944.10 from NYGeoCon 2013. The year-end balance after all anticipated expenses, except Summit expenses, is \$22,026.82. A motion was made by Alan to approve the Treasurer's Report. Motion was seconded by Rich. Motion carried unanimously.

President's Statements

Starting next month, Julie is going to try having committee chairs call in at 11:00 AM in an effort to take up less of their time.

Alan attended the GAC Meeting on April 3rd. They are establishing a new governance structure with elected officers. Alan gave a presentation promoting the Association. OGS presented on procurement, leading to a discussion of the need for a GIS consulting contact. Alan wrote a letter of support to OGS on behalf of GAC and the Association. The next GAC meeting is scheduled for June 12th and will focus on a statewide parcel layer and open data.

Julie has not purchased the raffle prizes yet. The reception speaker, Connie Brown, has offered a print at cost. Depending on the cost, the prizes may be the print and an iPad Mini.

Julie proposed that the seven board members be the only ones ineligible for raffle prizes. There was a concern that it could look bad if anyone active in running the Association or Summit won, but it doesn't seem right to punish people who have volunteered their time to the Association. It was decided that board members and committee chairs will not be eligible, but committee members will be.

Alan has been working with LIGIS to finalize the MOU. A motion was made by Alan for Julie to sign the LIGIS MOU. Motion was seconded by Carol. Motion carried unanimously.

Susan sent out the Marketing Plan and SWOT Analysis. In summary, the SWOT revealed that the Association has solid leadership and dedicated people, but a small number of people are doing too much. Instead of less doing more, we need more doing less. There is a concern we have spread ourselves too thin with too many committees trying to do too many things. We need to keep focus of our goals and ask how everything we do points to our overall mission. There will be more discussion of the SWOT Analysis at the May meeting. The President will be the steward of the Marketing Plan with support from the outgoing and incoming Presidents. The next step will be to identify action items from the Marketing Plan, beginning with business sponsorship. A motion was made by Julia to accept the Marketing Plan. Motion was seconded by Alan. Motion carried unanimously.

Awards Committee: Ben Houston

The Awards Committee has not yet met, but does intend to have a 2014 Awards Plan to the Board for review and approval next month. They have members from the Membership and GeoSpatial Summit Committees, and Julie and Alan will participate as well. Bruce will see if anyone from the NYGeoCon Committee has an interest in joining. Once the committee is fully formed, Ben will send Carol a list for website and database updates.

Communications Committee: Carol Zollweg

The website has been steady with posts and featured items. The regional groups have been notifying Carol of upcoming meetings, and the NYS GeoSpatial Summit site has been active. Carol provided the following stats:

Facebook: 286 Likes, 6 Talking About This
LinkedIn: 186 Members
Twitter: 1,394 Tweets, 830 Following, 1,628 Followers

NYGeoCon 2013/2015 Committee: Verne LaClair & Bruce Oswald

The committee has agreed to terms of a contract with Delaney Meeting and Event Management for 2015. The fee is slightly higher, but they have asked Delaney to do more, including handling much of the finances with review by the Treasurer. Bruce has reviewed the contract several times, and Alan, Susan, and Julie have reviewed it as well. Once the committee receives the final contract, they will send it to Julie to sign. A motion was made by Susan to approve the signing of the contract with Delaney Meeting and Event Management. Motion was seconded by Alan. Motion carried unanimously.

Education Committee: Andy Mendola

Ann has stepped down as co-chair of the Education Committee. At the next committee meeting Andy will ask if anyone would like to co-chair. Andy contacted Vincent DiNoto, Director of GeoTech Center, who has agreed to present a webinar in August or September.

External Development Committee: Rich Quodomine

Rich and Alan have finalized a Mission Statement which addresses sponsorship development, organizational development, education development, and support of other committees in reaching out to new venues and developing contacts.

Government Committee: Julia O'Brien & Mike Ross

Mike has talked with Bill Johnson on changes at the state level, and has started putting together information on local government job requirements for GIS job titles. Alan mentioned Mike's position on GAC will be helpful, and may lead to contacts high up in personnel in NYS.

Legislative Committee: Joe Jones

There was no Legislative Committee report.

Membership Committee: Razy Kased

Membership currently stands at 588, hopefully on the way to the goal of 750 this year. However, the membership year is coming to end in June, so efforts will soon be underway to encourage renewal.

There have been 100 responses to the professional development survey sent out last week. The top fields indicated were environmental services, emergency management, urban planning, and transportation. 91% said they would become a member of a group organized around a field, and 40% would be willing to take a leadership role. 35% indicated they are not a member of a regional group. Rich said affinity groups help shrink a large organization to a personnel level, and suggested giving them the chance to meet at NYGeoCon.

Razy asked for input regarding past experience reaching out to academic departments and student associations. Andy will bring it up at the next Education Committee meeting. Efforts should be made at sustainable membership and not just temporary spikes. Razy believes membership in a student association does imply sustainable interest. Carol mentioned that when getting groups to join, it is important to get individual contact information.

Professional Development Committee: Mickey Dietrich

Julie said Mickey has recommended Click Webinar over WebEx. He has found it easier to use, and the price was about the same. Mickey had a better support experience with Click Webinar, and it does not require a download for attendees. A motion was made by Alan to purchase an annual subscription to Click Webinar. Motion was seconded by Julia. Motion carried unanimously.

Regional Coordination Committee: Alan Leidner

Alan expressed his appreciation of Jake's efforts to promote Association membership at Western NY GIS User Group meetings. The Regional Resource Guide went out to all regional POC's. Alan has several upcoming events where he will promote membership, including a conference call with the regions on May 1st, a GISMO meeting on May 2nd, a Westchester meeting on May 15th, and a LIGIS meeting on May 22nd. Julie will also mention at the GIS/SIG June Program Meeting.

GeoSpatial Summit 2014 Committee: Bill Johnson

Bill reports that the Summit is coming together nicely. All the speaker slots are filled with quality speakers. The committee is ready to focus on getting online registration setup, and then obtaining

sponsors. The committee is now meeting every other week. Alan will get some screen grabs off the Summit website to add to his many upcoming presentations.

General Discussion

Julie forwarded Bruce's thank you for the gift card. Julie, Alan and Susan intend to hire a couple student interns to help with advocacy efforts. They think it's too late to identify summer interns and will wait until the fall. The intent is to find interns from institutions that are academic sponsors or with active committee members.

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

The meeting adjourned at 12:05 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. 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.
4. Mickey will create a tentative webinar schedule.
5. Christa will obtain an Association credit or debit card.
6. Julie will purchase two or three raffle prizes for the Summit.
7. Christa will obtain software to document all income and expenditures.
8. Susan will develop an audit workflow so future audit committees understand expectations.
9. Christa will file tax returns (from the task list for May).
10. Christa will renew Survey Monkey (from the task list for May).
11. Alan will send the LIGIS MOU to Julie to sign.
12. The Awards Committee will submit a 2014 Awards Plan to the Board for review.
13. Ben will send Carol a list of Awards Committee members for website and database updates.
14. Bruce will send the Delaney Meeting and Event Management contract to Julie to sign.
15. Andy will see if any Education Committee members would like to co-chair.
16. Mickey and/or Christa will purchase an annual subscription to Click Webinar.

NYS GIS Association, Inc.

April 2014

Treasurer Report

Christa Hay

As of April 20, 2014 there is \$23,669.06 in the bank account. I will be speaking to the bank manager again to get the paperwork going for a credit card. I have been informed it's a lengthy process. I will find out how secure a debit card really is for online purchases since that is the main purpose for obtaining a credit card

Expenses (since last report):

Turning Stone Golf Gift Card (\$378.22) reimbursed to Christa Hay
Domain renewals (\$46.68) NYGEOCON.org, NYGEOCON.com reimbursed to Verne LaClair

Income:

Membership \$548.51

2013 Conference from DMEM \$1944.10

Balance: **\$25,783.45** [includes checks not cleared* and membership]

Upcoming 2014 general expenses (approx.):

Office Expenses (\$75.00)
Meeting Costs (\$150.00)
Travel expenses (\$500.00)
Accounting Software (\$275.00) onetime cost
Communication Committee (\$300) domains, site hosting (\$121.63 remaining in budget)
(\$240) site speed improvement project
(\$50) new conference theme
(\$850) video equipment for conferences
NYS GIS Summit (\$45,000) – place holder
D&O Insurance (\$800.00)
Printing Costs (\$200) I have not heard a number yet but wanted something on the line
WebEx (\$495) \$99 per month

Balance (EOY-approx.): **\$22,026.82** [does not include Summit or GISMO/WNYSGIS]

** GISMO members from previous years have been extended for the 2012 membership year. Those funds have been absorbed. This includes members starting 7/1/2012.

*** WNYGIS started dual memberships March 2014