

Date: Thursday, October 17, 2024

Subject: Board of Directors Meeting

Board Members Present: Heather Ferrero, Dawn F. McCall, Catherine DuBreck, Greg Andersen, Casey Dunne, Jeff Herter, Ana Hiraldo-Gomez, Ryan Mayr

Committee Chairs and Officers Present: Mary Suan Knauss, Michelle Debyah, Melissa Albino Hegeman

Not Present: Amanda Cruz, Matthew Solo

Minutes: The meeting began at 10:08 AM.

Board Appointments: Heather Ferrero, President

Heather welcomed new Board Members Casey and Ryan, and Melissa as ITO.

Heather appointed Ryan Mayr to complete Catherine's vacated Board of Director term expiring in 2025. Ryan will then be eligible to serve three consecutive elected terms as Director. A motion was made by Ana to confirm Ryan as Director as appointed by Heather. Motion was seconded by Dawn. Motion carried unanimously.

Heather appointed Michelle Debyah as Secretary, Matthew Solo as Treasurer, and Melissa Albino Hegeman as Information Technology Officer (ITO). A motion was made by Jeff to confirm the Secretary, Treasurer, and ITO as appointed by Heather. Motion was seconded by Dawn. Motion carried unanimously.

Heather identified the following Committees and Committee Chairs for 2025:

- Awards Committee – Steven Russell Jr.
- Communications Committee – Max Villanueva, Caitlin Jessop-Humphris
- Educators Committee – Paula Lazrus
- GeoSpatial Summit Committee – Jeff Herter
- Legislative Committee – Dawn F. McCall
- Membership Committee – Binod Shah
- NYGeoCon Committee – Karyn Tareen
- Professional Development Committee – Melissa Albino Hegeman
- Regional Coordination Committee – Dawn F. McCall, Adam Purucker

A motion was made by Greg to confirm the Committees and Committee Chairs as appointed by Heather. Motion was seconded by Ana. Motion carried unanimously.

Secretary's Report: Michelle Debyah, Secretary

A motion was made by Greg to approve the revised minutes from the September Board of Directors meeting. Motion was seconded by Jeff. Motion carried unanimously.

The draft Annual Meeting Minutes have been sent to Communications to be posted to the website for the 30-day member review period before being approved by the Board.

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 with Communications Committee (Committee Chairs)
- Submit budget requests for upcoming year to Treasurer in November for budget review at December Board of Directors meeting (Committee Chairs)

The items on the task list for November are to:

- Collect signed Annual Statements (Secretary)
- Get Annual Meeting Minutes approved after 30-day member review period (Secretary)
- Confirm Board Members, Committee Chairs, and Officers (especially departing) have transferred ownership of files and folders on Google Drive to the Association (ITO)
- Update Board Member and Committee Chair access to Google Drive (ITO)
- Review content of Committee page on website (Committee Chairs)
- Submit budget requests for upcoming year to Treasurer in November for budget review at December Board of Directors meeting (Committee Chairs)
- Update Board and Committee rosters on website (Communications)

The current membership count is 461. That is 34 above where we were at a similar time last year, and about 26 above the year before.

Treasurer's Report: Matthew Solo, Treasurer

A motion was made by Jeff to ratify the decision approving the Annual Treasurer's Report during the Annual Meeting. Motion was seconded by Greg. Motion carried unanimously.

The Treasurer's Report dated October 13, 2024, was reviewed. The current balance is \$59,579.15. Expenses since the last report include Summit reimbursements and Lodge payments, Amtrust general liability insurance, and Google Suite. There were Summit deposits of \$3,364.46 in Stripe transfers. There has been \$708.47 in income from membership dues. There were 38 subscriptions this period. There is \$5,559.65 in membership money being held for GISMO, and \$2,078.97 for WNY.

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

Information Technology Officer (ITO) Report: Melissa Albino Hegeman, ITO

Melissa has logged in to Google Workspace and started to familiarize herself with the account.

Membership Committee Request

- Give access to the Membership Chair to all the social media networks so we can post the membership information occasionally.
- Approve at least one new member registration fee completely free for NYGeoCon 2025 and a few consolation prizes (we will think about it later and look for sponsorship). We will use it as an advertisement to attract new members. We will select the awardee from the new members list between July 1, 2024, and June 30, 2025. Hopefully, it will attract some people to join the Association.
- We want to add three new members to the Membership Committee. Their names should be updated on the website. They are as follows:
 1. Arjen Bijl, City of Ithaca
 2. James O'Hara, Colliers Engineering & Design
 3. Taposh Mollick, SUNY ESF, Syracuse

If anybody else from your network is interested in the membership committee, please let us know!

Communications should be distributed by the Communications Committee per the Communication Policy.

All liked the idea of offering an incentive to attract new members, but there was much discussion on what the incentive should be. Perhaps instead of a full registration, they would be able to lock in the early registration fee. A free registration might not be much benefit to the member if their employer pays the registration fee, or if they are not able to travel to the conference. It might be more beneficial to students, but they may not be able to afford travel and lodging. Something the member gets, like a t-shirt or USB drive, might be more enticing. A question was raised about how to define a new member, what if they had been a member but had lapsed for a couple years?

The list of new committee members should be sent to the Communications Committee to update the website.

GeoSpatial Summit 2024

Mary Susan said it was challenging to merge the worksheet of budget estimates with the final numbers from the registration software. There were 100 paid attendees and 23 comp registrations, including

speakers, committee members, and sponsors (though technically sponsors are paid in a different category). Jeff said total revenue was \$28,620.00, less expenses of \$14,378.00, resulting in a net profit of \$14,242.00. That may adjust slightly as a few reimbursements might still come in.

Jeff said Bill set up a survey that received 22 responses. The feedback was good, 20 said the Summit was good or great, two said average, and no one chose acceptable or poor. All respondents said they would consider attending the Summit again. Reviews were positive on the venue, location, food, and speaker topics. Twenty respondents thought the Summit was a good value, and 20 said the format of a one-day conference with evening reception was worth attending. There were mixed responses on combining the conference with the Summit.

NYGeoCon 2025

NYGeoCon 2025 is Wednesday through Friday, October 8-10, 2025, in Lake Placid.

Karyn is hoping to get final numbers for exhibitors done in the next week and get invites ready to go out by end of month, along with website updates.

Cattyann is working on getting the NYGeoCon site setup for Karyn and Sheri. She has run into “disk full” issues, site limits on our hosting plan, and a memory leak with a plugin. Some of the older conference sites might need to be taken down and archived to html, which she said is good for security and other reasons. We might need to purchase a plugin to archive the older sites, and/or consider upgrading our hosting plan. She is working on fixing the memory leak on the main site and testing a plugin for converting sites to html.

Greg said there is a lawsuit and countersuit between WordPress and WP Engine resulting in some plugins not communicating with servers, and that could be adding to the complications.

A motion was made by Dawn to allow Cattyann to spend up to \$2,000.00 to fix the problem and move the website forward. Motion was seconded by Catherine. Motion carried unanimously.

President Reports

Heather set the Board Meeting schedule to remain the third Thursday of every month from 10:00 AM to 11:00 AM.

Heather changed the Committee Call schedule to the second Thursday of every three months from 12:00 PM to 1:00 PM (quarterly in March, June, September, and December).

Western NY GIS Users Group requested the Association sponsor their GIS Day event. In the past, the Association has annually sponsored this event at \$200.00.

A motion was made by Dawn to sponsor the Western NY GIS Users Group GIS Day event for \$200.00. Motion was seconded by Greg. Motion carried unanimously.

Review of the general liability insurance was tabled until November.

Dawn shared Karyn’s proposed wording for Board Member registration sponsorship:

Board Members will be offered one complimentary NYS GIS Association annual conference registration per year, should the cost of the conference not be covered by the Board Member's employer. It will be the responsibility of the Board Member to notify the conference chair that

they will require this sponsorship. The NYS GIS Association will only cover the registration fee, and will not cover lodging, travel, and other expenses.

Discussion on the potential language was tabled until November.

Dawn said the Legislative Committee had a good meeting with NYSAPLS before the Summit. They are planning another meeting in January right before the NYSAPLS Conference.

Board Member Reports

Greg said the Communications Committee was not familiar with what they should provide for their budget. Michelle will see if she can find past examples.

Ryan said he is excited to be joining the Board.

A motion was made by Greg to adjourn the meeting. Motion was seconded by Catherine. Motion carried unanimously.

The meeting adjourned at 11:14 AM.

Action Item List

1. (Dawn) Mary Susan will continue to work with the accountant regarding the tax forms.
2. (Dawn) 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. (Greg) Communications will back up all websites to Google Workspace or external drive.
6. NYGeoCon and GeoSpatial Summit Committee Chairs will update and coordinate the master exhibitor and sponsor list.
7. Awards will provide award winner information to Communications Committee for website.
8. Heather will write "President's Message".
9. Heather will develop Association priorities for the year.
10. Dawn will send letter of appreciation to Committee Members.
11. Board Members will sign and return Annual Statement.
12. New Board Members will submit photo and information for website.
13. Michelle will update roster of Board Members and Committee Chairs.
14. Michelle will send updated roster to Communications to update Board of Directors page on the website, and ITO to update access to Google Drive.
15. Michelle will distribute Annual Statements.
16. Matt will renew website domain nysgis.org - GoDaddy (auto).
17. Committee Chairs will review and confirm roster on website with Communications Committee.
18. Michelle will collect signed Annual Statements.
19. Michelle will get Annual Meeting Minutes approved after 30-day member review period.
20. Melissa will confirm Board Members, Committee Chairs, and Officers (especially departing) have transferred ownership of files and folders on Google Drive to the Association.
21. Melissa will update Board Member and Committee Chair access to Google Drive.
22. Committee Chairs will review content of Committee page on website.
23. Committee Chairs will submit budget requests for upcoming year to Treasurer in November for budget review at December Board of Directors meeting.
24. Communications will update Board and Committee rosters on website.
25. Heather will contact Binod regarding the Membership Committee requests.

NYS GIS Association
October 13, 2024
Treasurer's Report 9/18/2024-10/13/2024

Summary

- A deposit of \$190 was made.
- Reimbursements for Summit travel for \$1,668.33 were made.
- The Sherwood Inn reimbursed \$229.20.
- A payment of \$64.80 was made to Google Suite.
- A payment of \$540 was made to Amtrust.
- A deposit of \$225 was made.
- A total of \$8,385.51 was made to the Lodge.
- \$76.06 was paid via Stripe.
- A total of \$3,364.46 was received in Stripe transfer payments.
- There were 38 new subscriptions this period.

Bank Balances

Date	Description	NYS GIS	GISMO	WNY	Account Balance
09/18/2024	Beginning Bank Balances	\$57,870.35	\$5,465.60	\$2,045.68	\$65,596.72
09/25/2025	DDA Deposit	\$190.00	\$0.00	\$0.00	\$190.00
09/26/2025	Reimbursement - Evan Applegate	-\$414.16	\$0.00	\$0.00	-\$414.16
09/27/2025	Reimbursement - Adena Schutzberg	-\$424.78	\$0.00	\$0.00	-\$424.78
09/30/2025	Sherwood Inn	\$229.20	\$0.00	\$0.00	\$229.20
10/01/2025	Reimbursement - Ian Muehlenhaus	-\$346.23	\$0.00	\$0.00	-\$346.23
10/02/2025	Google Suite	-\$64.80	\$0.00	\$0.00	-\$64.80
10/02/2025	Amtrust	-\$540.00	\$0.00	\$0.00	-\$540.00
10/03/2025	Reimbursement - Seyed Alemohammad	-\$483.16	\$0.00	\$0.00	-\$483.16
10/09/2025	Mobile Deposit	\$225.00	\$0.00	\$0.00	\$225.00
10/10/2025	The Lodge	-\$8,385.51	\$0.00	\$0.00	-\$8,385.51
10/13/2024	Stripe Transfers	-\$76.06	\$0.00	\$0.00	-\$76.06
10/13/2024	Stripe Transfers	\$3,364.46	\$0.00	\$0.00	\$3,364.46
	Ending Bank Balances	\$51,144.31	\$5,465.60	\$2,045.68	\$58,870.68
	PayPal Transfer (In Transit)	\$581.13	\$94.05	\$33.29	\$708.47
10/13/2024	Checkbook Balances	\$51,725.44	\$5,559.65	\$2,078.97	\$59,579.15

Membership Summary – 9/18/2024-10/13/2024

Subscriptions	Gross	PayPal Fees	Net
38	\$755.00	-\$46.53	\$708.47
Subs. Period	NYS GIS	GISMO	WNY
5 Year	6	0	1
2 Year	0	0	0
1 Year	32	10	2