

NYS GIS Association Marketing Committee

December 19, 2007 Meeting Report

Attendees: Julie Tolar, Bruce Oswald

Discussion:

- Review and approve previous report
The previous meeting report was approved.
- Review the previous Board meeting
Bruce Oswald reviewed the events of the December 5, 2007 Board meeting. He noted that the Board had agreed that only those firms that had been sponsors of the 2007 Geospatial Summit would be listed on the Association's website. He also noted that the sponsors that had paid additional monies for specific events should be listed first.
- Review website updates
Julie Tolar noted that she hadn't heard back from Paul Opel on the draft website procedures that she had forwarded to him previously for his review. She noted that once agreement has been reached with Paul on them, she will provide a copy for Bruce Oswald to forward to Jeff Volpe for his approval. Bruce and Julie then reviewed items on the site that required immediate update. Julie agreed to have those updates completed shortly and then to complete the entire site audit by 1/15/08. Bruce agreed to contact Jeff Volpe to ask he had had a chance to ask the Committee Chairs to forward their Committee missions and visions for the website. Finally, Bruce indicated that the Board was happy with the documents that the Marketing Committee had produced and encouraged the Committee to move forward with the Communications Plan and Priority Tasks. He noted that the only change requested was by Bob Brower who had asked that the vision statement be revised to use the term "GIT" as opposed to "GIS."
- Review "5 Things that the NYS GIS Association Stands For"
Bruce and Julie reviewed the draft that Bruce had developed and agreed to await Ben Houston's comments before proceeding further.
- Review how other organizations communicate
Bruce and Julie reviewed the draft that Bruce had developed and agreed to await Ben Houston's has a chance to take a look at the format that Bruce developed and provide input on the organizations that he was asked to look at before summarizing any conclusions.
- 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 from 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.*
 - Julie will work with Paul to get updates that had been specifically requested done quickly – *Not completed yet. Will be done shortly.*
 - Julie will do a full audit of the site – *Will be done by 1/15/08.*
 - Jeff Volpe will let the other committees to let them know what the Marketing Committee is doing and ask them to forward their Committee mission, vision, and meeting reports for the website – *Not done yet. (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.*

- Review of Priority Tasks
 - Develop Marketing Communications Plan – *Plan developed and approved by Board.*
 - Update Website – *Refer to “Next Step” items above.*
 - Obtain Mission, Vision and Yearly objectives from Committee Chairs – *Refer to “Next Step” items above.*
 - Develop list of 5 reasons to join the NYS GIS Association – *Rough draft developed. Ben Houston to work on next draft.*
 - Develop initial ideas for monthly “News Blips” – *Not completed yet – Ben to complete initial draft.*
 - Research how other organizations communicate and promote themselves and copy best ideas – *Bruce completed template with initial 3 organizations. Ben will use format to review three other organizations.*
 - Ask members to notify us of people receiving awards & make announcements on awards – *Not assigned yet.*
 - Post President’s message to website and list serve – *Jeff Volpe to develop.*
 - Develop survey – *Julie has gotten agreement from John Borst to post survey on CSCIC’s Survey Monkey site. Ben to develop draft questions.*

Summarize next steps:

- Refer to items noted above.
- Committee to develop draft 2008 budget

Next Meeting: The next meeting was set for January 9, 2008 at 1:00 p.m.