

NYS GIS Association Marketing Committee

January 6, 2008 Meeting Report

Attendees: Julie Tolar, Ben Houston, Bruce Oswald

Discussion:

- Review and approve previous report
 - The previous meeting report was approved.
- Review website updates
 - The Committee reviewed the website and suggested various updates to items. Julie will forward those to Paul Opel for modification of the site. Julie will also follow up with Jake Needle to discuss methods to improve the updates to the Events section.
- Discussion of Next Actions for Website Changes
 - Bruce noted that the Board had approved the use of PayPal to handle the membership fees. He indicated that the Association's PayPal account would become active in a few days and that the website needed to be modified with a database to handle the membership registration. Bruce and Julie agreed to work with the Membership Committee to set this up as soon as possible. Julie indicated that she would contact Paul Opel to see what suggestions he might have.
 - Bruce stated that the Board had given authority to move forward with redesigning the web site and had authorized spending up to \$2,000. He indicated that the Board was interested in having GIS companies fund the remainder of the expenses through corporate sponsorships. Bruce noted that he had developed a write up on how the Association would approach GIS companies for corporate sponsorships and was awaiting comments from the Board. He stated that he would follow up with the Board members to obtain their comments.
- Discussion of Marketing Work Plan
 - The Committee reviewed the 2008 work plan and used it as a template for the 2009 plan.
 - Bruce suggested that an annual Association award be established in which the Association would recognize contributions that individuals had made to the NYS geospatial community. The Committee discussed keeping it simple the first year by opening it to nominations from the geospatial community at large and selecting from among those presented. In addition, the Committee noted that it needed to make it clear that no Board member or Marketing Committee member would be eligible for the award.
 - Bruce agreed to develop a draft work plan for review and comment. Ben will develop the section entitled, "Help grow the Association" and forward it to Bruce. Once Bruce receives it, he will forward the draft to the Committee for comments.
- Discussion of 2009 Budget
 - The Committee reviewed the 2008 budget and modified it to reflect the 2009 needs. Bruce will forward a completed version to the Committee for review.
- Discussion of News Blips
 - Ben discussed some of the items for the next news blip. He indicated that he will be developing the January news blip shortly.
- Miscellaneous Items
 - Ben suggested that a membership deduction of \$10 be considered for the GeoSpatial Summit and the NYS GIS Conference. Bruce agreed to discuss this with the Conference Committee.
 - Ben suggested that the next general Association meeting be held after the ASPRS meeting (3/8-13) and that the new ASPRS procurement guidelines for digital

orthoimagery be discussed at the meeting. Bruce agreed to discuss this with the Conference Committee.

- Review of Next Steps from Last Meeting
 - The Committee will begin their budget discussions at the next meeting. – *Done*.
 - Ben will forward the news blip to Bruce for review by 12/5/08. Bruce will review and forward to Jeff Volpe for distribution. – *Done*
 - Bruce will contact Frank Winters and ask what areas will likely be flown for next year and then discuss competition with Larry Alber, regional group chair. Bruce will discuss the best way to coordinate this “competition” with the collection vendor. – *Done*.
 - Bruce will talk to Frank Winters on CSCIC’s position on providing logistical support for training if the NYSGISA can come up with funding to pay for the trainer. – *Not Done*.
 - Bruce will contact Scott Sherwood and discuss having a Pictometry picture of the annual meeting site for next year. – *Done*.
 - Bruce will refer the issue of putting papers from the Annual Conference on the website to the Jeff Volpe, chair of the committee. – *Done*.
- The group will discuss the following items at the next meeting:
 - The 2009 Budget. – *Done*.
 - The 2009 Marketing Committee Plan. – *Done*.
 - The Annual Survey. – *Only discussed briefly. To be followed up on at the next meeting.*

Next Steps

- Julie will forward the website updates to Paul Opel for modification of the site. Julie will also follow up with Jake Needle to discuss methods to improve the updates to the Events section.
- Bruce agreed to develop a draft 2009 Committee work plan for review and comment. Ben will develop the section entitled, “Help grow the Association” and forward it to Bruce.
- Bruce and Julie agreed to work with the Membership Committee to set up the membership registration portion of the site as soon as possible. Julie indicated that she would contact Paul Opel to see what suggestions he might have.
- Bruce will follow up with the Board members to obtain their comments on the website sponsorship document.
- Bruce will talk to Frank Winters on CSCIC’s position on providing logistical support for training if the NYSGISA can come up with funding to pay for the trainer.
- The group agreed to complete the Committee’s 2009 budget and work plan.
- The Committee will begin work on the Annual Survey at the next meeting.

Next Meeting: The next meeting will be on 1-20-09 at 9:30 a.m.