

NYS GIS Association Marketing Committee

February 26, 2008 Meeting Report

Attendees: Julie Tolar, Bruce Oswald

Discussion:

- Review and approve previous report
 - The previous meeting report was approved.

- Review Board Meeting
 - Bruce reviewed the highlights of the Board meeting. He reported that the Board authorized the purchase of lanyards and flash drives for the Summit. He will ask Ben to purchase both for the Board. He also noted that the Board was pleased with the updates to the website.

- Review of "Next Steps" from the last meeting
 - 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. *President's message posted. Jeff Volpe sent message out on old list serve. Bruce will remind him to send it out to the NYS GIS List Serve.*
 - Julie agreed to forward the revised website procedures to Bruce for distribution to the Board. *Done*
 - Julie agreed to talk to Paul Opel about making the web site address www.nysgis.org as opposed to www.nysgislis.org. *Done*
 - Bruce to contact Eileen Allen to discuss sending out a final message and taking the Association list serve off line. *Done*
 - Ben Houston will shorten the write up on the News Blips after completing the research for the Committee Budget. *Not done. Bruce to follow up with Ben.*
 - 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. *Done*
 - Julie will include a budget item for it a new web site design by 2-29-08. *Julie got a price from the town, but will ask Paul Opel for a proposal.*
 - Bruce will develop a 2nd draft 2008 Marketing Committee budget subsequent to input from Ben and Julie. *Done. Bruce to develop final budget and submit to Board when cost proposal is received from Paul Opel.*
 - Julie will post the "Reasons to Join the Association" on the website. *Not done.*
 - 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. *Not done.*

- Review Draft Budget
 - Postponed until estimate for website redesign were completed.

- Review website updates
 - Julie Tolar indicated that she had sent a number of changes to Paul Opel to update the website and that she felt that they were rapidly getting caught up with things.

Summarize next steps:

- Bruce will ask Ben Houston to purchase the lanyards and flash drives for the Summit.
- Bruce will remind Jeff Volpe to send the President's message out to the NYS GIS List Serve.
- Bruce to follow up with Ben Houston on shortening the write up on the News Blips.
- Julie will ask Paul Opel for a proposal to redesign the web site. Bruce will develop a final budget and submit it to the Board when a cost proposal is received from Paul Opel.
- 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.
- Bruce will remind Jeff about getting the volunteer for to put job postings on the website.

Next Meeting: The next meeting will be on 3-26-08 at 1 pm.