

NYS GIS Association Marketing Committee

November 25, 2008 Meeting Report

Attendees: Julie Tolar, Ben Houston, Bruce Oswald

Discussion:

- Review and approve previous report
 - The previous meeting report was approved.
- Review website updates
 - The Committee reviewed the website and suggested various updates to items. Julie will forward those to Paul Opel for modification of the site.
- Discussion of Board Association Meeting
 - Bruce provided a report to the Committee on the November 12, 2008 Board Meeting.
 - Bruce noted that the Board had voted to move forward with the changes to the web site and that he had been charged with developing a document on obtaining sponsors for it.
 - Bruce indicated that the Board had approved a \$10 membership fee for 2009 with the fee being \$5 for students.
- Discussion of Next Actions for Website Changes
 - The group discussed the potential for linking the website to a service like PayPal by January to allow on-line paying of membership registration.
 - Bruce forwarded screen shots of how his local PMI Chapter used PayPal as part of their monthly meeting registration.
 - Bruce stated that he had recently spoken to Bill Johnson of CSCIC who had expressed an interest in having a more robust system for better flexibility for the NYS GeoSpatial Summit such as the consultant had used previously. Bruce later forwarded an example of that type of system to the committee members (www.cevent.com).
 - Bruce noted that the Board had given authority to move forward with redesigning the web site and had authorized spending up to \$2,000. He indicated that the Board was interested in having GIS companies fund part of the expenses through corporate sponsorships. He noted that he needed to develop a write up on how the Association would approach GIS companies for corporate sponsorships.
- Discussion of News Blips
 - The Committee discussed a number of items that will be included in the next news blip. Ben will forward the news blip to Bruce for review by 12/5/08. Bruce will review and forward to Jeff Volpe for distribution.
 - Discussion of highlighting AGAIN for the members the results of the survey.
- Review of Next Steps from Last Meeting
 - Board of Directors Action Items Requiring Resolution:
 - Bruce agreed to bring up the idea of membership dues and a membership committee at the next Board meeting. *Done.*
 - The Committee will begin their budget discussions at the next meeting. *Postponed until the next meeting when the annual committee plan will be developed.*
 - The Committee will discuss the following items brought up at the Annual Meeting as suggestions for improving the Association's Marketing efforts
 - Frank Winters suggested that we have a competition with school children to put signs, etc. that would show up on Orthoimagery – *Bruce will contact Frank and ask what areas will likely be covered for next year. It was suggested that this could possibly be run by the regional groups. Ben commented that, in theory, the idea sounded great, but, in practice, it may be more problematic given the range of*

variables the collection vendor (Sanborn) faces in scheduling flights over particular areas. (These "school projects" may have to sit out for several weeks to ensure they are captured. An idea proposed by Ben Houston was that it might be worth seeing if we can marry up a school or several schools with the Sanborn field team, have them come to the school to explain what they are doing, and then have them call the school on the day they are going to fly so the kids can go do their thing on the right day.)

- Have the Association co-sponsor training – *The Committee liked this idea, but felt that it would concentrate on the website changes and those related expenses for now.*
- Have a Pictometry picture of the annual meeting site – *Agreed. Bruce will contact Scott Sherwood and discuss.*
- Start a place on the web site with search capabilities that would allow members to see what projects others are working on, and, perhaps, include a blog or chat room on it as well for threaded discussions – *This was postponed until a later time because of the number of current more pressing issues with the redesign of the website.*
- Bruce will refer the issue of putting papers from the Annual Conference on the website to the new Conference Committee. – *Not done. Bruce will forward to Jeff Volpe, chair of the committee.*

Next Steps

- Julie will forward the updates to Paul Opel for modification of the site.
- Ben will forward the news blip to Bruce for review by 12/5/08. Bruce will review and forward to Jeff Volpe for distribution.
- Bruce will contact Frank and ask what areas will likely be flown for next year and then discuss competition with Larry Alber, regional group chair. Bruce will discuss the best way to coordinate this "competition" with the collection vendor.
- Bruce will talk to Frank Winters on CSCIC's position on providing logistical support for training if the NYSGISA can come up with funding to pay for the trainer.
- Bruce will contact Scott Sherwood and discuss having a Pictometry picture of the annual meeting site for next year.
- Bruce will refer the issue of putting papers from the Annual Conference on the website to the Jeff Volpe, chair of the committee.
- The group will discuss the following items at the next meeting:
 - The 2009 Budget.
 - The 2009 Marketing Committee Plan
 - The Annual Survey.

Next Meeting: The next meeting will be on 1-6-08 at 9:30 a.m.