

Date: Thursday, September 19, 2024

Subject: Board of Directors Meeting

Board Members Present: Dawn F. McCall, Mary Susan Knauss, Heather Ferrero, Greg Andersen, Amanda Cruz, Jeff Herter, Ana Hiraldo-Gomez, Karyn Tareen

Committee Chairs and Officers Present: Melissa Albino Hegeman, Binod Shah, Michelle Debyah, Matthew Solo, Adam Purucker

Not Present: Catherine DuBreck

Minutes: The meeting began at 10:05 AM.

Secretary's Report: Michelle Debyah, Secretary

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

The items on the task list for September are to:

- Send reminder to Committee Chairs ahead of Committee Call to encourage attendance or send a report in advance (President)
- Annual reminder to Board Members, Committee Chairs, and Officers (especially departing) to transfer ownership of files and folders on Google Drive to the Association (Secretary)
- Renew General Liability insurance (Treasurer)
- Submit Annual Report for the Annual Meeting presentation (Committee Chairs)
- Request volunteers to take photographs at the GeoSpatial Summit (Communications)
- Back up all websites to Google Workspace or external drive (Communications)
- NYGeoCon and GeoSpatial Summit Committee Chairs will update and coordinate the master exhibitor and sponsor list (NYGeoCon and GeoSpatial Summit)

The items on the task list for the Annual Meeting are to:

- Bring Association sign to the GeoSpatial Summit and hand off to incoming President (President)
- Acknowledge departing Board Members, Committee Chairs, and Officers (as President at Annual Meeting) (President)
- Take Association sign from the GeoSpatial Summit as incoming President (President-Elect)
- Get Annual Treasurer's Report approved (Treasurer)
- Provide award winner information to Communications Committee for website (Awards)
- Conduct election (Nominating)

The items on the task list for October are to:

- Set Board Meeting schedule (currently Third Thursday of every month from 10:00 AM to 11:00 AM) (President)

- Set Committee Call schedule (currently Second Wednesday of every three months from 11:00 AM to 12:00 PM – Quarterly in March, June, September, and December) (President)
- Appoint Secretary, Treasurer, and Information Technology Officer (ITO) (President)
- Appoint Committees and Committee Chairs (President)
- Write "President's Message" (President)
- Develop Association priorities for the year (President)
- Send letter of appreciation to Committee Members (Past-President)
- Confirm Secretary, Treasurer, and Information Technology Officer (ITO) (Board)
- Confirm Committees and Committee Chairs (Board)
- Sign and return Annual Statement (Board)
- Consider Western NY GIS Users Group GIS Day sponsorship (previously \$200.00) (Board)
- Submit photo and information for website (New Board Members)
- Update roster of Board Members and Committee Chairs (Secretary)
- Send welcome information to new Board Members, Committee Chairs, and Officers (Secretary)
- Add new Board Members, Committee Chairs, and Officers to Board Meeting and Committee Call meeting invites (Secretary)
- Send updated roster to Communications to update Board of Directors page on the website, and ITO to update access to Google Drive (Secretary)
- Distribute Annual Statements (Secretary)
- Make Annual Meeting Minutes available for 30-day member review period (Secretary)
- Renew website domain nysgis.org - GoDaddy (auto) (Treasurer)
- Renew website domain nysgis.net - HostMonster (auto) (Treasurer)
- Review and confirm roster on website (Committee Chairs)
- Submit budget requests for upcoming year to Treasurer in November for approval at December Board of Directors meeting (Committee Chairs)

The current membership count is 440. That is 31 above where we were at a similar time last year, and about 30 above the year before.

Annual reminder to Board Members, Committee Chairs, and Officers (especially departing) to transfer ownership of files and folders on Google Drive to the Association. When a file or folder is uploaded to the Association Google Drive, the file is owned by and storage is counted against the person who uploaded the file, not the owner of the shared folder: <https://support.google.com/drive/answer/7166529>. To free from their storage and protect future accessibility, owners are invited to transfer ownership of files and folders to the Association: <https://support.google.com/drive/answer/2494892>. Folders can be selected and transferred once, but owner will still need to go into each folder and select all the files and transfer them.

Treasurer's Report: Matthew Solo, Treasurer

The Treasurer's Report dated September 19, 2024 was reviewed. The current balance is \$65,596.72. Expenses since the last report include TablePress Pro, Sherwood Inn, WNY reimbursement, Google Suite, and Vistaprint. There were Summit deposits of \$390.00 by check, and \$12,186.52 in Stripe transfers. There has been \$665.07 in income from membership dues. There were 41 subscriptions this period. There is \$5,465.60 in membership money being held for GISMO, and \$2,045.68 for WNY.

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

Information Technology Officer (ITO) Report: Adam Purucker, ITO

Google Workspace was upgraded to Business Standard. Adam will help with the transition to Melissa.

Membership Committee Request

1. We need at least 150 copies (A4 size) of the Membership Drive final flyer on the NYS GeoSpatial Summit Day.
2. We want board members to approve distributing these flyers along with the Summit agenda to each participant.
3. We want two flex prints of the flyer (appropriate size) to hang inside and outside the Summit.
4. **We request a five-minute slide presentation time (during the first half of the Summit) to discuss the membership drive 2024.**
5. We request the Communication Committee (through the board committee) to share the flyer of Membership Drive every month through the Association's social media platforms and email the flyer to existing members after the GeoSpatial Summit (possibly on the first week of October). Our slogan for the membership drive is: ...bring a friend to the Association).

A motion was made by Jeff to approve up to \$100.00 for Membership Committee printing costs. Motion was seconded by Mary Susan. Motion carried unanimously.

GeoSpatial Summit 2024

GeoSpatial Summit 2024 is Monday and Tuesday, September 23-24, 2024 at The Lodge. Mary Susan said the Summit is doing well. They just broke 100 attendees, and they know ITS will be registering five or six more people. They are working on coverage at the registration table. Mary Susan will be printing badges this weekend, Dawn will be bringing GISP ribbons.

Summit expenses have been met, but registration fees won't cover operating expenses for the year. However, sponsor fees are doing better than expected.

Mary Susan asked for speaker gift ideas. Jeff said one suggestion was a bottle of Finger Lakes wine, but some people might not drink alcohol. Mary Susan has five Association canvas bags as an alternative.

NYGeoCon 2025

NYGeoCon 2025 is Wednesday through Friday, October 8-10, 2025 in Lake Placid. Karyn reviewed the Delaney contract. Karyn saved a couple thousand dollars from the original draft by taking on a few marketing tasks, call for speakers, and abstracts. Delaney supports running much of the conference, including food, rooms, AV, and managing exhibitors. Volunteers will moderate and provide speaker support. Karyn is anxious to get the contract signed so they can finalize an exhibitor prospectus.

A motion was made by Karyn to approve the contract with Delaney. Motion was seconded by Jeff. Motion carried unanimously.

The pen and post-it note order went a little over the \$1,000.00 approval. A motion was made by Karyn to increase marketing spending to \$1,060.30. Motion was seconded by Greg. Motion carried unanimously.

Once they have the exhibitor details, Karyn will send an email as first contact with potential exhibitors, then would like to mail a postcard as second contact. She was going to request \$100.00 for postcard printing and postage but was not sure if that would be enough. Mary Susan suggested \$500.00 so Karyn did not have to keep coming back for approvals for additional spending on small marketing items.

A motion was made by Mary Susan for additional NYGeoCon marketing spending up to \$500.00. Motion was seconded by Greg. Motion carried unanimously.

Karyn will be at the Summit. She will split her time between GeoCove and Association coverage, especially at registration to promote NYGeoCon exhibiting next year.

President Reports

Dawn has written the President's message and sent to Caitlian for the website. She is almost done with the Annual Meeting slide show. Communications is working on the membership database upgrade.

Dawn would like to propose comping Board Member conference registration. Michelle pointed out that comping nine Board Members (twelve if Officers are included), and eight to ten host committee members at an average of \$200.00 would result in losing \$3,400.00 to \$4,400.00 per conference. That could be the difference between a conference being in the red or the black.

Karyn suggested if your employer is not paying for registration, the Association could grant a "scholarship" to attend. Melissa said State employees can use it as a continuing education day and get the registration fee reimbursed by NYSPEC. Other suggestions included a discount or sliding scale based on need, or Board Members automatically getting the early-bird registration rate (with a discount code after the deadline). Greg said at the State they cannot get approvals quick enough to register in time to use the early-bird rate. Mary Susan asked if NYGeoCon (or Karyn) could propose language. Karyn will try to come up with something and send Mary Susan an email.

Heather said GIS/SIG will host a program on October 22, 2024, by Dr. Joseph Marto from the DEC on the Rochester Case Study of the Phase 1 Statewide Community Air Monitoring (CAM) Initiative.

Mary Susan said serving on the Board has been a wonderful experience, as has been serving as the Association's representative to the NYS Geospatial Advisory Council (GAC), which Dawn will take over. She is pleased that the GAC governance document has been amended to include an ex-officio member from NYSAPLS, and that the time of a contemptuous relationship between GIS and Surveyors is over, and they are excited to work together to improve digital access to public records.

Board Member Reports

Greg said Caitlin did great work on the Association t-shirts.

Amanda said Esri held a workshop on storytelling, something that used to be limited to their employees. She said it was useful, and good for getting the community together.

Jeff said they are still looking for organizations to endorse the Kid's Map Venture before the press release. They are also working on dashboard updates and the first premium initiative for a project in their office.

Karyn realized this is her last Board Meeting. She said it has been fun, and she will be in touch as NYGeoCon Committee Chair.

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

The meeting adjourned at 11:07 AM.

Action Item List

1. Mary Susan will continue to work with the accountant regarding the tax forms.
2. Mary Susan will research 501(c) and potentially becoming tax exempt.
3. Matt will file tax returns.
4. Mary Susan will make a plan to transfer bank card and signature authority to President-Elect.
5. Matt will renew General Liability insurance.
6. (Greg) Communications will back up all websites to Google Workspace or external drive.
7. NYGeoCon and GeoSpatial Summit Committee Chairs will update and coordinate the master exhibitor and sponsor list.
8. Mary Susan will bring Association signs to the Summit and hand off to incoming President.
9. Dawn will acknowledge departing Board Members, Committee Chairs, and Officers as President at Annual Meeting.
10. Heather will take Association sign from the GeoSpatial Summit as incoming President.
11. Matt will get Annual Treasurer's Report approved at Annual Meeting.
12. Awards will provide award winner information to Communications Committee for website.
13. Heather will set Board Meeting schedule (currently Third Thursday of every month from 10:00 AM to 11:00 AM).
14. Heather will set Committee Call schedule (currently Second Wednesday of every three months from 11:00 AM to 12:00 PM – Quarterly in March, June, September, and December).
15. Heather will appoint and the Board will confirm Secretary, Treasurer, and Information Technology Officer (ITO).
16. Heather will appoint and the Board will confirm Committees and Committee Chairs.
17. Heather will write "President's Message".
18. Heather will develop Association priorities for the year.
19. Dawn will send letter of appreciation to Committee Members.
20. Board Members will sign and return Annual Statement.
21. The Board will consider Western NY GIS Users Group GIS Day sponsorship (previously \$200.00).
22. New Board Members will submit photo and information for website.
23. Michelle will update roster of Board Members and Committee Chairs.
24. Michelle will send welcome information to new Board Members, Committee Chairs, and Officers.
25. Michelle will add new Board Members, Committee Chairs, and Officers to Board Meeting and Committee Call meeting invites.
26. Michelle will send updated roster to Communications to update Board of Directors page on the website, and ITO to update access to Google Drive.
27. Michelle will distribute Annual Statements.
28. Michelle will make Annual Meeting Minutes available for 30-day member review period.
29. Matt will renew website domain nysgis.org - GoDaddy (auto).
30. Matt will renew website domain nysgis.net - HostMonster (auto).
31. Committee Chairs will review and confirm roster on website.
32. Committee Chairs will submit budget requests for upcoming year to Treasurer in November for approval at December Board of Directors meeting.

NYS GIS Association
September 19, 2024
Treasurer's Report 8/13/2024-9/18/2024

Summary

- A payment of \$349 was made to Freemius for TablePress Pro.
- A total of \$2,126.80 was made to Sherwood Inn.
- Jim Jones received a \$61.18 reimbursement for a WNY summer event.
- I deposited two checks totaling \$390 from Colliers Engineering and Design.
- A payment of \$50.16 was made to Google Suite.
- A payment of \$1,008.91 was made to Vistaprint.
- A total of \$12,186.52 was received in Stripe transfer payments.
- Reimbursement request from Karyn Tareen needs approval.
- There were 41 new subscriptions this period.

Bank Balances

Date	Description	NYS GIS	GISMO	WNY	Account Balance
08/13/2024	Beginning Bank Balances	\$48,257.60	\$5,380.96	\$2,097.54	\$55,951.18
08/16/2024	Freemius	-\$349.00	\$0.00	\$0.00	-\$349.00
08/27/2024	Sherwood Inn	-\$1,313.40	\$0.00	\$0.00	-\$1,313.40
08/28/2024	Jim Jones-Check	\$0.00	\$0.00	-\$61.18	-\$61.18
09/03/2024	Colliers-Checks	\$390.00	\$0.00	\$0.00	\$390.00
09/03/2024	Google Suite	-\$50.16	\$0.00	\$0.00	-\$50.16
09/09/2024	Sherwood Inn	-\$813.40	\$0.00	\$0.00	-\$813.40
09/12/2024	Vistaprint	-\$1,008.91	\$0.00	\$0.00	-\$1,008.91
08/14/2024 - 09/18/2024	Stripe Transfers	\$12,186.52	\$0.00	\$0.00	\$12,186.52
	Ending Bank Balances	\$57,299.25	\$5,380.96	\$2,036.36	\$64,931.65
	PayPal Transfer (In Transit)	\$571.10	\$84.65	\$9.33	\$665.07
9/18/2024	Checkbook Balances	\$57,870.35	\$5,465.60	\$2,045.68	\$65,596.72

Membership Summary – 8/13/2024-9/18/2024

Subscriptions	Gross	PayPal Fees	Net
41	\$710.00	-\$44.93	\$665.07
Subs. Period	NYS GIS	GISMO	WNY
5 Year	5	0	0
2 Year	0	0	0
1 Year	36	9	2