

**NACIS Board Meeting
Milwaukee, Wisconsin
May 10, 2008**

Present

Neil Allen, Jim Anderson (assistant editor, CP), Tanya Buckingham (secretary), Lou Cross (executive director), Mary Beth Cunha, Scott Freunds Schuh, Dick Gilbreath, Michael Hermann (president), Jenny Marie Johnson (past president), Gordon Kennedy (treasurer), Ginny Mason, Susan Peschel (business manager), Brandon Plewe (vice president), Nicolas Ramirez (student member), Nick Springer

Absent

Barbara Buttenfield, Martin Gamache, Fritz Kessler

Call to order: 9:50 am

Cartographic Perspectives

a. Digital archives | Mike Hermann

In June, UW-Madison is planning to begin scanning the past issues of CP, save as PDFs under the direction of Mark Harrower for \$700.

b. Editor's report | Scott Freunds Schuh

There is a comfortable amount of content for upcoming issues, and happy with the rate at which materials are coming in. Fritz is happy and enjoying the position.

Fritz went to AAG on his own dime to support CP. Would be useful for the editor to attend in the future, and we should discuss funding for this.

c. Assistant editor's perspectives | Jim Anderson

Jim, Fritz and Scott met in January in Maryland to work through the transition. Also met with Mary Spalding, the copy editor. She had limited involvement with the current issue, but will be more heavily involved in the future.

Jim raised a few concerns based on the number of issues of CP being mailed. First, members are not renewing at the beginning of the year, any back issues cannot be mailed with the bulk mail. Jim is also concerned that there is a discrepancy between issues 58 and 59 of 100 fewer issues mailed.

Susan raised another postage concern: Had to mail CP 53 to New Zealand cost was \$8.65. Bigger issues are going to be \$9. Will assess how much it costs to ship issues internationally.

The budget of \$21,000 is no longer going to be enough. There will be a 2% increase for printing, and will need to account for an increase in mailing costs. The cost of CP has held steady for seven years before this.

Jim is planning to retire in April. He requested an estimate from Sheridan Press, the printing house, to see what the costs would be if they assumed the duties he has been responsible for. It would be \$2000-3000 more per issue to have them handle the tasks. He will continue the work for a while after retirement, but it would be prudent to keep an eye out for someone who may be interested in taking over Jim's responsibilities. Unless, Jim is willing to continue throughout retirement, that is.

d. Editor transitional meeting | Scott Freundschuh

The meeting in January was invaluable and Scott highly recommends that it occurs each time there is a transition to a new editor. Fritz left the meeting with a clear understanding of how things work.

Jim, Scott and Fritz produced a document of duties, independent of the process, in order to make the responsibilities of the editor very clear.

Gordon raised the question of who manages the budget, an editor should not be able to take a lot of financial risks without input from the board. Editor and associate editor work together closely on budget and content items, it is the editor's responsibility to seek the board's approval if something is over budget or the content varies too much.

Jim suggests that it will be good to have overlap between editors when there is a transition. Also, there should be a line added to the budget to fund the transitional meeting.

There was a question of adding the transitional meeting to the bylaws, but was decided that it can be policy outside of the bylaws.

Brandon raised the question of whether Jim's position should be called the managing editor versus assistant editor. There is also a request for Jim to assemble a list of tasks, a job description of the assistant editor's duties. Jim does a lot of work with the authors, in addition to the layout work. Mike added that it is important to know exactly what Jim does, so nothing falls through the cracks when someone else takes on these responsibilities, he also felt it may take more than one person to accomplish all of the duties that Jim takes care of.

Debate over the status of an editor: should the editor be a member of NACIS prior to becoming the editor? Jenny discussed the concern that there is potential for this person not to have a full understanding of the organization if they are not a member. Scott and Gordon feel that this could tie our hands in selecting an editor. There will be a vote between the Executive Board before October.

Vote on passing the document "Appointment for Editor." There will be some adjustments made to the "Duties of CP Editor, Assistant Editor, Section Editors, and Editorial Board members" document and a vote will be done electronically.

e. Back issues and mailing

There is a surplus of back issues. An estimate of around \$400 last year for mailing back issues. Overall it is an issue of educating members that the subscription/membership of a year begins on the first of the year.

f. Other

Mike would like to provide business cards for the editor and other editorial board members. Scott suggests using institutional card with an added line: "Cartographic Perspectives Editor".

Advertising piece, pamphlet, handout, brochure: a discussion about whether we should have one. No action will be taken at this time.

Investigate the possibilities of CP becoming an open source Journal. Mike will talk with David DiBiase about writing an op-ed piece on open source journals to inform the membership and begin a discussion about if this is a good step for CP. Is this the way that more journals will be going in the future? If we are early adopters will we attract more

submissions? Consider financial implications: the costs will change from printing to web expenses, membership costs. Ask questions about digital, archival quality printing to have record.

11:59 lunch

Executive Director's report | Lou Cross

a. Membership

Current membership for 2008 is 406 and there are one to two people signing up per week. Post St. Louis was 547, we are well on our way to meeting and possibly exceeding this number.

b. Responsibilities of the Executive Office

There is a need to record the responsibilities/liabilities of the Executive Office, which would serve two purposes: if the person filling this role is suddenly unavailable and to justify institutional support to employer. The Executive Director signs contracts for the organization, should there be oversight of this role?

Current contribution of the Executive Director and FSU:

- email and phone responses
- website hosting and minor programming
- meeting planning including negotiations with hotel

Funded tasks would include, when necessary:

- major website upgrades
- site visits to meeting locations

Additionally it is important that the Business Manager's role be defined, as the tasks that Susan is providing cannot be handled by a volunteer executive office.

Gordon will look into moving the NACIS account to a national bank, so that we are not reliant on an individual's home location.

2007 Minutes | Mike Hermann

It was reported in the minutes from October 12, 2007 that Ginny Mason would attend the URISA meeting. It was later decided that NACIS would not send a member to the meetings but would send a letter of support.

Minutes from October 12 approved.

Procedure for posting minutes will be to distributed to board for approval via email within a few weeks of the meeting, approve electronically and then post to the website.

Nomination Committee Report | Jenny Marie Johnson

Vice President/President Elect

Margaret Pearce (Ohio University)

Treasurer

Gordon Kennedy (Washington State Dept. of Transportation)

Board of Directors (4 to be elected)

Max Baber (University of Redlands)
David Barnes (ESRI)
Donna Genzmer (University of Wisconsin—Milwaukee)
Amy Griffin (University of New South Wales)
Mark Harrower (University of Wisconsin—Madison)
Ginny Mason (National Geographic Society)
Dale Sanderson (Dex)
Nick Springer (Springer Cartographics)

Student Board Member

Jeremy White (University of Wisconsin—Madison)

Outgoing Board:

Scott Freunds Schuh, Nick Springer, Ginny Mason, Dick Gilbreath

Will post bios to website, well in advance of election. Voting will be done online, again, after huge success last year.

Awards committee | Dick Gilbreath

Very few applications have been received for the awards. The deadline had been set at April 30, will extend to July 31. There are eight awards to be distributed: four for \$200 to students, four for \$250 for regular members.

Newsletter | Marybeth Cunha

Considered making the newsletter look more like a newspaper, but agreed simple, plain text is better. Mary Beth does not have a lot of content for the upcoming newsletter, please submit any information to contain in the newsletter.

CUAC | Mike Hermann

a. CUAC

A vote was called to approve that NACIS will no longer send a representative to CUAC meetings. The notes are available on-line.

b. NACIS role in other societies

The CUAC decision led to a larger discussion of NACIS participation in other societies such as Coalition of Geospatial Organization (COGO), Geoforum NA. Scott mentioned that it is difficult to have a member attend these meetings because they are frequent. Decision was made that the groups participating in these societies are much larger than NACIS with more resources to attend. NACIS will continue to support causes that align with the mission statement through letters of support.

NACIS 2008, Missoula Program Chair Report | Brandon Plewe

Deadline will be extended for paper submissions.

Practical Cartography Day:

Alex Tait and Tom Patterson are lining up PCD.

- Tom would like to demo Natural Scene Designer 5. Cap the day with a light-hearted activity where everyone submits a terrible map: Cartastrophies, instead of the round table discussions.

To Pecha Kucha, or not to Pecha Kucha—it went so well, do we want to do it again? Consider a modified Pecha Kucha.

Possible speakers: local person, John King: Election maps, Adena Schutzberg, editor of Directions Magazine.. Can spend up to \$1000 for honorarium.

Opening Session: Lou and Tanya will be planning a pro-bono mapping exercise, that will introduce and welcome new members to NACIS.

Map Librarians: Include something in the program that would interest librarians, provide the space for them to develop this. Would Paige Andrew be interested in organizing something?

Activities: Carla Majernik, local arrangements, is working on the activities. Steven Holloway is interested in having a gallery show or night out reception and would like to do a workshop on Saturday.

Poster/Web mapping session: Will get in contact with Erik.

Susan needs expected costs so she can determine the conference fee for October.

2009 & 2010 locations | Mike Hermann

2009 Location up in the air: State College, PA; D.C.

Lou will start looking into DC as an option, with National Geographic as meeting space.

Mary Beth strongly encourages going west, that California would be a very successful conference. She will explore the options for Sacramento for 2010.

NACIS Booth at AAG | Lou Cross and Mike Hermann

Lou and Mike thought the \$5000 was well worth the expense to have a presence at the AAG meetings. There were quite a few people who had never heard of us.

A special thanks from Lou for watching the booth to give him a break: Mike Hermann, Greg Chu, Sarah Battersby, Amy Griffin

NACIS booth at Future exhibit halls:

It would be a good idea to put a small advertising crate together that can be shipped to the conference. Someone with some institutional knowledge should staff the booth.

Should we consider other conferences? Mike and Lou will evaluate the expenses and results, the 2009 budget and will consider attending 2009 and 2010 AAG meetings. After attending a few meetings we can examine if the booth is resulting in membership increase or more journal articles.

Treasurers Report | Gordon Kennedy

PCD is very successful, are there other ways to provide an “anchor session” for other groups (e.g. educators, librarians) without detracting from the regular paper sessions?

The best thing that keeps NACIS financially healthy is for the board members to make it an enjoyable conference for new members—keep them coming back.

Susan and Gordon spent a few days before the meeting, balancing the books to the penny.

The 2008 budget shows an operating loss currently, but it is difficult to determine until the conference.

The finance committee did not meet, but Gordon and Susan met and set a watermark of \$65,000–\$85,000 in the bank to absorb poor conference turnout or something devastating. NACIS is currently \$44,000 over that goal. Since the additional funds are available it would be a good time to experiment with the possibility of CP becoming an open source journal. Important to remain disciplined, but it is a good time to try some things.

2009 budget is approved.

Mike: Still looking into a recognition award for excellence in the field.

Other business

There was a request to make more funds available to board members who have high expenses and no institutional support.

Could increase the travel reimbursement, pool the leftover funds, and allocate the extra money to those who have greater expenses. This will be discussed and decided after the meeting.

Meeting adjourned: 5:44 pm

NACIS Board Meeting Missoula, Montana October 8, 2008

Present

Neil Allen, Tanya Buckingham (secretary), Barbara Buttenfield, Lou Cross (executive director), Scott Freundschuh, Martin Gamache, Dick Gilbreath, Michael Hermann (president), Jenny Marie Johnson (past president), Gordon Kennedy (treasurer), Fritz Kessler, Ginny Mason, Susan Peschel (business manager), Brandon Plewe (vice president), Nicolas Ramirez (student member), Nick Springer

Absent

Mary Beth Cunha

Call to order: 3:05

NACIS Award for Excellence | Michael Hermann

a. Tom Patterson to receive Award for Excellence

The occasional award for excellence, a silver compass and book: The Flat Earth, will be presented at the plenary breakfast to Tom Patterson for a career dedicated to promoting the field.

b. Criteria for the Award for Excellence

It has been decided that there is no firm criteria as to when this award will need to be given, will not introduce burden to dilute the importance of recognizing excellence in the field.

c. Website

- Brandon requested that the announcement of the award be posted to the website to maintain a record of it.
- Susan mentioned that the website is also lacking a list of past presidents and she has started to compile this.
- Scanned back issues of CP will be added to the website. Vanguard Document Scanning and Shredding will be scanning all of the back issues, after negotiations with the University of Wisconsin—Madison broke down. Mark Harrower already has the issues to Vanguard. Vanguard will send formal contract soon. Indexing by table of contents, Mark will take care of the website development. Server capacity will not be an issue, according to Lou. Mike and Susan assured that Google will be powerful enough to harvest information out of the articles.

Canadian Cartographic Association membership proposal | Michael Hermann

CCA is displaying information near the registration table this year. CCA extended a 30% discount to all NACIS members to join CCA and asked if NACIS would do the same for CCA members. It was agreed that this would be an additional administrative step in processing. Also, NACIS cannot afford it, our membership price is already low, at \$42, compared to \$90 of CCA. Sally Herman, VP, would like to discuss further. A motion was made to decline the offer of a reduced rate to CCA members.

AAG and NACIS Booth | Michael Hermann

A discussion about whether to fund a booth in the Exhibit Hall at the AAG conference

was held. There are many benefits to the booth, including that it is a good way to promote CP and NACIS, additionally NACIS members expressed approval in seeing the booth promoting the organization. It is not clear what affect the booth had on membership, but there was a spike in new members this year. Additionally, there is an advertising budget to be spent that we have yet to utilize.

Expenses from the 2008 AAG conference were around \$5,000 to cover all expenses for someone to staff the booth. When planning to have a booth it was quickly found that it would be difficult to have an ad-hoc staff. Additionally, Mike noted that it was the charisma of Lou Cross that made the booth such a success.

If we continue to have a booth, we need to invest in a more formal/official display—a one-time investment that could be used at other conferences and at the NACIS annual meeting. Nick will research and design, Mike and Lou will assist in developing content. Further discussion will be had on Friday.

Election results | Susan Peschel

Elected/Re-elected: Max Baber, Amy Griffin, Mark Harrower, Gordon Kennedy (Treasurer), Margaret Pearce (vice president), Nick Springer, Jeremy White (student)

Rotating off: Scott M. Freundsuh, Dick Gilbreath, Jenny Marie Johnson (past president), Ginny Mason, Nicolas Ramirez (student member)

Voter turnout: 142 people voted; 12 members did not get ballots but were manually sent materials. Conference materials were sent late, so ballots went out late.

Membership | Lou Cross

2007: 550 total members; 2008: 524 members; 2009: 99, so far.

Members are not aware that the membership is for the calendar year. If we can encourage people to renew before the first issue of CP goes out for the year, we will save on shipping costs. Lou will generate a renewal notice to send with conference notice. Additionally, he will add a list of check boxes to gain more information about how members heard of NACIS

Cartographic Perspectives | Fritz Kessler

CP out of ICU but still in critical condition. Continue to seek quality articles and would like to be much further ahead in securing articles. Currently, CP stands at barely one issue ahead. Fritz has been doing everything he can to obtain submissions, including emailing AAG and NACIS members who have presented. Some suggestions included: a special issue or a guest editor. Many journals are struggling to get submissions.

Sacramento 2009 | Lou Cross

Holiday Inn on the edge of Old Sacramento, outdoor mall, restaurants, etc.
Hotel is perfect, pedestrian friendly, room rates around \$120 range. Dates: Oct. 7-10, 2009.

PCD will be part of the conference as a pre-conference workshop, assuming someone is available to run it. Possibility of running a Map Librarians day. mapgiving is planning to run an event.

Treasurers Report | Gordon Kennedy

Goals:

- Would like to execute more initiatives to support the members and NACIS objectives, since we have a large surplus. It's a good time to take some risks, to experiment. We have been spending more recently, on things like board support, AAG presence, CP hand over, and larger student grants.
- Work on giving accurate and frequent financial information.
- Develop an institutional knowledge and sustainable growth plan—use the budget as a tool. This includes documentation of Executive Director and Business Manager's roles. Also, discuss supplying a credit card for the Executive Director, with oversight from the board and specified rules about how the Business Manager and Executive Director can spend money to operate more efficiently. Will discuss further on Friday. Additionally, a discussion of Executive Director's position and the assuming of increased responsibility will be evaluated at a future time.

Membership dues are not covering the cost of CP production. Should we consider a rate change for membership? We should consider asking people if they wouldn't mind receiving CP as a PDF.

NACIS Awards Report | Dick Gilbreath

There were 6 applicants for student awards, and 1 member award. All who applied received money. One did not attend. We need to remind people that there are several awards available.

Missoula update | Brandon Plewe

Everything is going well, only a few minor tasks to take care of.

Future conference venues | open discussion

Will be discussed in more detail on Friday. Places mentioned: Memphis, Nashville, Birmingham

Additional Business

Susan printed some business cards very inexpensively, that could be implemented if a board member needs them for an event.

Adjourn 5:34 pm

Next meeting is Friday, 2:45-5:30 pm.

NACIS Board Meeting
Missoula, Montana
October 10, 2008
2:45–5:30 pm

Present

Neil Allen, Max Baber, Tanya Buckingham (secretary), Barbara Buttenfield, Lou Cross (executive director), Amy Griffin, Martin Gamache, Mark Harrower, Michael Hermann (past-president), Gordon Kennedy (treasurer), Fritz Kessler, Ginny Mason, Margaret Pearce (vice president), Susan Peschel (business manager), Brandon Plewe (president), Nick Springer, Jeremy White (student member)

Absent

Mary Beth Cunha

Call to order: 2:45-5:30pm

Booth AAG | Brandon Plewe

a. Adding the expenses to the budget

A long discussion was had about the success but difficulty in determining a strict cost/benefit analysis. Gordon stated the need to formalize a budget for travel. Babs made a motion to add a line item in the budget to cover the cost of travel for promotional activities (including, airfare, hotel, per diem and time off of work). Margaret seconded the motion and it was approved. The monetary value is to be determined at a later date.

a. Promotional committee

The display will be a one time expense that can be used for several purposes. Nick will take on the responsibility of creating the booth display, with the necessary financial support to put together a nice display. Things to include: maps, a very visual presentation, in addition to a handout promoting NACIS and CP, table skirt, possibly Natural Earth data on DVD. Mike and Lou offered to assist in gathering the content. Babs made a motion to add \$5,000 to the 2008–09 budget to discuss in the coming months.

CP | Fritz Kessler

In need of high quality submissions. Issue 61 needs a few items, but there is nothing beyond that. Fritz is doing everything he can, plea to board members to submit and encourage others to submit. Several journals are struggling, and a discussion of the long term health of CP is in the works. Amy and Fritz will work on a survey to send to the membership discussing possibilities of reducing to two issues per year, content suggestions, on-line vs. print subscription.

First issue that has been fully reviewed by a copy editor is at the press right now.

Back issues of CP will be made available through a website that would require about 40 hours of a student's time to develop.

Website | Brandon Plewe

Everything is OK

Committees and Chairs | Brandon Plewe

Promotions: Nick, Mike and Jeremy
Finance: Neil, Mary Beth and Gordon
Awards: Martin, Babs, Neil and Amy
Nominations committee: Mike

Annual Meeting, 2010 meeting site location | Brandon Plewe

St. Petersburg, Florida: Chris Anderson—quaint downtown, large selection of hotels, tours; pedestrian friendly; 3 major airports.
Pittsburgh, PA: Mike Hermann will look into it.
Providence, RI: Patrick Florance will evaluate costs.
Richmond, VA: Ginny Mason
Boulder/Denver, CO: Babs

Executive Director's Expense account | Gordon Kennedy

An ongoing discussion to formalize the spending of the Executive Director and Business Manager. The recommendation is: \$500 discretionary purchase—anything over \$500 would require executive board approval.

Finance committee will hash out the details of how the Executive Director and Business Manager can spend money. The recommendation was made to provide the Executive Director with a credit card to streamline NACIS related purchases.

Amy made a motion that finance committee will formalize the management of funds by the Executive Director and Business Manager.

International Subscription Expenses | Susan Peschel

The cost of international shipping for CP was raised again. \$12 to mail overseas vs. \$3 to mail domestically. Susan will evaluate how many subscriptions are sent to international addresses by the spring board meeting.

mapgiving | Lou Cross and Tanya Buckingham

There are a lot of questions about the future of mapgiving and the future of mapgiving and the role that NACIS will play. Lou and Tanya have a larger vision for mapgiving, beyond just the events that take place at NACIS, however, there is a lot to be figured out at this point.

Proposed budget | Gordon Kennedy

Will continue to provide the budget at business meeting.

NACIS occasional awards for excellence: \$600, Student Web map competition: no record of this amount, Travel Grants \$2,000, Student posters: no record of this amount
Add presidential discretionary fund of \$250–\$500, even in that context should have board/executive board vote. Mike pointed out that frequently he doesn't hear back from a lot of people which he takes as an approval. By keeping the monetary value low, it provides security.

At the spring board meeting we should discuss whether or not to combine PCD with the conference.

Continue with the transparency of organization out there. Think of ways to turn money back into the members, add value to the community. However, it is important that all members understand that we do have money, but that \$60,000–\$80,000 is a reserve to protect the organization. The committee will organize a clear, concise report for the board and membership.

2009 program

PCD—Nick and Neil will plan would like to focus on techniques, work flows. There has been a move away from round table discussions of maps because samples became more finalized projects instead of works in progress.

Opening session—Ginny would like to organize pecha kucha

Session suggestions—

- Running a cartographic business: Hans van der Maarel
- Round table/panel: Steve Davies, Neil Allan, Nick Springer, Mike Hermann
- Data mining, GIS, location intelligence: Gordon (Washington State DOT), BP
- GPS or round table interest?: Nick Springer
- Librarian sessions: Paige Andrew
- Any interest in student paper competition?

Field trip ideas—

- Tahoe: Amy Griffin and Patrick Florance
- Informal John Muir back packing: Martin Gamache
- Wine trip

Things to discuss at the Spring Board Meeting

- CAGIS and ACSM are in the process of separating. Mergers are on the table.
- Executive Board and Committee Chairs to provide a list of policies and practices to add to the document Jenny Marie Johnson had begun creating.
- Brandon will establish Google Docs for information to be shared between meetings.
- Annual meeting for 2010

Spring Board Meeting

- Will plan to meet in Milwaukee, and discuss dates in January.