

NYS GIS Association Marketing Committee

December 3, 2007 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 Tolar noted that the draft website procedures that she had developed had been forwarded to Paul Opel for his review. Once agreement had been reached with Paul, Julie will provide a copy for Bruce Oswald to forward to Jeff Volpe for his approval. Julie will have the first updates on the site completed by 12/15/07. She agreed to complete the entire site audit by 1/15/08.
- Review progress on "Next Step" items
 - Julie will forward a draft of the website procedures to Paul Opel at IAGT for his comments – *Done awaiting response for Paul.*
 - Julie agreed to contact Sheri Norton to get contact information on the Board members and Christa Hay to obtain a list of the Geospatial Summit sponsors for inclusion on the site – *Done, however, Christa had questions concerning this. She will obtain clarity from the Board at the meeting this week.*
 - Julie will work with Paul to get updates that had been specifically requested done quickly – *Not completed yet. Will be done by 12/15/07.*
 - Julie will do a full audit of the site – *Will be done by 1/15/08.*
 - Bruce let the other committees to let them know what the Marketing Committee is doing and let them know that Julie Tolar will be requesting information on their Committee in terms of mission, vision, and meeting reports for the website – *Not done. (Jeff Volpe will notify committee chairs of this and Bruce will follow up with committee chairs, if required.)*
 - Bruce will call Ana Hiraldo-Gomezher to discuss her ideas on what she wants to do for outreach as well as the Committee's desire to have a consistent message from the Association. He will also forward the mission, vision, objectives and tasks document that the Committee to her. Bruce will also ask her if she can develop a few PowerPoint slides to depict this message as well – *Not done. Bruce to complete.*
 - Ben Houston agreed to do another edit of the mission and vision statements – *Done.*
 - Bruce agreed to start to develop a schedule from the tasks in the draft Mission, Vision, Objectives, Tasks Document – *Schedule dates developed during the meeting. See attached document entitled "2008 Priority Tasks to be Completed by the NYS GIS Association Marketing Committee."*
- Review the Draft of the Mission, Vision, Objectives, Tasks Document
- The Committee reviewed the document and agreed to the Mission, Vision and Objectives as edited by Ben Houston. The Committee then went through the tasks noted in the document and developed a time frame in which they would be completed. This is noted in the *attached document entitled "2008 Priority Tasks to be Completed by the NYS GIS Association Marketing Committee."*
- Review draft Communications Plan
The Committee then reviewed the draft Communications Plan (see the attached final plan) that Bruce Oswald had developed. Ben Houston suggested that it needed a temporal component which everyone agreed to. Bruce agreed to revise the plan and add timeframes for each item included in the plan. Ben agreed to develop the plan for initiating the "monthly news blips."

Summarize next steps:

- Bruce Oswald will contact Ana Hiraldo-Gomez about her desire to do outreach.
- Refer to the document entitled, "*2008 Priority Tasks to be Completed by the NYS GIS Association Marketing Committee*" for all other tasks.

Next Meeting: The next meeting was set for December 19, 2007 at 1:00 p.m.