

Date: Thursday, January 21, 2021

Subject: Board of Directors Meeting

Board Members Present: Chris Badurek, Jonathan Garner, Catherine DuBreck, Mary Susan Knauss, Stephanie Rockwell, Jiin Wen

Committee Chairs and Officers Present: Michelle Debyah

Not Present: Karyn Tareen, Christa Hay

Minutes: The meeting began at 12:04 PM.

Secretary's Report: Michelle Debyah, Secretary

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

Annual reminder that the Association is a member of the New York Council of Nonprofits (NYCON). For more information on the resources available, the NYCON website is <http://www.nycon.org/>, and their events and training page is <http://www.nycon.org/index.php/attend-event/>.

To maintain the Association logo trademark, we must file a Declaration of Use or Excusable Nonuse with the U.S. Patent and Trademark Office (USPTO) between the 5th and 6th year (October 27, 2020 - October 27, 2021). Michelle will research how we do this.

The items on the task list for January are annual reminder that the Association is a member of the New York Council of Nonprofits (NYCON) (Secretary), provide financial records to the Audit Committee (Treasurer), renew New York Council of Nonprofits (NYCON) (Treasurer), renew website domain nygeosummit.org with GoDaddy (Treasurer - auto), renew website domain nysgis.com with GoDaddy (Treasurer - auto), change Google account password (Communications), and perform financial review of previous fiscal year (Audit Committee). The items on the task list for February are to accept Audit Committee Financial Audit (Board), consider user group meeting sponsorships (GIS/SIG Conference – previously \$400.00 reciprocated, Westchester User Group Meeting – previously \$200.00, and Long Island GIS User Group Meeting – previously \$200.00) (Board), and credit Board and Committee participation in member database (Communications).

Treasurer's Report: Christa Hay, Treasurer

The Treasurer's Report dated January 21, 2021 was reviewed. The current balance is \$53,354.33. Expenses since the last report include New York Council of Nonprofits membership renewal, and GoDaddy website domain renewal. There has been \$362.98 in income from membership dues. There is \$4,049.80 in membership money being held for GISMO, and \$395.00 for WNY. The audit is in progress.

A motion was made by Jonathan to approve the Treasurer's Report. Motion was seconded by Mary Susan. Motion carried unanimously.

NYGeoCon 2021

Chris met with Leslie from Delaney. Delaney helped NEARC hold a success virtual event in the fall. For NYGeoCon, they are proposing \$12,500.00 for project management, promotion, website, and vendor administration. They said charging attendees \$200.00 for a two day virtual conference is reasonable, but Chris said even if we only charged \$100.00, we would cover Delaney's cost with less than 150 participants. He estimates an addition \$6,000.00 in income from vendors. The platforms they recommend are Hopin.com, which would cost \$4,000.00, and three licenses for Zoom (for three sessions), which would add thousands more.

Chris asked if we did not work with Delaney, what is our other option? Do the website, marketing, vendors, and run our own program? We would still have to pay tech costs. Is it worth \$10,000.00 to \$12,000.00 to hire Delaney? Chris said best-case scenario is coming out ahead \$2,000.00 while worst-case scenario is a loss of \$8,000.00.

Jinn said she will get some information on an event she was recently involved with to see how the cost compares. Stephanie attended the NEARC event and said from a user perspective it went well and was user friendly. The social events and break out rooms went smoothly. Chris will invite the Board to the next NYGeoCon Committee meeting, where he would ideally like to come to a decision.

Mary Susan asked what happened to the suggestion of starting with the Summit. It would be easier to have the Summit as an in-person event and add a virtual option. She thinks people are looking forward to gathering in person, and would be more comfortable with the smaller Summit format.

President Reports

Chris formally welcomed Catherine to the Board. Catherine, now a Project Manager at Eagleview, previously worked at the Town of Henrietta and the Genesee/Finger Lakes Regional Planning Council. She recently completed the GIST certificate program at MCC, and is working with Jonathon Little to update GIS at MCC to ArcGIS Pro, and implement a micro-credentialing program.

Chris appointed Karyn and Michelle to the Audit Committee. A motion was made by Mary Susan to confirm the Audit Committee as appointed by Chris. Motion was seconded by Jonathan. Motion carried unanimously.

Chris has a call scheduled with the Professional Development Committee to discuss collaboration with the Education Committee. He will ask them where they stand with ClickMeeting. Mary Susan recommended considering Zoom, GoToWebinar, or WebEx for ease of use and familiarity, even if it increases the cost. Jinn said as a non-profit, the Association might be able to get a discount on Zoom through TechSoup.

Jonathan shared the results of the recent GIS/SIG online program survey. Zoom, GoToWebinar, and WebEx are the platforms most used and preferred. The majority of people said they would attend in person programs again after the pandemic, with almost 75% preferring a hybrid online/in-person option. Almost all the respondents said they would/might attend an online conference if the pandemic follows current trends, while 78% said they would/might attend an in-person event in 2021 if the pandemic was over. Slightly more people would prefer a fall conference to spring, which Jonathan feels bodes well for our fall event.

Board Member Reports

Catherine is promoting membership to the students at MCC, and knows at least one student has joined the Association as a result.

Mary Susan will follow up with Carol and Ann regarding a member list with emails behind the member login, and how an opt out could be implemented. She has begun reaching out to see how she can assist the New York State GIS Program Office continue to get county parcel updates.

Jiin said she would share the results of a survey planned for February to gauge the willingness of people to attend an in-person event. She is working on a program for Black History Month and is interested in the Association cosponsoring with GISMO, and might like to use the ClickMeeting account.

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

The meeting adjourned at 1:08 PM.

Action Item List

1. Jonathan 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. Board Members will review and add contacts or additional groups to the Potential Collaboration list.
5. Jonathan will send letter of appreciation to Committee Members.
6. Committee Chairs will review and confirm roster on website.
7. Communications will update Board and Committee rosters on website.
8. Committee Chairs will submit plan/goals for the year for website.
9. Mary Susan will check with Carol and Ann to see if a member list with emails could be put behind the member login, and if so, how an opt out could be implemented.
10. Chris will ask Christa how difficult it would be to import membership lists from GISMO.
11. Christa will provide financial records to the Audit Committee.
12. Christa will renew website domain nysgis.com with GoDaddy.
13. Communications will change the Google account password.
14. The Audit Committee will perform a financial review of previous fiscal year.

15. Michelle will research how to file the Declaration of Use to maintain the logo trademark.
16. The Board will accept the Audit Committee Financial Audit.
17. The Board will consider user group meeting sponsorships (GIS/SIG, Westchester, Long Island).
18. Communications will credit Board and Committee participation in member database.

Held Action Item List (Event Related)

19. 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.
 20. The NYGeoCon Committee will recommend and the Board will approve the NYGeoCon venue.
 21. The NYGeoCon Committee will submit and the Board will approve the NYGeoCon prelim budget.
 22. Christa will purchase event liability and cancellation insurance for NYGeoCon if necessary.
 23. The NYGeoCon Committee will submit and the Board will accept NYGeoCon contract(s).
-

NYS GIS Association, Inc.
January 21, 2021
Treasurer Report

As of January 21, 2021, there is \$ **53,354.33** in the bank account.

Expenses: (since last report to the board)

New York Non Profit Council membership	\$80.00
Go Daddy	\$21.17

Income: (since last report to the board)

Membership	\$362.98
------------	----------

Membership money being held for GISMO \$4049.80

Membership money being held for WNY \$395.00

Balance: \$49,272.51

Estimated Upcoming Yearly Operating Expenses

Office Expenses	\$400.00
Meeting Costs	\$150.00
Travel Expenses	\$200.00
Sponsorships	\$600.00
Webinars	\$1,800.00 (estimate based on current provider)
D&O Insurance	\$800.00
Promotional Items	\$500.00
Awards Committee	\$1,000.00
Communications	\$2,243.00
Membership	\$400.00
Total	\$8,093.00