

NYS GIS Association Marketing Committee

June 25, 2008 Meeting Report

Attendees: Ben Houston, Julie Tolar, Bruce Oswald

Discussion:

- Review and approve previous report
 - The previous meeting report was approved.
- Review website updates
 - Julie reported that she had sent a number of changes to Paul Opel to put on the website and was awaiting a reply from him. She noted that she would follow up with Paul if she didn't hear back from him in the near term.
 - Julie noted that both Jake Needle and Carol Zollweg were eagerly providing updates to the "Events" and "Job Postings" areas for the web site.
- Discussion of scope for website changes
 - Bruce Oswald and Julie stated that they had met with Paul Opel and Bob Brower to review the scope and obtain a quote.
 - Bruce noted that he had forwarded the quote to the Board and a discussion of the issue would be included at the next Board meeting.
 - The Committee also concluded that it would be a good idea to get additional quotes for the work. Julie indicated that Jake Needle has expressed an interest in website work as well. She agreed to forward Jake's contact information to Bruce.
- Lanyards and flash drives for NYS GIS Conference
 - Bruce noted that the original budget for the conference included \$600 for flash drives and \$160 for GISP buttons (to promote GIS professionalism). Bruce stated that there were 28 flash drives remaining.
 - The Committee agreed that the flash drives should be given out at the annual meeting to new members who sign up at the meeting and that no new flash drives will be purchased.
 - The Committee also agreed that 250 new lanyards should be purchased for the conference for approximately \$500 and 50 GISP buttons for \$100. They noted that this would keep them within their current budget. Bruce agreed to seek Board approval for this.
- Membership dues
 - Ben Houston suggested that it might be time to consider having membership dues for the Association. The Committee agreed that a dues fee of \$10 would help to provide some meaning to being a member. It also noted that the progress that the Association had made over the last year warranted soliciting some sort of fee. Bruce agreed to bring the idea up at the next Board meeting as well as the need to establish a membership committee.
- Review of "Next Steps" from the last meeting
 - Bruce will provide a summary of the meeting feedback to the Board of Directors at their next meeting. *Done.*
 - Bruce will talk to the Board about creating an Association Conference Committee that would have members actively work to improve the NYS GIS Conference and assist with the GeoSpatial Summit. *Done. Bruce will revisit this issue at the next Board meeting to obtain agreement on action items.*
 - Ben will contact the company to discuss the shortage of lanyards received. *Done. 125 lanyards received by Bruce.*
 - The Marketing Committee will discuss the issue of distinguishing the Association from CSCIC at their next meeting. *Discussed. This issue will be revisited at next Committee meeting as well.*

- Paul Opel will post the presentations from the general meeting on the website this week. *Done.*
 - Julie will update the Regional Chapter portion of the site in the near future. Where applicable, links to Regional Chapter sites would be made from the Association site. *Underway.*
 - Julie will hold off on having Paul start work to list the membership on the website until a decision is made on whether it will be updated. *Done.*
 - Julie will suggest that Carol Zollweg sign up for the CT, PA and GISMO (and potentially LIGIS) list serves to best find out about job postings. *Done. Julie will follow up.*
 - Ben will forward the list of organizations that Jake Needle will review on a monthly basis to pull together the events. *Not done. Ben to do..*
 - Bruce and Julie will meet with Paul Opel and Bob Brower on the scope of the website changes. *Done. Meeting was held on June 10, 2008.*
 - Bruce will send out the news blip template and schedule to the committee chairs. *Done.*
 - Bruce will discuss the potential for providing minimal funding for the Regional Coordinators to provide coffee, etc. at their meetings. *Done.*
 - Bruce will provide a blurb on the Summit and the Survey for Ben. *Done.*
 - Ben will complete the next news blip by June 6, 2008. *Done subsequent to the meeting.*
- **Next Steps**
 - Ben will forward the list of organizations that Jake Needle will review on a monthly basis to pull together the events.
 - Julie will follow up with Paul Opel (if necessary) on the web updates.
 - Bruce agreed to seek Board approval for the purchase of 250 new lanyards for the NYS GIS Conference for approximately \$500 and 50 GISP buttons for \$100.
 - Bruce agreed to bring up the idea of membership dues and a membership committee at the next Board meeting.

Next Meeting: The next meeting will be on 7-17-08 at 9:30 a.m.