

# NYS GIS Association Marketing Committee

February 26, 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 a couple of typos.
  
- Review of "Next Steps" from the last meeting
  - 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. *Done – Message forwarded to Julie and then Julie forwarded it to Paul Opel for posting. Once it has been posted Julie will let Bruce know and he will ask Jeff to formally send the message to the NYS GIS List Serve.*
  - Julie agreed to forward the revised website procedures to Bruce for distribution to the Board. *Done – There was a discussion of the procedures and some changes agreed to by the Committee. Julie revised them and forwarded them to Bruce for distribution to the Board. Bruce then forwarded them to the Board and Committee Chairs.*
  - 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). *Done – Julie discussed the issue with Paul and he will redirect all "hits" to the [www.nysgis.org](http://www.nysgis.org) site.*
  - Bruce will contact Jeff Volpe about sending out a final message on the NYS GISLIS List Serve and taking the list serve off line. *Done – Bruce to contact Eileen Allen to discuss and develop final announcement to be posted on the list serve.*
  - Ben Houston will shorten the write up on the News Blips for the February 26<sup>th</sup> Committee Meeting. *To be done subsequent to completing research for the budget.*
  - 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. *Ben to complete by 2-29-08.*
  - Julie will include a budget item for it a new web site design as necessary. *Julie discussed with Paul Opel. Work to be done by Paul. Julie will get idea o the cost of doing a website redesign for budget purposes from price paid by the Town of Penfield.*
  - 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. *Done.*
  - Julie Tolar will provide the audit notes to Paul Opel. – *Done.*
  - Committee to develop draft 2008 budget – *2<sup>nd</sup> Draft to be completed by Bruce subsequent to input from Ben and Julie.*
  
- Develop Draft Committee Budget  
See notes on the review of next steps above. Also, Bruce indicated that the price for flash drives was the same for 100 as it was for 200 so there wasn't a need to purchase 200 for the GeoSpatial Summit as the Committee had agreed to at the previous meeting. The Committee agreed to propose buying 100 for the GeoSpatial Summit and see what was left over before purchasing additional ones for the NYS GIS Conference.
  
- Review website updates  
Julie Tolar indicated that she had sent a number of changes to Paul Opel to update the website and that more would be coming shortly. Bruce noted that he had received no comments from the Board on the "Reasons to Join the Association" and requested Julie to have it posted on the Website. Julie asked about posting the members on the website. She also asked where she could get the correct list. Bruce suggested that she get the list from Sheri and insure that any new additions from the web site were included. Julie stated that Paul Opel had asked to set up one "official" database on the website and to allow access to it

for authorized Board members for downloading when needed. Julie will discuss this with Sheri.

**Summarize next steps:**

- Julie will notify Bruce when the President's message is posted. Bruce will then ask Jeff to send the message out to the NYS GIS List Serve.
- 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 to contact Eileen Allen to discuss sending out a final message and taking the Association list serve off line.
- Ben Houston will shorten the write up on the News Blips after completing the research for the Committee Budget.
- 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. He will forward that information to Bruce by 2-29-08.
- Julie will include a budget item for it a new web site design by 2-29-08.
- Bruce will develop a 2<sup>nd</sup> draft 2008 Marketing Committee budget subsequent to input from Ben and Julie.
- Julie will post the "Reasons to Join the Association" on the website.
- Julie will contact Sheri about the membership list and developing a database for all members on the website with remote access for Sheri and anyone else who would require it.

**Next Meeting:** The next meeting will be on 3-14-08 at 1 pm.