

## **North American Cartographic Information Society (NACIS)**

Spring Board Meeting

April 24, 2004

American Geographical Society Collection, Milwaukee, Wisconsin

### **Attending:**

Lou Cross (Executive Director, ex officio); Jane Domier; Scott Freundsuhh (/Cartographic Perspectives/ Editor, ex officio); Pat Gilmartin; Mike Hermann; Jenny Marie Johnson (Secretary); John Krygier (President); Dennis McClendon; Glen Pawelski; Margaret Pearce; Susan Peschel (Treasurer); Erik Steiner; Trudy Suchan (Vice-President)

The meeting was called to order at 9:30am by John Krygier.

Minutes from the October 8 and October 10, 2003, board meetings at the annual meeting in Jacksonville, Florida, were approved.

### **Presidents Report (Krygier)**

John thanked Susan for making the arrangements for the meeting. He also thanked the boards subcommittees and Portland local arrangements chair Mike Hermann for their hard work. He commended Scott Freundsuhh for his work over the last 8 months on getting /Cartographic Perspectives/ caught up. John broadly outlined the days discussion items: the Portland, Maine, 2004 annual meeting; Cartographic Perspectives; the boards new structure of subcommittees; and selecting sites for the 2006, 2007, and 2008 annual meetings.

### **Cartographic Perspectives (Freundsuhh, Krygier)**

The journal is rapidly being caught up. Submissions, and rejections, are up. Because CP is the most tangible part of NACIS the board should discuss the nature of CP and its relationship to the organization. The board needs to assist in making CP more central to the organization.

All of the 2003 issues have been produced and mailed. All of the 2004 issues are pretty much done. 2004/1, number 47, is ready to go to press. All of the articles for 2004/2, number 48, are ready to go; Scott is waiting for the technical pieces. 2004/3, number 49, is well underway and should be ready to go shortly after the 2004 conference in October. Scott may be looking for a new Map Library Bulletin Board editor because Chris Mixons job is changing, moving him away from working with maps. The opinion column is going to become an occasional piece instead of a regular, every issue column. The online mapping column has been discontinued. Five members of the editorial board were replaced with five new members. Most reviews of papers are being received by Scott in four weeks and are going back to the authors in six weeks. Scott is in weekly communication with Jim Anderson, the managing editor who is responsible for production. Color illustrations could appear in each issue of CP for the cost budgeted for black-and-white because costs have come down; color is a big draw for authors.

The copyright process for articles is being taken care of by Susan. Authors are being asked to sign over the copyright to CP; Matt Knutzen is retaining copyright for his cover

illustrations. A statement may need to be added that the opinions that appear in CP are those of the authors, that copyright on the articles is held by CP, and that Matt holds the copyright for the covers.

Scott has contacted /Geobase//Elsevier via e-mail twice regarding indexing but has not received a response. CP is indexed in /Current Geographical Publications/Online Geographical Bibliography/ and selectively by /GeoRef/ (American Geological Institute). On NACIS.org, there are indexes and abstracts for numbers 1-22 in PDF format and partial contents or tables of contents for issues 26-42.

In the last year, 16 manuscripts were reviewed with five being rejected. Currently, five are out for review or have been recently reviewed and have been sent back to authors for revision. Article flow needs to increase. Board members need to drum up articles. The editorial board has made suggestions of people for Scott to contact, and right now Scott has promises of papers from a number of graduate students.

CP might be enough on time to do a conference issue. 2004/1, number 47, is largely from the October 2003 conference.

The board discussed the nature of CP and how it might or might not meet the needs and interests of the NACIS membership at great length. Much discussion focused on how CP can reflect the interests of non-academic NACIS members and their abilities to contribute to CP but in a different way than academic-style papers. Ideas included pieces that are more illustration than text; interviews of a NACIS member by another NACIS member; and member-company profiles.

Also discussed was the editorship of CP. Scott was offered a two year reappointment as editor. He will then have served two, three-year terms as editor. John Krygier was offered an appointment as assistant editor beginning in October 2004, to begin after the annual meeting, with the presumption on taking on the editorial duties in October 2006. The role of assistant editor needs to be clearly defined. Jim Andersons role needs to be renamed as Managing Editor, reflecting his production activities, instead of Assistant Editor. Johns future role will be different from Jims current role.

It was noted that \$200 is budgeted for each issue of CP for copy editing and the journal does need that final gloss. Susan said she is writing a \$200 check to Scott for each issue. She also reminded us of the \$800 per issue paid to Jim Anderson upon inquiry, she reiterated that payment is to Jim, not to FREAC.

### **\_Treasurers Report\_**

NACIS is doing fine financially right now. The 2005 budget was examined and small changes in the estimate for producing CP number 48 and to add funds for working on database migration were made.

### **\_Subcommittees\_**

Reports from the subcommittees were mailed to board members prior to the meeting. John would like scheduled reports submitted in the summer and winter, between board meetings. Some areas might need more attention. John will expect to see progress reports from the subcommittees by August 1.

/Strategic Plan/ (Pearce, Gilmartin, Suchan) The subcommittee and board agreed that NACIS does not need a strategic plan at this time because the organization is healthy, is meeting its mission statement, and does not need to be refocused. The subcommittee was disbanded.

/Local Arrangements/ (Krygier, Peschel) A document has been compiled to guide planning. Errors should be sent to Mike. Mike is working on a checklist to accompany the guide.

/Publications/ (Krygier, Suchan, Johnson, Cross) This subcommittee's primary focus is CP.

/Promotions/ (Hermann, Delgado, Peschel) The board discussed a wide variety of ways to promote the organization and its journal and conference including trading notices of meetings, advertising, press releases. In the past, NACIS has had a quarter-page ad in ArcNews; this should be investigated for possible resumption. It was suggested that a short article submitted to the AAG Newsletter might be more effective than a mere listing in the newsletters calendar listing. Conference give-aways, t-shirts, and corporate sponsorship of the Thursday evening event and morning breaks at the annual conference were also touched upon.

The conversation segued into a discussion of the use e-mail, a NACIS-based listserv and the NACIS web site. NACIS members could be asked to forward notices and information to appropriate listservs, groups, and individuals. Members could also be invited to have links from their e-mail to the NACIS web site or to include a statement of NACIS membership or NACIS logo on their personal web pages.

There are two types of listservs: basic e-mail with automatic receipt of messages or threaded message board with searchable archives and the ability to post images. If NACIS were to sponsor a listserv, a moderator, exact responsibilities to be determined, would be required. Jane Domier indicated that she would be interested in filling this role. Something could be done quickly to create a listserv but perhaps should be done in conjunction with the planned revamp of the web site. Unfortunately, the web site update is not on a short timeline. A listserv could be in place by August 1 and announced at the next annual meeting. Simple software needs to be identified to enable posting to a web site and sending of e-mail.

/PCD/ (Pawelski, Van Dorn, McClendon) The PCD organizers work closely with the local arrangements chair and requires a template similar to that produced for local arrangements. PCD could be more closely integrated with the annual conference; PCD has begun to leak into the program with last years Map-Off an obvious example. The board briefly considered changing PCD's name from Practical Cartography Day to Practicing Cartographers Day. This could be done in time for the new name to appear in the preliminary program. Integrating PCD more closely in the annual conference might be a good topic to discuss at the second board meeting during the October conference.

/NACIS.org/ (Kennedy, Rader, Steiner, Cross) Gordon needs to step down as subcommittee chair, and Eric will step in. Mark Harrower is no longer keeping the content of the site current. Andrew Wunderlich should be tapped to assist; he had indicated his interest last year. Initially, he would be asked to update the sites content.

Other people have expressed a willingness to help, and an announcement or invitation needs to be made so that they can self-identify more clearly. Concurrently, a redesign would be taking place. The sites goals need to be identified and articulated. A web master needs to be appointed (perhaps Eric as part of his subcommittee chair responsibilities). The editors initial goal would be the redesign. A concept should be ready for review at the October 2004 annual meeting and in place prior to the 2005 annual meeting. Once the redesign is completed, the editor would monitor the content and keep the site up to date, perhaps with the assistance of people assigned to specific portions of the site. A specific web site need is to index or list the contents of all issues of CP. Eric (as chair), Jane, Lou, and Dennis were appointed as the reconstituted NACIS.org subcommittee.

/Nominations/ (Kennedy, Steiner, Gilmartin) The board discussed possible nominees put forward by the subcommittee and suggested a number of other names of people for the committee to contact.

### **NACIS 2004 in \_\_Portland\_\_**

/Local arrangements/ (Hermann) Everything seems to be on track. The process is on autopilot right now. The Thursday night social, at the Osher Map Library, will require some kind of admission fee to cover the cost of the band, catering, and a shuttle. The costs need to be put together soon so that the fee can be included on the registration form.

/Program/ (Suchan) Trudy is interested in knowing who the map librarians that belong to NACIS would like to talk with. Map librarians played an instrumental role in founding NACIS and it is important to be certain that they are included in NACIS program planning especially with the 25<sup>th</sup> anniversary coming up in 2005. There was a brief discussion of types of conference sessions papers, panels, featured artists. Due to its popularity, nothing will be scheduled opposite the Map-Off.

/Poster Session/ (Johnson, Krygier, McClendon) The three separate parts that make up the poster session, the student poster competition, map gallery and traditional poster session, will be more closely coordinated for 2004 than they were for 2003. This is especially critical because the space available for the poster session is somewhat restricted.

### **NACIS 2005 in \_\_Salt Lake City\_\_**

The Wyndham Hotel in Salt Lake City is the probable conference site. Dates will be firmed up and contracts signed by the end of the week. Brandon Plewe, local arrangements for 2005, has made a number of site visits. The NACIS night out will not be a cruise on water. Workshop space has been taken care of. The Salt Lake City transit system is helpful, and flying into Salt Lake City should be relatively inexpensive. Attendees must be reminded to stay in the conference hotel to fill required room nights. This is especially important because there may be a number of near-by less-expensive options. Brandon will be asked to do a presentation at Portland.

### **Future NACIS (2006 and beyond)**

/2006/ Jeremy Crampton will be asked to investigate Atlanta, Athens and Savannah,

Georgia. Pat Gilmartin was asked to investigate Charlotte and Charleston, South Carolina. Information is needed by July 1, and the board will make a decision by e-mail and telephone.

/2007/ Megan Kealy and Frank Kenney will serve as local arrangements for Santa Fe, New Mexico. Frank Kenney must be encouraged to attend NACIS 2004, 2005, and 2006. He needs to see a NACIS conference in action before beginning work on local arrangements.

/2008/ Trudy volunteered to begin the process of finding a site in the Washington, D.C. area.

### **\_Executive Directors Report\_**

Membership is down. This could be in part to where the organization is in the renewal cycle because renewal notices are just being sent out. Lou is working on moving the membership database to FSU which will allow access from elsewhere. The membership database will be at FSU by the annual meeting. \$500 is needed to develop a simple system to convert or build the conference and membership databases. This was approved by the board.

NACIS can not continue to purchase alcohol for the hospitality suite because of liability issues. Alcohol can be served at receptions or the dinner if it is sold from a cash bar. NACIS may not sell or give out tickets for drinks; members must purchase alcoholic beverages on their own.

Accepting charge cards for conference registration through a system like PayPal needs to be investigated. Lou and Susan will do this with an eye toward having something in place in time for 2004 conference registration.

## **NACIS Board Meeting I**

Portland, Maine

Wednesday, October 6, 2004, 3-5pm

Present: Jim Anderson (CP production manager); Lou Cross (executive director); Jane Domier; Scott Freunds Schuh (CP editor); Pat Gilmartin; Mike Hermann (local arrangements); Jenny Marie Johnson (secretary); Gordon Kennedy (past president); John Krygier (president); Dennis McClendon; Glen Pawelski; Margaret Pearce; Susan Peschel (treasurer); Trudy Suchan (vice president)

Minutes from the April 2004 board meeting held in Milwaukee, Wisconsin, at the American Geographical Society Collection, University of Wisconsin-Milwaukee were approved as amended.

### **Presidents Report (Krygier)**

Johns goal for the meeting was to focus the work of the board through the subcommittees that had been established at the April 2004 board meeting. Knowing what the subcommittees have planned and knowing what kinds of skills and interests are needed on the board will help to find good candidates for the board election. The local arrangements document is a major step forward and should make it easier to find people to propose sites for future meetings and to act as local arrangements coordinator.

### **Cartographic Perspectives / Report (Freunds Schuh)**

A document was distributed to the board via e-mail prior to the meeting. Number 49 is at press and includes, on pages 80 and 81, the first Visual Fields section. An insert to be added to number 48 will also be included with 49 when it is distributed. Enough articles are in hand for one more full issue, and Scott was hopeful that he would find enough material at the conference for another issue. It has been difficult to find materials for the Map Library Bulletin Board section. Some changes have been made to the editorial board, and the CP board has been very helpful. Scott has a flyer for distribution in conference registration folders about CP publishing opportunities.

### **Cartographic Perspectives / Budget (Anderson)**

Because CP is caught up, mailing out back issues to late due payers could be problematic and expensive in both time and money. Susan will put together a statement about membership renewals that payment received prior to a specific date will receive the current years issues and that payment received after that date will be applied to the next years membership and issues. The statement will be distributed through the web site, NACIS e-mail list, e-mail renewal notices, and CP. An increase in postage costs is anticipated over the next two years. The budget allocated for CP is conservative and is based partly on an estimate of income from the annual conference. The cost of producing CP has dropped but has probably gone as low as possible. 600 copies of CP are printed of each issue. \$21,000 for 3 issues of CP should be adequate.

### **Treasurers Report (Peschel)**

Nothing has changed since April, and the budget is healthy. NACISs sources of income are sales of back issues of CP, donations, membership dues (which are lower than they

should be), and conference profits.

### **\_Subcommittees\_**

Strategic Planning disbanded at the spring board meeting

Local Arrangements the document is the priority. Once the document is updated, the subcommittee probably is no longer needed.

Publications focus on CP documentation including job descriptions. Should be ready to review at the spring 2005 board meeting. Also needs to consider advertising CP and how much to sell back issues for.

Promotions needs to find people to represent NACIS at meetings, to promote NACIS and CP at other organizations. This is the right time to promote NACIS because CP is caught up and the 25<sup>th</sup> anniversary meeting will be held in 2005. Promotion must be well underway before the spring board meeting. A logo contest for NACIS members will be announced at the Thursday (10/7) business lunch with guidelines forthcoming. The contest will be held late in 2004/early in 2005. The winner will be awarded conference registration for the 2005 meeting. The redesigned logo will appear on the website, CP, letterhead, and could be used by members on their websites and business cards. It will be the NACIS brand for its second quarter century.

Practical Cartography Day (PCD) planning document is not yet assembled. Once the document is written the subcommittee can be disbanded. Someone to plan the 2005 PCD needs to be found. Erik Steiner can not because he needs to focus on the NACIS web site redesign. Two people, one of them a board member, would be good. Perhaps registration at PCD needs to be limited but that would be site specific.

NACIS.org Erik Steiner will begin working on this, with Lou Cross, after the conference is over. Next years conference registration could be done through PayPal. The 2004 paper registration form can be used to prototype the 2005 web-based form. Including CP tables of contents needs to be considered in the web site redesign.

Nominations needs to find all of the candidates before the business lunch when new board members and officers will be announced.

Everyone was reminded that there is no downtime between the annual conference and the spring board meeting.

### **\_NACIS 2004\_**

Hotel has been fine so far.

### **\_NACIS 2005\_**

Hotel is set and contract is signed.

Brandon is enthusiastic and ready to begin. He is waiting for the local arrangements document.

### **\_NACIS 2006 and beyond\_**

Glen Pawelski brought a proposal for Madison, Wisconsin, but airfares and schedules still need to be checked. Santa Fe, New Mexico, is off the table. Duluth, Minnesota, is still a remote possibility. Santa Barbara, California, would be expensive to get to. The importance of having local arrangements people can not be emphasized enough, especially a longtime NACIS member who has attended a number of annual conferences.

### **\_Executive Directors Report\_ (Cross)**

Membership has declined from 460 in 2002 to 399 in 2004. This is concerning. Local arrangements and promotions are important for promoting the conference to the region it is being held in each year so that people who haven't been to a NACIS conference before will attend and join the organization. Increasing membership needs to be a goal.

### **\_NACIS 2005\_ (Plewe)**

The hotel is in downtown Salt Lake City on the free trolley line. Lab space is at University of Utah there will be a rental fee but the university is on the trolley line. There are a number of different options for field trips and the NACIS night out. Brandon needs to gather specific costs and airport transportation including finding out if the hotel has a shuttle.

## **NACIS Board Meeting II**

Portland, Maine

Friday, October 8, 2004, 3:30-6pm

Present Erin Aigner; Lou Cross (executive director); Pat Gilmartin; Mike Hermann; Jenny Marie Johnson (secretary); John Krygier (past president); Dennis McClendon (vice president); Glen Pawelski; Margaret Pearce; Susan Peschel (treasurer); Brandon Plewe; Trudy Suchan (president) ; Ben Sheesley (student member); Erik Steiner

Jim Young, chair of the AAG Cartography Specialty Group, greeted the board and expressed an interest in finding ways to work with NACIS.

After Jim left, new board members were welcomed and introductions were made: Dennis McClendon (vice president/president elect); Susan Peschel (treasurer); Benn Sheesley (student member); Erin Aigler (board member); Brandon Plewe (board member); Joanna Seeber (board member); Fritz Kessler (board member).

### **Future NACIS Sites**

Current airfares to Madison from a number of places were checked and range between \$260 and \$350. Flights into Milwaukee followed by at \$30 bus fare to Madison are also possible. The hotels in the proposal range from high \$70s to \$145. There would be strong support for NACIS from the UW-Madison Geography Department, specifically Mark Harrower. The proposal needs to be fleshed out a little and then Lou will begin negotiations with the hotels. It was moved and approved that Madison, Wisconsin, be the site for NACIS 2006.

South Carolina might be possible for 2007.

### **Practical Cartography Day**

Steve Spindler will be putting together PCD for Salt Lake City (2005). Glen and Erik will be working on the PCD documentation and agreed that it is really good to have more than one person working on PCD.

The issue of limiting enrollment, or maintaining a single enrollment level, needs to be on the boards agenda for the spring meeting. The current draft of the PCD documentation calls for 85-100 seats for PCD. At a recent board meeting, it was agreed that PCD needs to be considered part of conference planning. The board discussed whether the conference fee should be raised and the conference extended to a third day so that PCD fully becomes of the NACIS conference rather than a pre-conference, separately ticketed event. Human resources might not be available every year to do things the same way each year. PCD is a good place to try new ways of approaching conference content and formats. PCD needs to continue with a discrete identity. Early PCDs brought some new members to NACIS. Most people who go to PCD stay for the rest of the conference. PCD works as it is as a focused time for discussion. The relationship between the PCD planners and the program chair is very important.

### **Review of 2004 Conference**

With 155 attendees, the numbers look good. The hotel was seamless, completely ready for NACIS. The workshops and fieldtrip have met comfortable minimums. It needs to be decided if the number of room nights needs to be increased. People need to be encouraged to stay at the conference hotel. Filling room nights means free meeting

space. NACIS needs to find a way of getting free meeting space for the least number of rooms possible. This will be discussed further at the spring board meeting.

The schedule can pretty much accommodate the number of papers submitted. Having the map-off as a no-conflict event is a constraint. The program chair needs to try to avoid having concurrent sessions that might attract the same people this can be difficult to do.

90 minutes between the end of the last afternoon session and the beginning of the evening event, especially the opening event, isn't enough time. Perhaps the Wednesday afternoon board meeting needs to finish earlier. The board discussed possibly changing the format of the Wednesday evening event possibly heavy hors d'oeuvres as a dinner substitute. Board members should be at events to greet members but meals are important because of NACIS's social nature.

The longer luncheon was a help in staying on schedule. The hours that the registration table was open were reduced.

A preliminary program needs to be circulated to the board to discuss possible small time adjustments. Scheduling and time problems can also be location specific.

### **NACIS 2005 the silver anniversary**

The local arrangements subcommittee might need to be reconstituted as an anniversary subcommittee. It is a lot to ask of the program chair and local arrangements person to make sure that key people are invited/encouraged to attend as well as put together the program and associated events.

A NACIS historical review should be done. The CP fall issue could be previously published articles selected by former editors with introductory comments by those editors. There also could be a brief history of NACIS. All of this would be up to Scott.

An anniversary booklet could be distributed as part of the program.

A central point is needed to coordinate the anniversary celebrations. The Promotions Subcommittee needs to be part of the anniversary preparations. The budget for 2005 may need to be adjusted as costs for the celebration are evaluated.

An anniversary subcommittee would need to have well structured ideas and choices ready for the board to consider at the spring meeting. The anniversary celebration needs to be more than a look back it also needs to show how NACIS is moving forward. The anniversary celebration will set the tone for the first part of NACIS's 2nd quarter century.

The anniversary subcommittee will include as members Pat, Susan, Mike, and Lou. Jim Anderson will be asked if he would like to serve, too. A chair needs to be found someone reliable who gets things done and with longtime experience with NACIS, the ability to synthesize and an eye for creating celebrations. A few names of possible chairs were suggested and Lou will talk with them.

Anniversary events might include: new logo determined through a competition for NACIS members; CP commemorative issue undertaken by Scott, previous editors, and

the CP editorial board; map of conference locations and a timeline poster; 25 years of maps for 25 years of NACIS (a map exhibit of 25 notable maps, 1 for each year of NACISs existence) spearheaded by Jenny.

John will be maintaining the board listserv. He will also create an anniversary listserv to include the board and others.

### **Subcommittee Memberships**

Practical Cartography Day (PCD) Erik Steiner (chair), Brandon Plewe, Steve Spindler, Ben Sheesley

Promotions Mike Hermann (chair), Susan Peschel, Lou Cross, Margaret Pearce, Erin Aigner

Nominations John Krygier (chair), other members to be determined

NACIS.org Erik Steiner (chair), Andrew Wonderlich, Joanna Seeber, Lou Cross. No progress was made on revising the web site last year. Current sites contents have been documented. A designer is needed. The site needs to be streamlined for easy updating. Need to appropriate funds to have design done. Funds were allocated at the spring 2004 board meeting for database conversion. As executive director, Lou needs to be involved but he cant take on doing the design. NACIS.org, along with credit card conference registration, is an A list priority and needs to be live on January 1, 2005.

NACIS will populate the content of the site; the designer will work with Eriks storyboards to create the code to generate the site. There needs to be a deadline and a deliverable. Prior to contracting with a designer, by November 10, 2004, Erik will put together a mini work plan (who, what, how much \$). A motion was made and passed to amend the 2005 budget to allocate \$3000 for the completion if a new NACIS.org web site.

Publications Trudy Suchan, Lou Cross, John Krygier, Jenny Johnson. It might be possible to republish selected issues of CP as books. There is also interest in selling back issues of CP. First three full sets need to be obtained for the archives. Back issues could be sold through NACIS.org perhaps for \$5 per issue plus \$5 for shipping/handling regardless of the size of the order. A list of available issues needs to be compiled and could be put up on the current website and then transferred to the new version.

### **Cartographic Users Advisory Council (CUAC)**

Dan Selden has requested financial assistance from NACIS for a CUAC organized May 2005 event, Map Libraries in Transition II. Jenny will identify the organizers of the event to determine what the content of the meeting and requested level of assistance might be. Dan also asked that a link to the CUAC website (<http://cuac.wustl.edu/>) be put on the NACIS web site.

### **Salt Lake City 2005 Activity Possibility Overview**

Night out state historical museum, catered Mexican food

Field trip Snowbird, last weekend of Oktoberfest

Theme/subtheme of historical cartography railroad development, bicentennial of the Lewis & Clark return, need to find specific people to organize sessions

Map-off possible Wednesday night event, nice opening for conference overall, could continue from themes of PCD, food and bar in the beginning of the evening.