

NACIS BOARD MEETING

AGS Library

Milwaukee, Wisconsin

April 25, 2009

10:00 am–6:00 pm

Present

Tanya Buckingham (secretary), Lou Cross (executive director), Mary Beth Cunha, Amy Griffin, Mark Harrower, Michael Hermann (past-president), Gordon Kennedy (treasurer), Margaret Pearce (vice president), Susan Peschel (business manager), Brandon Plewe (president), Jeremy White (student member)

Absent

Neil Allen, Max Baber, Barbara (Babs) Buttenfield, Martin Gamache, Fritz Kessler (CP Editor), Nick Springer

I. 2009 Conference Planning

A. Hotel/Financial | Lou

The hotel is all set. The approximate room rate is \$120/night. Wireless is included in guest rooms and the meeting space. Margaret will check on AV needs and let Susan and Lou know about the requirements.

B. Program | Margaret

a. CFP

Margaret wrote text, Dennis designed, Susan printed, mailed and posted to cartotalk

b. Opening session:

- Opening speaker: Mike Migurski from Stamen Design, still looking for content
- CP Special issue: Unveiling of the special digital issue, to begin discussion early in the week
- Reception

c. Banquet order of events

- Dinner served, considered a guest speaker, during/shortly following dinner, was decided too much with all the other activities
- Awards
- Pecha Kucha (Ginny Mason is willing to organize)
- Geodwebjeopardy

Geodwebjeopardy, there is some concern that it is exclusionary for new members/students. How can it be more inclusive? Something to think about.

d. Hospitality suite

- There is general concern that our meetings are getting too large for a hospitality suite

C. Practical Cartography Day (PCD) | Nick and Neil

- 16 formal invitations were extended, ideal would be to have 8 to 9 presenters
- The board would like a progress report around June 1, when the Preliminary Program is released

D. Practical Map Librarian Day (PMLD) | Margaret

- Be sure space is allocated with the hotel for these sessions

E. Local Arrangements | Mary Beth

- Old Sacramento, old saloons NACIS friendly, several options for Thursday night
- NACIS night out--library map wine, public transportation, meeting spot in hotel, go before food

F. Field Trips | Mary Beth

a. Possible organized trips:

- Wine trip: Amador County recommended over Napa Valley
- Lake Tahoe: ~\$50, multiple stops, all day trip, ends at airport—put images up on website

b. Possible do-it-yourself trips:

- Yosemite: 3.5 hour drive

G. Posters, Competitions, Awards

a. Coordinators

Posters: Patrick Kennelly

Webmapping: speak with Dave Heyman

b. Competition payments

2008 payments

Student Poster Competition Award: \$500.00

Student web map award: \$500.00

c. Recommendations for judges

1. Appropriately demonstrate the functionality of the maps
 2. Voting should be done as a team, including a good debate among panel members
 3. Would be good to include a high-profile judge
 4. Assemble a score sheet for judging
 5. Highlight features of each map, not just the winners
 6. Follow up with the students to let them know if they won/lost
 7. Multi-level prizes can be awarded, this is left the judge/panel's discretion based on submissions for the year
- Mark is happy to work with the judge to coach on how to adequately review and present interactive maps
 - Brandon will speak with past judges to adjust the procedures and outline the expectations

II. Committee Reports

A. Financial Committee | Gordon, Mary Beth, Neil

i. Treasurer's Report/Budget | Gordon

- **Forecast:** really remarkable how accurate the estimates are, a tribute to the good foundation set by business managers of the organization
- **Liabilities:** what we are responsible for a conference that doesn't happen depends on the contract (e.g., hurricane insurance for St. Petersburg)
- **Presidential funds:** there were separate line items for the president and occasional funds, these have been combined. The total is \$500.
- **Travel grants:** increase travel grants to \$4,000
- **Free NACIS memberships:** 10 to undergrads \$200
- **Digital CP website development:** \$1,000
- **Future:** If all of these expenses play out, we would be investing about \$9,000 in our future
- **Accounting services:** Quickbooks software \$200, approved for ease of record keeping
- **Notes:** Gordon would like to establish best business practices, reduce dependency on personality and create a system of accounting which follows general accounting principles. This will provide the board and membership with understandable, relevant and consistent information over time to make good decisions. Gordon will create a standard chart of accounts based on detailed records that Susan has kept over the years.
- **Overall:** the budget looks great. The big red flag is the printing cost of CP. Our membership dues do not cover the cost to print the journal.
- **Travel reimbursement:** spring meeting reimbursement must be submitted within 30 days of the meeting
- **2009 budget:** approved, see budget report from Gordon

ii. ED Expense Account | Gordon and Lou

The organization does not need an additional credit card for the Executive Director, reimbursement is working. The ED has a discretionary account of \$500.

B. 2009 Election Nominations | Mike

VP: Tanya Buckingham

Secretary: Ginny Mason

Board: David Lambert, David Barnes, Matthew Hampton, Jeremy White, Jennifer Milyko, Mary Beth Cunha

Student rep: Rob Roth, Mike Boruta

C. Promotions Committee | Nick, Mike, Jeremy

i. AAG Booth | Lou

- **Benefits:** Another successful trip to the AAG meeting this spring, it is the place to promote the organization, if we want to capture the audience most likely to join NACIS. Other benefits: place for NACIS members to congregate, and discuss NACIS topics, (e.g., special issue of CP), place to promote the journal, as well as the organization. gain, there were several cartographers who have never heard of us.

- **Membership:** Around 35 new members signed up at the conference. The membership form has added a field for people to let us know how they learned of NACIS.
- **Budget:** If we decide in October to attend AAG in 2010 and into the future, we should look to isolate AAG expenses in the budget as a line item, and consider sustainability of this promotion. The display was borrowed from FREAC, it would be nice to have map racks to display handouts.

D. Awards Committee | Martin, Babs, Neil, Amy

i. Deadline

Extended to August 31. Moving the date, makes it closer to the annual meeting, helps promote the conference, and the students know if they will be presenting. Applications received before the original due date of April 30, should be considered with more weight.

New deadline of August 31, will stand after this year.

ii. Amount

Increased to a maximum of \$4000, to be awarded at the committee's discretion. The committee will determine which candidates will receive travel grants and how much each candidate will receive. If we receive a lot of qualified applications, the committee should feel free to ask the board for more money.

iii. Award promotion

Better promote all awards on the website and in other areas to attract more applicants

iii. Committee

Babs is collecting the awards, she will disperse among the committee and coordinate the selection

E. Website | Lou

nacis.org is working, but could be updated, taking advantage of new technology and modernizing the design. Assemble an ad hoc website review committee to make recommendations: Jeremy and Nick

Things to focus on:

- content management issues
- integrate CP with nacis.org
- design/style guide
- evaluate the purpose of the site

(promotion, explain the society, archive for all conferences/cp, generate a buzz for the conference)

F. Policies and Practices Document | Brandon

i. Policies document

Jenny Marie Johnson has the policies document. What needs to be added to this?

ii. Paper Records

Susan has all of the paper records for the organization. Trudy Suchan and Gordon are interested in converting the necessary documents into a digital archive, creating an easily accessible reference to topics that routinely surface. Is Vanguard an option for this? Tanya and Susan will evaluate the files and determine an approach, there may be a good opportunity to coordinate this during the 2011 meeting in Madison.

III. CP | Fritz

A. General status

- Fritz is working hard to come up with more submissions, currently we have enough to fill the next two issues. 61 just showed up (Fa 2008), 62-64 full, 65 will likely be digital, 66 half full.
- Amy suggested encouraging participation by offering a prize for best submission each year. BCS and CCA do this. Could select by member vote or by the editor. Brandon will talk with Fritz about this possibility.

B. Reader Survey | Fritz and Amy

i. Results

- Overall CP is lukewarm in all areas: too academic for professionals and not academic enough for academics.
- Survey highlights: most read pieces are technique articles, people are willing to pay higher dues or receive fewer publications per year. The results were split pretty evenly among the membership on the willingness to receive CP only as a digital publication.

ii. General vision/goals for CP

- Previously, there was a lot of work to be ISI indexed. Is this what the membership would like?

- The general understanding of the board is not to push the journal to be more academic. CP is our forum for our membership to communicate with the world. The board members in academia were asked, “If CP focused more on technical pieces, would they still be interested in attending?” The overwhelming response was that professors and students join NACIS for the community and to “stay grounded.”

iii. Proposal from other organizations to merge CP with other journals

- NACIS has been approached by Scott Freunds Schuh to merge with other journals, (i.e., CaGIS and Cartigraphica).
- Freunds Schuh proposed one editor with four section editors, to make one GIScience journal: “Mapping”.
 1. Map Design and Geovisualization (Fritz Kessler)
 2. Map Perception and Spatial Cognition (need someone here)
 3. GIS and Geospatial Technologies (Michael Leitner)
 4. Historical and Critical GIS and Cartography (Jeremy Crampton)
- While submissions are down for all journals, and combining the three may allow for less diluted individual journals, there was not a lot of support for this idea.
- Several organizational challenges were discussed, and there is fear that the identity and purpose of NACIS could be lost, thereby not adequately serving our membership.

iv. future

- Tanya will be the guest editor and mapgiving will organize a special, digital issue to begin the discussion of what CP would look like in digital format. The purpose of the special issue will be to discuss with the membership the support, concern, possible outcomes and expenses/savings of such a change. Tanya will check with Fritz about access to editorial board and copyeditor.
- Questions/Doubts about digital and open formats:
 - Some may feel that the online journal is less acceptable
 - Archiving questions to be answered
 - What are the production costs, how do they differ from print?
- Benefits
 - Proactive step in searching for the best way to promote our membership
 - Distribution is worldwide
 - No printing fees
 - Significant decline in paper waste
- Stipulations
 - Digital option will be no less rigorously reviewed

C. Online Archival | Mark

UW-Madison Cartography Lab is moving through the articles, over halfway done.

IV. 2010 Conference Planning, St. Petersburg, FL

A. Hotel | Lou

All planning is going really well. The room rate is \$119/night. Hotel is really flexible and happy to work with us: we can bring in our own AV, have a hurricane clause which would allow us to cancel the meeting without a fee. It's a great area with three easy airports to fly into, great downtown with outdoor activities and bars/restaurants.

B. Local Arrangements

Going well, Chris Anderson and Noni Castro are really excited and motivated.

C. AutoCarto conflict | Brandon

AutoCarto conference for 2010 is scheduled to be held one month after NACIS in Orlando. There may be a portion of the NACIS membership that will have to choose between the two meetings. We are sympathetic to the members who may have to choose one over the other, but will not alter planning for the conference. NACIS has a consistent date and offers different strengths than AutoCarto. Is it worth a membership poll to see who is affected by this, and what they would do now or in the future if a similar conflict arose?

D. Future Conference Sites

It would be great to know meeting sites a couple of years in advance for planning purposes, already on this path.

- 2010 St. Petersburg, FL
- 2011 Madison, WI
- 2012 possibilities: Richmond, VA (Ginny Mason exploring). Toronto and Pittsburgh also discussed.
- 2013 back to the west—encourage members in west to propose location

V. Other Issues

A. Newsletter | Mary Beth

There are services (e.g. ConstantContact) which would provide a fancier newsletter and allow us to track, deliver, etc. Cost is about \$600/year. Decision was made to leave as is, the current newsletter works well. Consider revisiting in October.

B. Executive issues | Lou and Susan

C. mapping future | Tanya and Lou

Met with a lawyer to discuss legal aspects of the non-profit and this particular volunteer aspect, who owns the work, etc. Have found much bigger portion of our work has been explaining to non-profit's how maps could help them do their jobs better.

Ongoing projects, and volunteers

- Walking school bus routes with the Dane County Public Health Department, Wisconsin
- Lessons for teaching cartography with paper and pencil—will be available for download
- Room to Read
- HAST map (still in progress)
- Natural Earth Vector—exciting datasets, generalized and fully attributed
- CP special issue, design as the event this year

D. USNC funding request

- The board was approached with a request to provide financial support for travel to USNC members for the ICA conference in Santiago, Chile. It was determined that it was not the best use of NACIS funds. This request has been made and turned down in the past.
- While it is part of the NACIS mission to support the cartographic field, as a whole, the board feels that there are better ways to achieve this goal than giving grants to a few people to attend the international conference. Other options discussed include: increasing student scholarships, inviting ICA and representatives from other GIScience groups to educate the NACIS membership about their mission, meetings, and current projects, and continuing support for efforts like CartoTalk and mapping.

VI. Strategic Issues

A. Where should NACIS be headed (size, activities, influence)?

Some questions that we do not have clear answers to, revisit these things in October.

What do we hope to achieve by our advertising efforts?

B. Long-term relationships with CaGIS, USNC-ICA, CCA, etc.?

- NACIS would be interested in hosting an ICA commission as long as it doesn't conflict with the meeting, or give the perception that NACIS needs this, or cause us any additional planning to the NACIS group.
- This is a question that should be considered again.

VII. Other business

- Gordon: There are over two years of work that have not been billed for by Jim Anderson. There needs to be a reasonable period of time for which work can be billed.
- Jeremy: Concern over fewer slots to present at NACIS than at AAG. Wondered if there is a way that students can present without taking away from the other presentations. Students are assured that a spot would be found, there are rarely more submissions than presentation space.