

NYS GIS Association Membership Committee Meeting Draft Minutes

Monday, April 29th, 2013 • 2:00-2:45 pm

Attendance:

Razy Kased, Chair
Carol Zollweg
Sheri Norton
Deborah Parker
Katherine Barnes
Julie Tolar: NYS GISA President-Elect, RGRTA

Agenda items: (old items)

1) Opening Remarks

- Julie will be sworn in this fall. Currently responsible for recruitment at Regional group meetings, she will serve as liaison between those groups and this committee.

2) Welcome page/packet for new & renewing members

- (Welcome email has been revised.)
- This committee's job: develop creative strategies to attract new members, get them involved, retain current members, and keep them connected. Staged contact/outreach over time?
- Carol just posted the draft *Welcome* page under Member Area: please review & send comments.

3) Creating opportunities for new/current member involvement

- Email members to encourage volunteering with committees.
- At registration process, checkbox for indicating interest in volunteering opportunities, committees? Good for resumes, for networking. Don't just list committees, but describe what they do.
- Materials for local meetings (such as Westchester's May 16 User Group – Verne LaClair is sending a poster about the fall Conference). Conference Committee is finalizing a tri-fold brochure; also have a double-sided letter-sized info page. Distribution logistics: storage of one-of-a-kind & non-print materials. Christa may have sent Bruce the table cloth, banner, pens, post-its. Publish PDF's online for anyone to print & distribute? Or protocols to request prints on high-quality paper to be mailed: who to contact, advance notice required, reimbursement?

4) Survey of current members (Reason for joining NYSGISA)

- (Old Surveys to be analyzed and prepared for display on website)
- Use feedback from current members to recruit & retain.
- Careful about timing of survey relative to 'please renew' message near year-end 6/30.

5) Recruitment packet strategy

- (Razy contacted the 4 committee persons Alan named at March meeting. Drafting tailored recruitment (next couple weeks) for various sectors.)
- Bruce has a PPT.

6) Open Discussion & Questions

- People seem to be having trouble paying membership dues: some with no paypal account, some major credit cards refused, etc. OK to mail checks to the P.O. Box. Christa would handle.
- Hardcopy form to join does need to be converted to an online profile. Christa has been handling this.
- Reduce the hassle factor. (DP: [missed some discussion here](#))

7) Point of Contact for New members

- Razy has volunteered to be so designated & is 'hoping to be barraged'.
- Committee approved.

8) Approval of Past Minutes

- Draft minutes from 2013 March 25th and April 8th emailed before this meeting
- Approved including any edits as to spelling or other missing details.

9) Schedule Next Meeting

- Monday, May 20th, 2pm

10) Adjourned at 2:45