

# NYS GIS Association Marketing Committee

## September 19, 2008 Meeting Report

**Attendees:** Julie Tolar, Ben Houston, Bruce Oswald

### **Discussion:**

- Review and approve previous report
  - The previous meeting report was approved with one typo corrected.
- Review website updates
  - Julie reported that she had put together an announcement to let new members know that those attending the Association meeting at the NYS GIS Conference would be eligible to receive Association flash drives while supplies last. She indicated that the notice had been posting. Bruce asked that the announcement be highlighted to draw attention to the promotion.
  - Julie also reported that she had cleaned up the rest of the regional and document sections of the website and sent the changes to Paul Opel for posting.
- Discussion of Scope for Website Changes
  - Bruce Oswald noted that he had developed a draft scope which had been reviewed and marked up by Julie and forwarded to Austin Fisher for comment. Bruce indicated that he would schedule a meeting with Julie and Austin to review everyone's comments during the week of September 29<sup>th</sup>. Subsequent to agreement on the scope, Bruce stated that he would forward it to the Board.
- Discussion of News Blips
  - Ben Houston indicated that he and Scott Sherwood continue to try to get together for an interview of Scott on the activities of the Business Development Committee. The group discussed several of Ben's suggestions for the next news blip. These included: the upcoming annual meeting, election of officers and candidate profiles, a summary of an article on the ESRI engineering and surveying conference, a summary of the NEARC conference and a discussion on GISP. Bruce agreed to contact Sheri Norton and have her forward the Board candidates and their profiles to Ben and Julie for mentioning in the news blips and posting on the web site. When complete, Ben will forward the news blip to Bruce for review by 9/26/08. Bruce will review and forward to Jeff Volpe for distribution.
- Discussion of GISP Buttons
  - Ben indicated that the Buttons were ordered and would be delivered to Bruce. Ben will contact the GISP professionals in the state to see who is coming to the conference and to let them know about the buttons and the Association's program to encourage certification.
- Association Meeting at the NYS GIS Conference
  - Bruce was asked to contact Jeff Volpe to find out what time the Association meeting would be at the conference. Bruce will develop a report from the Marketing Committee for Annual Meeting and forward it to Julie and Ben for comment.
- **Review of Next Steps from Last Meeting**
  - Bruce will put together a draft scope of work for the rebuilding of the Association web site and call a meeting with Julie Tolar and Austin Fisher to develop a scope. *Underway – Bruce to set up meeting during the week of September 29<sup>th</sup> to finalize the scope and present to Board.*
  - Bruce will contact Scott Sherwood to see if he wishes to contribute a write up for the September News Blip or would prefer that Ben Houston interview him for it.

*Underway – Ben and Scott continue to try to set a time to get together for an interview.*

- Bruce will suggest a revised time and date for the Association Meeting at the NYS GIS Conference and let Julie know what is decided so she can post that on the website. *Done. Await response for NYS GIS Conference Committee.*
- Board of Directors Action Items Requiring Resolution:
  - 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.*
  - Bruce agreed to seek Board approval for the purchase of 50 GISP buttons for \$100. *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**

- Bruce will bring the flash drives and GISP buttons to the NYS GIS Conference.
- Julie will ask Paul Opel to highlight the announcement on the flash drives to given away at the annual meeting on the website.
- Bruce will schedule a meeting with Julie and Austin Fisher to review the web site update scope of work during the week of September 29<sup>th</sup>.
- Bruce will contact Sheri Norton and have her forward the Board candidates and their profiles to Ben and Julie for mentioning in the news blips and posting on the web site. When complete, Ben will forward the news blip to Bruce for review by 9/26/08. Bruce will review and forward to Jeff Volpe for distribution.
- Ben will contact the GISP professionals in the state to see who is coming to the conference and to let them know about the buttons and the Association's program to encourage certification.
- Bruce will contact Jeff Volpe to find out what time the Association meeting will be at the conference and notify Ben and Julie.
- Bruce will develop a report from the Marketing Committee for Annual Meeting and forward it to Julie and Ben for comment.

**Next Meeting:** The next meeting will be on 10-21-08 at 9:30 a.m.