

NYS GIS Association Marketing Committee

September 6, 2007 Meeting Report

Attendees: Ben Houston, Bruce Oswald

Discussion:

- Review and approve previous report
The revised previous meeting report was approved.
- Report on 9/5/07 Association Meeting
Bruce Oswald provided a brief report on the Association meeting (see attached Board report). He specifically noted that the Board of Directors had approved the two recommendations of the Marketing Committee. These included making Julie Tolar responsible for the content of the Association's website in order to better keep it up to date and coordinate its contents with the Association's marketing efforts. Bruce noted that Julie was to develop updating procedures with Paul Opel at IAGT who would continue to host the site. Bruce added that the Board wanted to express their appreciation to Julie for volunteering to do this work. The second recommendation accepted was to eliminate the use of the Association's list serve in favor of exclusively using the NYSGIS list serve to avoid redundancy of efforts and confusion by GIS professionals.
- Coordination with Business Development Committee
Bruce reported that he and Scott Sherwood had discussed the roles of both committees and the need to coordinate their joint efforts in regards to marketing GIS to other professional groups and organizations. He noted that both had agreed to closely coordinate their efforts to eliminate any potential duplication and to insure the sharing of all materials developed (presentations, etc.) for these efforts.
- Develop Tasks to be Completed
Ben Houston and Bruce reviewed the draft Work Plan Tasks document in detail. Ben volunteered to put together a draft of the Committee's mission, vision, objectives and tasks to achieve that using the Work Plan Tasks draft. (A copy of Ben's draft is attached.)

Summarize next steps:

- Ben Houston will draft a mission, vision, objectives and tasks for the Marketing Committee.

Next Meeting: The next meeting was set for September 17, 2007. Because of conflicts, this was later changed to September 21, 2007 at 10 a.m.