

# NYS GIS Association Marketing Committee

February 13, 2008 Meeting Report

**Attendees:** Julie Tolar, Ben Houston, Bruce Oswald

## Discussion:

- Review and approve previous report  
The previous meeting report was approved with the correction of one typo.
- Review of prior Board meeting  
Bruce Oswald provided a review of the February 6, 2008 Board meeting for the Committee members. He noted that the Board seemed very pleased with the progress of the Committee and had agreed to get back to him with any comments that they might have on the Survey and the "Reasons to Join the NYS GIS Association." He noted that Jeff had indicated that the President's Message was finalized. Bruce agreed to forward the message to Julie to have the necessary site modifications in place to put it up once Jeff sent the message out. Bruce also noted that the Board was in favor of having job postings and a listing of the membership on the web site to add value for the GIS community.
- Review website updates  
Julie Tolar indicated that she had a meeting scheduled with Paul to review the results of the web site audit as well as other changes that the Committee had suggested. Julie agreed to forward the revised website procedures to Bruce for distribution to the Board. Ben noted that the Association list was still active and suggested that Eileen Allen be contacted and that a final message be posted on it and then the site be taken down. Bruce agreed to contact Jeff Volpe about this. Julie agreed to talk to Paul Opel about making the web site address [www.nysgis.org](http://www.nysgis.org) as opposed to [www.nysgislis.org](http://www.nysgislis.org).
- Review of "Next Steps" from the last meeting
  - Bruce to follow up with Jeff Volpe on approval of website procedures. – *Approved.*
  - Bruce to follow up with Jeff Volpe on the finalization of the President's message for posting on the web site. – *Completed.*
  - Bruce will ask Jeff Volpe about the concept of having job postings on the web site as well as recruiting a volunteer to run that program. – *Approved.*
  - Bruce will ask Jeff Volpe about posting the member's names on the website to let others know who is involved. – *Approved (member's contact information not to be included)*
  - Bruce will ask Bob Brower and Sam Wear for the final versions of their committee's mission, vision statements. He will also follow up with the other committee chairs on theirs as well. *Bob Brower forwarded his during the meeting. Sam Wear's is being revised by his committee, but he agreed to forward it shortly.*
  - Bruce will discuss the idea of asking members for donations on an annual basis. – *Not agreed to at this time.*
  - Ben Houston agreed to shorten the write up on the News Blips for the next meeting. – *Ben agreed to complete it for the February 26<sup>th</sup> Committee Meeting.*
  - Julie Tolar will provide the audit notes to Paul Opel. – *Meeting scheduled to do this.*
  - Julie will also follow up on Bruce's comments for areas needing change on that site. – *Meeting scheduled to do this.*
  - Bruce will modify the survey and provide it to Jeff Volpe for review and approval. – *Done.*
  - Bruce will modify the "Reasons to Join the NYS GIS Association" and forward to Jeff Volpe for approval. – *Done.*
  - Julie Tolar will revise the instructions this for the Committee Chairs on how to do provide Association News to her. – *Not done. Julie to forward to Bruce.*
  - Committee to develop draft 2008 budget – *1<sup>st</sup> Draft Completed.*

- Review of the News Blips  
Ben Houston agreed to shorten the write up on the News Blips for the next meeting.
- Review of Draft Committee Budget  
The Committee reviewed the attached draft budget. It agreed to increase the number of flash drives purchased for the Summit to 200 in order to lower the overall costs. The leftovers will be reused for the NYS GIS Conference. Jeff agreed to look at the price of buttons (identifying GISP's and encouraging others to become one) as well as flash drives with cameras, etc. for special prizes. Julie also discussed the need to redesign the website which the Committee agreed with. She will discuss that with Paul Opel and include a budget item for it if necessary.

**Summarize next steps:**

- Bruce agreed to forward the President's message to Julie to have the necessary site modifications in place to put it up once Jeff sent the message out.
- Julie agreed to forward the revised website procedures to Bruce for distribution to the Board.
- Julie agreed to talk to Paul Opel about making the web site address [www.nysgis.org](http://www.nysgis.org) as opposed to [www.nysgislis.org](http://www.nysgislis.org).
- Bruce will contact Jeff Volpe about sending out a final message and taking the Association list serve off line.
- Ben Houston will shorten the write up on the News Blips for the February 26<sup>th</sup> Committee Meeting.
- Ben agreed to look at the price of buttons (identifying GISP's and encouraging others to become one) as well as flash drives with cameras, etc. for special prizes to be included in the budget.
- Julie will include a budget item for it a new web site design as necessary.

**Next Meeting:** The next meeting will be on 2-26-08 at 1 pm.