

# NYS GIS Association Marketing Committee

## July 29, 2008 Meeting Report

**Attendees:** 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 few changes to Paul Opel to put on the website and was awaiting a reply from him.
  - Julie noted that both Jake Needle and Carol Zollweg were still regularly providing updates to the “Events” and “Job Postings” areas for the web site.
- Discussion of scope for website changes
  - Bruce Oswald stated that there was not a quorum present at the July Board of Directors meeting and discussion of the issue would be included at the next Board meeting.
  - Bruce reported that Bob Brower and IAGT had withdrawn their proposal to update the website so as to avoid any appearance of impropriety, as Bob Brower is also the Association’s Vice President.
  - Julie reiterated that Jake Needle (of Wendel Duchscherer) has expressed an interest in website work.
- Lanyards and flash drives for NYS GIS Conference
  - Bruce stated that there were still 28 flash drives remaining and Julie agreed that the flash drives should be given out at the annual meeting to new members who sign up at the meeting or before (no new flash drives will be purchased).
  - Bruce could not get approval to purchase the 250 new lanyards since there was not a quorum present at the July Board of Directors meeting. Lanyards will not be given out at the state conference.
- Membership dues
  - Bruce discussed this idea with the Board of Directors and it was well received. The Board will discuss it further at their next meeting.
- Review of “Next Steps” from the last meeting
  - 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.*
  - 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.*
  - 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.*
  - Ben will forward the list of organizations that Jake Needle will review on a monthly basis to pull together the events. *Done.*
  - 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. *Not Done.*
  - Bruce agreed to bring up the idea of membership dues and a membership committee at the next Board meeting. *Done. Board will discuss it again at their next meeting.*

▪ **Next Steps**

- Julie will forward website changes to Paul, including re-ordering the left column and deleting some old content from the home page.
- Julie will follow up with Paul to find out if we can tell when people sign up to be members via the website.
- Julie will post a notice on the website saying that “New members attending their first meeting will be given flash drives to acknowledge their participation. Details to follow.”

**Next Meeting:** The next meeting will be on 8-26-08 at 9:30 a.m.