

Date: Thursday, June 18, 2020

Subject: Board of Directors Meeting

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

Committee Chairs and Officers Present: Kate Kiyanitsa, Carol Zollweg, Michelle Debyah

Guests Present: Kelly Montague, Leslie Pelch

Not Present: Emily A. Fogarty, Christa Hay

Minutes: The meeting began at 12:03 PM.

Secretary's Report: Michelle Debyah, Secretary

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

The items on the task list for June are to accept NYGeoCon contract(s) 16 months prior to event date (Board), send out Annual Meeting announcement 60 days prior to event date (Board), renew ClickMeeting (auto) (Treasurer), backup all websites to an external drive (Communications), send out membership renewal reminders (Membership), and submit contract(s) 16 months prior to event date (NYGeoCon). The items on the task list for July are to prepare a list of departing Board Members, Committee Chairs, and Officers (Secretary), renew website domains nysgisa.com and nysgisa.org with GoDaddy (auto) (Treasurer), send out membership renewal reminders (Membership), and call for nominations (Nominating).

Treasurer's Report: Christa Hay, Treasurer

There was no Treasurer's Report.

ClickMeeting auto renewed two days before the Committee Call decision to cancel to consider other options. Christa requested a refund but she is not optimistic. We may be stuck with it for another year.

Conferences

Chris invited Leslie Pelch from Delaney Meeting & Event Management to discuss conferencing options, particularly virtual vs in-person. She shared their experience with two recent events. Spring NEARC was to be held in May, but was cancelled because of the pandemic. Esri offered to do their sessions as webinars. Esri coordinated the webinars, Delaney helped with announcements. Participation was good, about 800 registered and up to 400 attended at any given time.

Fall NEARC is uncertain. The hotel will not let them out of the contract, though they may have to if large gatherings are not allowed. Even if there is not a ban, the level of participation may be so low that a physical event is not practical.

The International Association for Landscape Ecology - North America (IALE - North America) was going to hold a conference of some 500 attendees in May in Toronto. They turned it into a virtual conference in two months, and had about 330 virtual participants. Many presenters had to cancel because they were working from home, their duties changed to respond to COVID-19, or because their internet connections was not good enough. They held about half of the originally planned 375 presentations, and several of them were turned into technical posters instead.

They were still able to hold some of the social events virtually. For example, student mentoring was split into two sessions (to spread out participants and accommodate time zones) where everyone came into a single Zoom meeting and the host manually put people into Zoom breakout rooms based on groups that had been pre-organized by discipline. A social mixer was held the second day by randomly assigning people to breakout rooms of 10 for a set amount of time, then everyone came back together was randomly reassigned to another room. The award ceremony was not necessarily a social event, but the host tried to keep the spirit of the awards fun with a feeling of celebrating together.

The host and program chairs chose to use iPosterSessions and Zoho Connect. iPosterSessions was used for poster sessions and technical presentations. Digital posters are built within the platform. While Leslie did have some criticisms, it is feature rich and interactive, and users liked it. Zoho Connect was used for scheduling, links to Zoom webinars, and interactive options for attendees. Zoho Connect was awkward in some ways; it was not designed as an event platform but an external network meeting. However, it is only \$100.00 a month so it only cost them \$200.00 for two months. The attendee list was uploaded to Zoho Connect and then participants could sign in to access the conference.

Leslie explained virtual event platforms are different from Zoom or GoToWebinar. Event platforms are like a website for your event that only those registered have access to, similar to an event app. They vary in price from a few hundred to thousands of dollars. Options that are more expensive give you a more immersive event with a full spectrum of features. Think of them in terms of being replacements for a physical venue. Last year the venue cost was about \$30,000.00, the platforms are generally cheaper. Attendees expect registration costs to be lower, but Leslie cautions that it still costs money to put an event together.

Rick asked what role Delaney would play in planning a virtual event. Leslie said they would offer a proposal based on what we want them to do. Will we provide the content and they just load it into an event platform, or do we need them to do more?

NYGeoCon is more than a year away. Even if a vaccine is available by then, it might be a good idea to consider a hybrid event where some attend in person and others virtually. Having lower participation and registration for a physical event changes negotiations with venues for food and beverage minimums and room guarantees. Virtual presentations would not have to be video, they could be power point and demos on computer recorded via Zoom. It also does not have to be live; recordings could be made available later.

GeoSpatial Summit 2020

The GeoSpatial Summit offered the following recommendations:

The GeoSpatial Summit Committee recommends that the GeoSpatial Summit not be held in 2020, either as an in-person or virtual event. There are simply too many uncertainties to invite

speakers. The Summit was conceived as an in-person networking event, and a virtual event would not be in keeping with the spirit or intent of the Summit.

If the Board decides to hold some type of virtual event this fall, the Summit Committee requests that it not be branded the GeoSpatial Summit, and that the Professional Development Committee be responsible.

The Summit Committee did arrange for one workshop speaker on the day prior to the Summit. Dan Martin from NOAA is scheduled to give a 2-hour CEU class on the Datum 2022 changes. Lis attended his 4-hour CEU Datum 2022 course at the NYSAPLS conference and found it of interest. Feedback from surveyors in attendance was a desire to know how it will affect their day-to-day work. Perhaps Dan could deliver a 2- or 4-hour Datum 2022 course and the Association could arrange for representatives from Esri, QGIS, and one of the GPS vendors (EOS? Trimble?) to give shorter sessions (30, 45, or 60 minutes) afterward to inform members of how the datum changes will impact their daily workflow.

Let Lis and Kate know if there is interest in pursuing an event so they can let Dan know.

The Committee suggests possibly adding the Summit to NYGeoCon in 2021. The Summit Committee would like to be involved in those discussions. The members of the Committee are passionate about the Summit and strive to keep it a high-quality event.

A virtual event in the fall would be desirable, but it will be a lot of work and not fair to just hand it over and expect Melissa and Leticia to put together a full day event. They would need some assistance. What would a virtual event look like and who would be involved? We still need to have the Annual Meeting. Awards might be a good moral boost considering the current climate. If minds have changed and awards are now desired, someone should let Ross know because the Awards Committee just met earlier this week and now they would have to regroup.

A motion was made by Mary Susan to accept the GeoSpatial Summit Committee recommendation to cancel the in-person GeoSpatial Summit for 2020, and to pursue a virtual event under a different name. Motion was seconded by Karyn. Motion carried unanimously.

There was not much support for adding the Summit to NYGeoCon in 2021. They have been separate, and what would happen the following year, would there be another Summit?

Jonathan would like to get the Professional Development and GeoSpatial Summit chairs together to see if they could collaborate on something for the fall. He thinks it would be useful to have some Board Members on the call as well. Chris said he would participate. Chris also said he would look into options for virtual poster sessions.

NYGeoCon 2021

Chris thinks a smaller in-person hybrid might be a good option for NYGeoCon. Hotels are not being good about refunding money, so he does not want to make any commitments at this time. He was encouraged by the success of the GISMO virtual event; it was smooth and well done.

Website Upgrade

Carol and Kelly presented their final design for the website upgrade. They and Cattyann worked to streamline the site with a focus on the most viewed pages. They removed the drop down menus and

created landing pages. The site is now mainly vertical with fewer sidebars to work better on smaller devices. There are links to subpages at the top (Jobs, Training, Conferences, Newsletter, Join Us, and Log In). Moving down the page are four featured items, news/blogs, subscription section, and links at the bottom to Committees, Regions, and Member Lists. The pictures for each Region comes from that region.

There did not appear to be a link to the past-recorded webinars, and it was suggested to add Board of Directors to the bottom links near Committees.

We do not have the money and resources for a full staging site that can just be swapped with the main site. The site being presented is just a framework site. Carol, Kelly, and Cattyann are planning to take the live site down the weekend of June 26 to update the site all at once. They will do the main front and top-level pages first, and then start working on ones in the footer until over time all the pages are updated.

President Reports

Rick tabled discussion of the FCC approval for Ligado to use a spectrum band adjacent to the GPS spectrum until next meeting.

Chris reminded everyone of the COVID-19 Technology & GIS Hot Wash that Frank Winters has shared is next week.

Board Member Reports

Wai wanted to remind everyone to review the COVID-19 resources page for the Association website. Consider this a last call to get changes to Ross so the page can go live.

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

The meeting adjourned at 1:20 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, 2018, and 2019).
3. The Professional Development Committee will decide whether to continue using ClickMeeting.
4. Emily will sign and Michelle will collect signed Annual Statement.
5. Communications will credit Board and Committee participation in member database.
6. Board Members will review and add contacts or additional groups to the Potential Collaboration list.
7. Christa will send GISMO \$500.00 to support their 30th anniversary event.
8. The Board will send out the Annual Meeting announcement 60 days prior to event date.
9. Communications will backup all websites to an external drive.
10. Everyone should review the COVID-19 resource page (<https://www.nysgis.net/covid-19/>) and send comments to Ross so the page can go live.

11. Michelle will prepare a list of departing Board Members, Committee Chairs, and Officers.
12. Christa will renew website domains nysgisa.com and nysgisa.org with GoDaddy (auto).
13. Membership will send out membership renewal reminders.
14. Nominating will send out a call for nominations.

Held Action Item List (Event Related)

15. The Board will consider GIS/SIG Conference sponsorship (previously \$400.00 - reciprocated).
 16. The Board will consider Westchester User Group Meeting sponsorship (previously \$200.00).
 17. The Board will consider Long Island GIS User Group Meeting sponsorship (previously \$200.00).
 18. Mary Susan will contact the Governor's Office of Employee Relations to see if NYGeoCon and the GeoSpatial Summit can be added to the New York State approved training list.
 19. The NYGeoCon Committee will recommend and the Board will approve the NYGeoCon venue.
 20. The NYGeoCon Committee will submit and the Board will approve the NYGeoCon prelim budget.
 21. Christa will purchase event liability and cancellation insurance for NYGeoCon if necessary.
 22. Christa will purchase Ennect Event credits.
 23. The NYGeoCon Committee will submit and the Board will accept NYGeoCon contract(s).
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