

Date: Thursday, November 21, 2019

Subject: Board of Directors Meeting

Board Members Present: Jonathan Garner, Rick Reichert, Chris Badurek, Mary Susan Knauss, Karyn Tareen

Committee Chairs and Officers Present: Michelle Debyah, Carol Zollweg

Committee Members Present: Kelly Montague

Not Present: Wai Chan, Emily A. Fogarty, Christa Hay

Minutes: The meeting began at 12:05 PM.

Secretary's Report: Michelle Debyah, Secretary

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

The draft Annual Meeting Minutes have been posted to the website for the 30-day member review period ending November 29, 2019.

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), website maintenance contract first installment (Treasurer), send membership balance to WNYGIS Users Group (Treasurer), submit plan/goals for the year for website (Committee Chairs), and submit budget requests for upcoming year to Treasurer in November for approval at the December Board of Directors meeting (Committee Chairs). The items on the task list for December are to send a "Season's Greetings" message including priorities for the year (President), appoint and confirm Audit Committee (President and Board of Directors), customarily chairs Audit Committee (President-Elect), annual Communication Policy reminder (Secretary), renew PO Box (Treasurer), submit Committee budget requests for upcoming year for Board approval (Treasurer), and backup all websites to an external drive (Communications).

Treasurer's Report: Christa Hay, Treasurer

Christa reported the current balance is \$51,595.75. She will be making the last payment of \$3,694.55 to Delaney Meeting and Event Management (DMEM) later today, and is waiting on a review of hotel costs from Leslie at DMEM to finalize the NYGeoCon budget. Estimated NYGeoCon profit is \$2,364.14. Expenses since the last report include \$122.49 and \$33,738.16 to Marriott Syracuse, and \$444.65 for awards reimbursement. There has been \$706.58 in income from membership dues. The Association holds \$3,830.19 for GISMO and \$165.00 for WNYGIS Users Group.

Christa has received a budget request for \$1,000.00 from the Awards Committee, and \$1,833.00 from the Communications Committee. She will follow up with the remaining Committees and send details before the December vote.

NYGeoCon 2019

Chris said they are planning a debriefing meeting with the Committee and Leslie from DMEM. DMEM does a great job. While it is expensive, it might be overwhelming to plan the conference without them. Chris will report after the final meeting and budget.

President Reports

Carol Zollweg and Kelly Montague from the Communications Committee shared ideas for rebranding the website. Kelly designed a new logo that combines the idea of a map pin with an apple for NYS. The logo could be used in more ways than just the header, for example, moving the apple map pin around the state to indicate location. She also recommended fresher fonts, differentiating between header and body fonts, and using open source fonts everyone could access. The design would have a spatial feel by focusing on points, lines, and polygons in bright, eye-catching colors. There would be separate brands for events that would tie into the main brand.

Chris asked if the website could also be upgraded to WordPress. Carol said it already is WordPress. They will be freshening the site by moving the most visited pages forward, making it look more modern, removing drop down menus, and making it more flexible on a variety of devices. Chris also asked about continuity if committee members change. Kelly said fonts, styles, and graphics would be saved to the google drive so everyone could access them and have the ability to edit and create new graphics. In response to a concern that Central New York had already sent out some announcements with a similar feel, Kelly said if the Association wanted to move forward she would move the Central New York look in a different direction.

With the understanding that there would be some costs over time, such as a new display sign and table coverings, Carol asked if Communications should move forward with the rebranding. The Board was enthusiastic about proceeding. Communications is planning a 2020 rollout, and the Summit could be the first showing. Carol suggested Kelly join the Summit and NYGeoCon Committees just for graphics, not taking on any other tasks. Contact Communications if you would like to participate or have any questions.

Jonathan appointed Lis DeGironimo as co-chair of the GeoSpatial Summit 2020 Committee. A motion was made by Karen to confirm Lis DeGironimo as co-chair of the GeoSpatial Summit 2020 Committee as appointed by Jonathan. Motion was seconded by Mary Susan. Motion carried unanimously.

Jonathan received a letter from the New York State Association of Professional Land Surveyors asking if we would like to participate (exhibit or sponsor) at their NYSAPLS 61st Annual Conference – January 22-24, 2020. Mary Susan will be attending the Esri Mid Atlantic User Conference in Philadelphia and will be presenting a PDH course at NYSSPE Engineer Week in February. She is considering attending the January NYSAPLS conference. She will come back to the Board with how the Association could be represented after she has some time to think about it and determine which events she will attend.

Chris is also considering the NYSAPLS Conference, and said we could be a sponsor for as little as \$150.00. Due to time constraints, he said we could discuss next month, but thinks it would be beneficial to add our logo to their program and foster professional friendliness.

Ross Baldwin contacted Rick and Carol regarding having members identify with a regional group when they join or renew membership with the Association. The Board supports adding a drop down of the regions, but those who do not identify with a region should be able to leave it blank or select none. Rick will let Ross, Carol, and Paula know the Board is in favor of adding a regional affiliation option.

Mary Susan mentioned the possibility of membership software and assistance to regional groups in the form of chapters, managing taxes, and finances. Michelle mentioned there has been a long history of membership software exploration, and it always results in maintaining our custom system.

Several Board Members were on a call with GISMO to discuss strengthening relationships, increasing collaboration with local groups, increasing membership, life span of members, membership analytics, virtual participation for upstate events, and purchasing a database of people affiliated with GIS. The cost of purchasing such a list would be between \$2,000.00 and \$4,000.00 for just NYC. There was not much support for purchasing a database, but perhaps the New York State "Who's Who" directory might be a good base. Mary Susan would be willing to reach out regarding sharing of information.

Board Member Reports

Invites for the WNYGIS Users Group's Jingle Mingle have just gone out. Karyn said their GIS Day was successful; there were good speakers, it was well attended, and included a tour of the Western New York Meals on Wheels facility.

A motion was made by Rick to adjourn the meeting. Motion was seconded by Chris. Motion carried unanimously.

The meeting adjourned at 1:16 PM.

Action Item List

1. Rick will send resolutions related to actions or policies to Communications for the website.
2. Christa will file tax returns (2016, 2017, and 2018).
3. The GeoSpatial Summit Committee will submit and the Board will accept the Summit contract(s).
4. The Professional Development Committee will decide whether to continue using ClickMeeting.
5. Jonathan will write the President's Message.
6. Jonathan will develop Association priorities for year.
7. Rick will send a letter of appreciation to Committee Members.
8. Board Members will sign Annual Statements.
9. Committee Chairs will review and confirm roster on website.
10. Communications will update Board and Committee rosters on website.
11. Communications will submit website maintenance contract for Board approval.
12. Michelle will collect signed Annual Statements.
13. Michelle will get Annual Meeting Minutes approved after 30-day member review period.
14. Christa will pay website maintenance contract first installment.
15. Christa will send membership balance to WNYGIS Users Group.
16. Committee Chairs will submit plan/goals for the year for website
17. Rick will mail the remaining award and certificates of appreciation.

18. Jonathan will send a "Season's Greetings" message including priorities for the year.
19. Jonathan will appoint and Board will confirm Audit Committee (President-Elect customarily chairs).
20. Michelle will share the annual Communication Policy reminder (Secretary).
21. Christa will renew the PO Box.
22. Christa will submit Committee budget requests for upcoming year for Board approval.
23. Communications will backup all websites to an external drive.
24. Rick will let Ross, Carol, and Paula know the Board is in favor of adding a regional affiliation option to the membership form.