

NACIS 2013 Spring Board Meeting Minutes

April 20th | 9am-5pm Central Time

AGS Library | Milwaukee, WI

Summary of Tasks identified from the September Meeting

Synthesis of activities and tasks identified during the meeting for follow-up consideration and/or completion

General

- ____

Awards Committee

- Name CB awardee within 3 weeks.
- Alert Nathaniel before announcing the awards

Communications Committee

- Post all future communications/newsletters to CartoTalk.

Continuity Committee

- ____

Finance Committee

- Report increase in dues to \$50 at Annual Meeting.

Membership Benefits Committee

- Provide feedback on the member benefits survey.

Nominations Committee

- ____

Outreach Committee

- ____

Web Integration Committee

- Make revisions to the wireframe according to discussion.
- Contract firm for design and development.

Atlas of Design Committee

- ____

Local Arrangements/NACIS 2013

- Use CartoTalk to promote the Annual Meeting.
- Explore options for abstract management.
- Create a Google form to handle student poster submissions.

Cartographic Perspectives

- Post CP issues to CartoTalk for discussion.
- Reach out to Laura to acquire feedback on layout/copyediting.
- Identify a replacement Assistant Editor (web) within six months.
- Rob: Compile list of responsibilities for Assistant Editor (Web)
- Create banner ads, stack cards, etc., for advertising CP.
- Identify a CP assistant editor for CartoTalk to help with promotion.
- Identify second student intern to complete the OJS conversion.

CartoTalk

- _____

Passed Motions

- Announce an increase in individual membership dues to \$50 at the Fall Annual Meeting agenda.
- Affirmed Pittsburgh as site of 2014 Annual Meeting.
- Approved 2013 budget.

Recommendations

- Empower the Web Integration committee to move forward with wireframe and hire design/development to execute design.
- Empower the Local Arrangements / Program Chair to identify the best method for managing the conference program
- Find technology that will work for the poster sessions and present the options to the Executive Committee.

Board Composition:

Executive Leadership

Lou Cross | Executive Director-Annual Meeting Operators (term expires 1/2016)

Tanya Buckingham | Executive Director-Annual Meeting Operators (term expires 1/2016)

David Lambert | Communications Director (term expires 1/2016)

Susan Peschel | Business Operations (untermmed)

Officers

Erik Steiner | Past President (term expires 10/2013) *unable to attend*

Neil Allen | President & Program Chair Portland (term expires 10/2013)

Nathaniel Kelso | Vice President (term expires 10/2013)

Alex Tait | VP-Elect (term expires 10/2013)

Jenny Marie Johnson | Treasurer (term expires 10/2014)

Robert Roth | Secretary (term expires 10/2013) *via Skype*

Board of Directors (returning)

Matthew Hampton | Local Arrangements Portland (term expires 10/2013) *via Skype*

Jenn Milyko (term expires 10/2013)

Sam Pepple (term expires 10/2013) *via Skype*

Eliana Macdonald (term expires 10/2013)

Board of Directors (newly elected)

Martha Bostwick (term expires 10/2014)

Leo Dillon (term expires 10/2014)

Alethea Steingisser (term expires 10/2014) *via Skype*

Paulo Raposo | Student Board Member (term expires 10/2013) *via Skype*

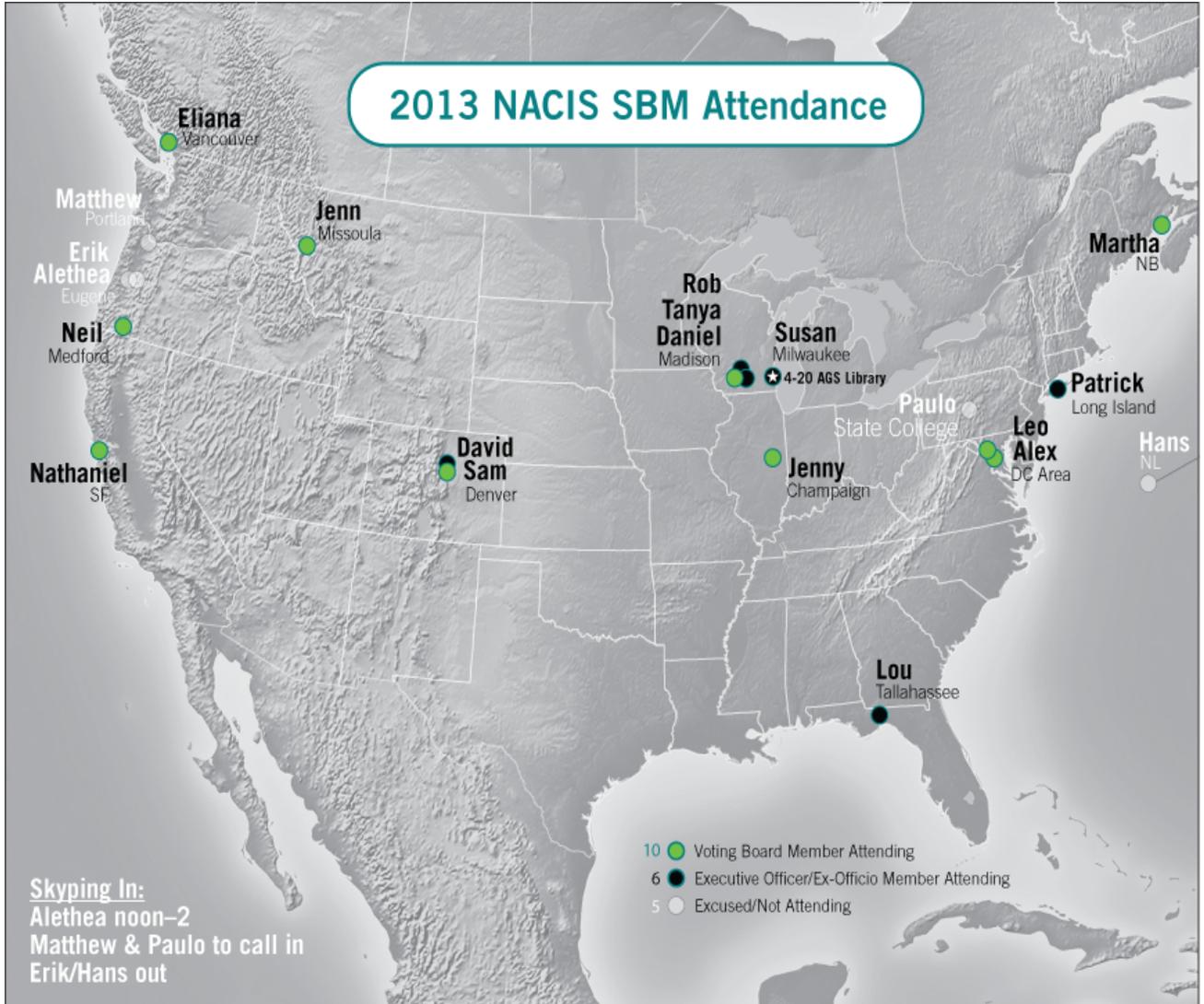
Ex-officio Members

Patrick Kennelly | Editor of Cartographic Perspectives

Hans van der Maarel | Editor of CartoTalk *unable to attend*

Daniel Huffman | Atlas of Design

2013 NACIS SBM Attendance



Meeting opened at 9:00am Central

- Minutes Recorded by Robert Roth
- [Agenda](#)

8:30am: Meet in lobby of La Quinta for going to AGS Library

9:00am: Meeting begins at [AGS Library](#)

1. Welcome | Neil (9:00am)

- Keeping up the [Continuity Portal](#)
- Minutes Approval
 - 12.12.2012 [December Skype Call](#)
 - 03.13.2013 [March Skype Call](#)
 - Leo: Move to approve the minutes
 - Jenny: Seconded
 - All minutes approved

2. Membership | Susan (9:30am)

- Membership Report: 2013
 - 557 Individual Members (including students)
 - 32 Affiliate Members
 - 46 Library Subscriptions
 - Neil: How does 557 compare to prior years?
 - Susan: It is higher.
 - Neil: It would be good to show the growth at the Annual Meeting as an indicator of society health.
 - Susan: There are a number of individuals who subscribed to get a cheaper rate on the Atlas of Design.
- 2014 Renewal
 - 207 Individual Members (including students) have renewed for 2014.
 - No renewal notification has been sent; when should we do this, now that we are on an annual membership?
 - Lou: We don't have an annual membership anymore, so we may not be able to publish numbers by year.
 - Susan: For tax purposes, it is on a calendar year basis (December 31st).
 - Lou: Are we trying to maintain a reference in the database by calendar

year?

- Susan: We can do that, but currently do not have a mechanism to do so; the current tools do not allow us to do that.
- Neil: As far as reporting goes, we just need to be consistent.
- Susan: There is no mechanism that generates automated notifications when membership expires.
- Tanya: Part of the benefit of the new web system is that there should be an email trigger.
- Susan: The library members are declining, as expected with the move of CP to open access.
 - We should be careful with how many CP issues we print because of this.
 - There was additional demand at first, as we needed to provide back issues.
 - Daniel: Is there a minimum quantity that need to be printed?
 - Susan: No, most of the cost is in the shipping.
- **Membership Rate**
 - Given the health of the society, we may want to consider a higher membership rate.
 - Membership dues are a key source of funds for our business operations; we should be actively trying to increase membership to support our various activities.
 - Neil: About 1/3rd of our gross income comes from membership dues.
 - Jenny: Let's discuss this issue in context of the 2013 budget.

3. [Finance Committee](#) | Jenny (9:45am)

- **Treasurer's Report: 2012**
 - Although we approved a deficit budget for 2012, we came out ahead approximately \$13,000.
 - This is a common occurrence, as we are unable to project costs associated with the Annual Meeting; Portland was a particularly successful meeting.
 - One reason we come out ahead every year is that our committees are not spending the money allocated to them.
 - Billing for the CP.org migration budget item was completed in 2012 and is not a part of the 2013 budget.
- **2013 Working Budget**
 - There are several line items with decreased budgets, based on the expenditure from prior years.
 - We again have a deficit budget for 2013.
 - We have a large line item for the front- and back-end upgrade of naxis.org in 2013.

- Neil: Can you explain the Network/IT line item for the Annual Meeting?
 - Jenny: Because we are in Greenville, we are being extremely cautious about budgeting for the 2013 annual meeting, using the same numbers as in the past, despite the large gains the past years.
 - Neil: We generally are conservative about projections for the Annual Meeting; we are expecting about 50% of the attendance from Madison/Portland.
 - Jenny: The past two meetings (Madison, Portland) are unusual gains, given the location.
 - Neil: Throughout the day, pay attention to the budget, as it pertains to your committee.
 - The 2013 budget document that is passed around is draft only and will be finalized at the end of today's meeting.
 - Jenny: The fees for credit card charges continue to rise.
 - Daniel: Credit card charges for the Atlas of Design are included in a different line item, but aggregated in the draft budget.
 - Tanya: Is this increased price related to the increased frequency of online registration?
 - Susan: Yes, the cost is rising because the volume of online charging is increasing.
 - Jenny: It is important to note that credit card fees are now a substantial portion of our expenses.
 - Alex: We just need to budget for it; it's the cost of doing business.
 - Daniel: Are there options like PayPal that we can use that will allow members to pay with a credit card, but with a lesser rate?
 - Susan: We would have to change the set-up of the registration form; we would need to transition the form during a down time in business operations.
 - Lou: The next three weeks (before the conference registration is open) would be the ideal time to make the transition.
 - Lou: It is important that all online charging happens in one place to make it easier for Susan to manage.
 - Lou: The online charging was much more involved than we initially thought.
 - Leo: Can we raise the membership fee to cover the credit card costs?
 - Lou: We passed an increase from \$42 to \$50 during a past Board Meeting.
 - Tanya: We are required to report to membership any increase in dues.
- **Alex: Motion to announce an increase in individual membership dues to \$50 at the**

Fall Annual Meeting agenda.

- Leo: Seconded
- Susan: We are not in a dire financial situation.
 - Lou: It is responsible to maintain a financial cushion; legally, we need the ability to cover two years worth of meetings.
- Lou: It has been more than 15 years since we have raised membership fees.
- Jenn: Under Tanya's Presidential term, we administered a survey to membership and generated recommendations for membership rates.
 - We recommended raising member rates as part of the analysis of membership benefit.
 - Jenn: We also recommended a two-year membership; peer societies offer this.
 - Jenn: Finally, we recommended a life membership.
 - Lou: What was the cost of a lifetime membership?
 - Jenn: \$1000. This proposal was based on 20 years of membership.
 - Lou: We can sell the lifetime membership as not just sustaining the member, but promoting scholarship, new NACIS activities, meeting speakers, etc.
 - Tanya: If you invest the influx of lifetime memberships properly, it would be worthwhile.
 - David: The lifetime membership would make it easier to make use of benefits, such as the Atlas of Design.
 - Sam: Can we have a teacher lifetime member that comes with a subset of student memberships, like coupons?
- Daniel: Can NACIS.org include an option for automatic re-registration?
 - Lou: We looked into recurring payments based on our society charter and the way the account currently is set up.
 - Lou: We have set the system to send an email blast in July that indicates when membership lapses.
- **Motion passes unanimously.**

4. [CartoTalk](#) | Hans (10:45am)

- **CartoTalk Report | Neil**
 - The transition to the new technology is complete; the new design has the NACIS brand/face.
- **Ad Servings**
 - Lou: Is there still an active community on the discussion board?
 - Neil: This is part of Han's report: CartoTalk is not reaching the number of promised impressions.

- Hans has received one complaint from an advertiser.
- Hans will drop that minimum number of impression from any and all future contracts.
- Daniel: Do we know why the impressions are down?
 - Alex: It seems like activity has died over the past 2-3 years.
 - Lou: We need to promote CartoTalk better; for instance, we collected slides from 2012 Annual Meeting and posted to CartoTalk.
 - Susan: I commonly redirect questions to NACIS to the CartoTalk board.
 - Jenn: We should promote CartoTalk on the newsletters to membership.
 - Tanya: Can we post newsletters to CartoTalk?
 - Alex: We should post the newsletters to CartoTalk in addition to sending via email.
 - Tanya: We should try to encourage discussion around the meeting as well; we tried to do this for the Madison meeting.
 - Pat: We can promote new CP articles on CartoTalk.
- **CartoTalk Budget**
 - Jenny: We had budgeted a fund for Nick Springer as part of the transition agreement; we were splitting advertisement revenue for the first three years.
 - Jenny: This line item will be removed in 2013.

--10:35am Break--

5. [Cartographic Perspectives](#) | Pat & Rob (11:00am)

- **CP Report**
 - Pat will continue with another three year term as Editor of CP.
 - A key initiative is migration of past issues of CP; we have advertised through CP50, Grace has posted through CP40.
 - The OJS is working smoothly; the largest issue is the password synchronization between NACIS/OJS.
 - Lou: There is a lag of 15 minutes for changing passwords.
 - Pat: Overall, we are getting excellent support from the OJS firm.
 - A second initiative is the student paper competition; we will have a Student Paper Competition winner for 2013.
 - A third initiative is adding DOI numbers for all web documents; there is a minor cost associated with acquiring DOI numbers.
 - Neil: So the expense is larger up front?
 - Pat: Yes, initial expense to get started, then small expense for each new article.
 - A fourth, longer term initiative is exploring the possibility of a mobile application.

- **Update on CP Future Issues:**

- CP72 is out; editorial staff will receive a free issue in the mail soon.
 - Daniel: I am willing to forego personal copy, if the contributor to Visual Fields is provided the copy instead.
- CP73 content is finalized; CP73 will be a special issue on Aesthetics in Cartographic Design
 - Based on the special session organized at NACIS 2012.
- CP74: All section content is available, but we do not have an accepted peer-reviewed paper yet.
- We currently have seven papers under review year-to-date (projects to be 20+ for 2013); indicates that we are turning the corner on content.
- Possibility of a special issue for CP76.
- The report includes overview graphics on usage of CP.org; visits and pageviews have grown consistently since the launch.
- Tanya: Can we put together a press-release for the OJS?
 - Rob: Any general, well-designed advertisement would be helpful regarding CP.
 - Lou: We have a template for a rack card; we can modify to support various activities, like CP.
 - Paulo: Let's try to have these materials for the 2013 ICC meeting this summer.
 - Neil: Consider any crossover between CP and CartoTalk; banner ads, etc.
 - Rob: We can post all new issues to CartoTalk to help promote crossover between CartoTalk and CP.
 - Lou: We should create a CP editor for CartoTalk that also can help with promoting CP through social media.

- **Seeking Candidates for Rob's Replacement (2014)**

- Rob will step down as Assistant Editor after CP76.
- Lou: We need to consider if we are budgeting enough for copy editing + layout of CP.
 - There is value in maintaining the current workflow and personnel, if possible.
 - Jenny: We currently are paying \$4500 a year for CP, or \$1500 per issue.
 - Tanya: We should reach out to Laura to let her know that we want feedback on the workload of CP editing/layout.
 - Lou: We also can provide additional incentives to the Assistant Editors regarding membership, etc.
- Lou: Let's work on identifying a replacement Assistant Editor (Web) within the next six months.

- **Approval for increasing Grace's honorarium for the OJS conversion**
 - The internship includes registration, membership, and \$500 for travel.
 - Lou: Let's allocate an additional \$500 for a second intern to complete the online conversion; the same parameters will be provided for travel to the conference in the Fall.
 - Rob: I will identify a second student for the summer internship with the hope of completing the conversion prior to the Fall 2013 meeting.

6. [Web Integration Committee](#) | Eliana (11:45am)

- **Web Integration Report**
 - Alethea completed a wire frame for the front-end to translate the table of requirements into a feasible web navigation strategy.
 - Erik/Lou have had a discussion of the back-end.
 - Neil: We have separated the front- and back-ends into two separate line items in the budget and plan on approaching them separately.
- **Wireframe** Progress: Alethea
 - We have translated all requirements from the call to a simple layout.
 - The design follows more of a blog-style, rather than use of a large set of hyperlinks.
 - The wireframing process brought up several unanswered questions in the current RfP:
 - How will we integrate the Annual Meeting into NACIS.org?
 - Erik recommended use of meeting management software called [lvvy](#).
 - We can incorporate this software into the NACIS.org site after launching the new front-end..
 - We designed the wireframe to have blocks of content that remain consistent, and just need updates specific to the Annual Meeting.
 - How will we integrate details about operations (e.g., minutes, by-laws)?
 - How will we integrate CP and CartoTalk?
 - We can incorporate information NACIS.org using the rss feed or we can promote navigation away from NACIS.org.
 - Nathaniel: The broad goal is create a front-end content management that is easy to maintain
 - We have an infrastructure need to update the content management system.
 - We shouldn't think of NACIS.org as a monolithic entity, but a look-up to find all relevant information.
 - The modular site design we are considering will allow us to integrate with additional technologies later (e.g., lvvy).

are there any Board volunteers to help shape the wireframe design?

- Neil: We have a special issue on aesthetics coming out; it would be great to have the design updated before the special issue comes out.
- Tanya: We might be able to make use of the aesthetics issue to call on quality web designers.
- Lou: We should plan on launching the website at the 2013 Meeting, for the 2014 Meeting; it can just be the Annual Meeting page as a preview.
- Alex: We are still planning on hiring someone to execute the design, so we just need a volunteer to help with the Photoshop design.
- Nathaniel: The key stumbling block before was not having a robust wireframe to hand to a developer; moving forward, we haven't thought much about the visual design.
- Lou: Use woocommerce to find a design that may work for the website.
- Nathaniel: A lot of those themes are layout based; it seems we need to provide input on the branding of NACIS.
- Alex: There are two options: Either have someone within the NACIS group to think about the branding now, or do we hire someone external to do it. From experience, it is worth having an outside voice.
- Nathaniel: This shouldn't just be a design for NACIS.org, but should produce a spec sheet that impacts our sister-sites.
- Lou: We should empower the committee to make the decision on who to hire for the design/development.
- Alethea: I will complete the revisions and send it back to the Board for review.

--12:00pm Noon Lunch Break--

- **Back-end Goals: Member/Conference Management**

- Nathaniel: Is it possible to identify a back-end option that would support yearly membership and the annual meeting?
- Lou: We looked into multiple options for member management a couple years ago, but didn't identify a technology that met our requirements.
 - Lou: Our Annual Meeting form is complex; there are a lot of options. The web technology may have caught up to the complexity of our registration form.
 - Lou: Most event management systems are not association management systems; those that support both are prohibitively expensive.
 - Lou: The Ivvy package is encouraging, based on how it is advertised; it is a matter of *if* we can integrate it into business operations.
- Nathaniel: When someone registers for the conference, do they need to be added to the membership roles?
 - Lou: Most registrants for Annual Meeting also pay their membership dues.
 - Susan: Currently, I have to check to integrate the registration information to the membership profile.

- Lou: Non-members that go to the Annual Meeting become members for the year.
 - Lou: Members can use a promo code to get a discount on the Annual Meeting registration.
 - Lou: Ivvy appears to allow us to manage both members and registrants.
 - Lou: We can come up with a logic to manage different forms for different kinds of people, but it would be better to have a unified system.
- Nathaniel: It still sounds like the best approach to take is separate the front-end and back-end development.
 - There is a lot of desktop event management software that is being transitioned online.
 - Often \$2-8k per year; geared for event planners that manage multiple events (large up-front cost, nominal per-event).
 - One way to cross out the initial cost is to go with a package for multiple years; we feel uncomfortable committing to this now.
- OpenChair and Ivvy are two options for helping to process papers/speakers
 - We are using a massive Google Doc now.
 - Ivvy quoted us 50% off their normal rate because we are a non-profit.
 - If we used the event registration feature of Ivvy, it would make more sense to pay for the service.
 - Lou: Do you feel confident in Ivvy, or would we be guinea pigs?
 - Nathaniel: There are some aspects of Ivvy that are really nice, but a lot of the advanced features require upgrades.
 - Nathaniel: I recommend we wait a year to see where the marketplace goes.
 - Jenn: Do either of these solutions have the ability to query a membership database?
 - Nathaniel: The both advertise that they can.
 - Jenn: Can this query be a way to resolve the membership issue?
 - Lou: It's a two-way street; can we get their information into our database?
 - Alex: Does one of these options offer something unique to handle our membership as well?
 - Nathaniel: They do have general membership features: upcoming renewals, etc.
 - Nathaniel: The open question is if we go with a part of Ivvy, all of it, or none of it.
 - Jenny: It seems like it is too much to try to do both membership and registration with Ivvy; can we test out the software with just the program planning?
 - Jenny: At the same time, we can look for a better fit for the membership.

- Nathaniel: In terms of event management / program building, Ivvy seems the best from a functionality/cost perspective.
- Nathaniel: If you are not processing the registrations with the software, the cost goes down.
- Nathaniel: Ivvy does not have a mobile option.
- Nathaniel: A company called Lanyrd can organize your program and provide in a mobile application; we will have this for Greenville.
 - Neil: Use of program software support falls under discretionary funds for the Program Chair.
 - Lou: It costs \$6000 a year to print the program; that money could be used towards a different, more creative solution.
 - Jenny: The program has been PR for NACIS.
 - Eliana: I like having a full program to read the abstracts at the start of the conference.
 - David: We can make the program available as a pdf for that kind of use.
 - Lou: A web-only pdf would alleviate design constraints; we still want to impose our design aesthetics.
 - Neil: You don't need to use what Erik and I have done in the past conferences as a template.
 - Lou: Can we create a template for use in subsequent years.
 - Nathaniel: We need some sort of printed program.
 - Jenny: The printed piece can be highlights of the day, e.g., keynote speaker, NACIS night out, etc.
 - Nathaniel: Important to note that Ivvy does support the printing of nametags.
- Lou: Empower the Local Arrangements / Program Chair to identify the best method for managing the conference program.
 - Nathaniel: I'll continue discussion with Ivvy, focusing just on managing the abstracts.
 - Nathaniel: The schedule will be completed through Lanyrd.

7. Greenville 2013 | Nathaniel, Alex, David (1:00pm)

- **Report**
 - The [Call for Participation](#) is released.
 - The deadline is June 15th. The deadline is likely to be extended.
 - This year's themes is "data" for the purpose of visual storytelling; this is to connect with the technologists, journalists, etc., joining our meetings.
 - Information for the conference hotel is in the call for participation.
- **Draft Schedule, Workshops, Field Trips, NNO, etc.**

- We are on Round #2 of speaker search for Wednesday. We are trying to relate the speaker to the data theme.
- Friday night will be a Pecha Kucha, not a second speaker due to the competing “Fall for Greenville” event.
 - Lou: Can we have a closing lunch, rather than dinner?
 - Alex: It may compress the sessions too much.
 - Lou: We still should have a limited program for Friday evening.
 - Leo: Can we negotiate to get tickets to the event as part of the NACIS registration.
 - Lou: We can promote the event as part of the conference program.
 - Neil: How will this impact hotel rooms?
 - David: This will not impact hotels at all; this is a local event.
 - Nathaniel: Are we required to have a dinner banquet with the hotel?
 - Susan: We should be able to hit the minimum food requirement.
 - Tanya: We can have a lunch for Business Meeting on Thursday.
 - Lou: The only hospitality suite-like idea will be extending the reception following the poster session.
- NACIS Night Out | Lou
 - The restaurants in the area do not have accommodations for 100+ people.
 - We have an attached office building reserved for NACIS Night Out; the NNO will work like the Portland NNO.
 - We will provide beer and appetizers in the space.
 - We have the option of providing drink tickets at the brewery across the street following NNO.
 - The hotel will stock the room with tables and chairs.
 - It will be ~\$25.
- Field Trips | David
 - Historic Walking Tour
 - Guided Nature Hike to Paris Mountain State Park
 - Tanya: Will that be a full day?
 - Jenny: Lunch will need to be provided if it is over a half day.
 - Lou: Try to keep it to a half day.
 - Land of Waterfalls Tour
 - Tanya: We don't want to be responsible as the driver.
 - Fall for Greenville weekend event
 - David: We will look into purchasing group tickets.
 - Lou: Let's just announce the event and let people determine whether or not they want to attend.
- **Poster Sessions | Daniel**
 - This is the first year we are using an abstract submission form; 150 word limit.
 - We need to alert Daniel about poster submissions, particularly if they are a student.

- Nathaniel: Talk with Daniel about a Google form for student poster submissions.
- The student competition has been renamed the “Student Map and Poster Competition” and the map gallery has been renamed the “Exhibits Gallery”.
 - Lou: We will be charged more if we describe the competition as an “Exhibit”.
 - Jenny: “Gallery”?
 - Neil: We also have had requests for vendors; they may want to participate in the “Exhibit” as a commercial entity.
 - Neil: We can offer them to put on a workshop on Saturday and charge their own admission.
 - Lou: We just need to be clear that we are not providing the logistics for Saturday workshops.
 - Jenny: We need to be product neutral.
- We have used foam core the past 5-6 conferences to mount the posters.
 - The cost for the foam core has been \$500-600 for the last two conferences, which have been unusually large in participation.
 - A permanent structure will cost more money up front and cost money to ship.
 - We have drawn up [designs](#) about possible replacements for foam core.
 - Lou: How do you feel about charging individuals that want to display their work at NACIS.
 - Lou: The charge for an easel is \$25.
 - Daniel: We have done a good job at promoting professional submissions, so a \$25 will limit participation.
 - Lou: Student submissions would remain free.
 - Tanya: We could add the poster participation onto the registration fee.
 - Jenny: Foam core cost \$605 last year, plus \$75 for supplies.
 - Tanya: Foam core is used for other purposes as well: giant check, meeting rooms, etc.
 - Neil: Can we give the first poster away for free for participation?
 - Lou: Find technology that will work and present the options to the Executive Committee.

--3:00pm break--

8. Future Meetings | (3:00pm)

- **2014 Pittsburgh | Lou & Susan**
 - Alex: Motion to reaffirm Pittsburgh as the location of 2014.
 - Lou: Seconded
 - Passed unanimously

- Susan: We are looking at October 7-11, 2014.
- Alex: How should we advertise Pittsburgh at the 2013 meeting?
 - Susan: We will need to present a slideshow at the end of the 2013 meeting.

9. Outreach Committee | Tanya (3:15pm)

● Report on Efforts and Potential Outreach

- We have been attending peer society meetings as a way of promoting connections and making NACIS a “hub” society for geospatial: AutoCarto, AAG, Where 2.0, Esri UC.
- We have not found the booths useful in past meetings. We prefer direct/targeted contact.
- We have held a panel discussion at Madison Annual Meeting with representatives from CCA, ICC, and CaGIS.
- We will be connecting with FOSS4G in Minneapolis this May.
- Other ideas include a cartography award, special journal issue, Initiative for Cartographic Education, wiki-initiative.
 - Eliana: We can use CartoTalk as a way to aggregate online wiki resources that can be improved.
 - Daniel: We also can make use of the conference to improve these materials.
- We are considering a MapGiving event for Greenville.
 - We have a lot of interest, but no projects right now.
- Leo: Have we made use of the Geographic Alliance through NACIS?
 - Tanya: The alliance is part of National Geography.
 - Lou: It is primarily oriented towards primary education.

● Joint Meeting

- An idea coming from the Madison session was a joint meeting with AutoCarto.
- Benefits: Philosophically meets stated objectives, help promote our society/products, expose potential members to the experience of NACIS, save travel costs for our members, CaGIS has a larger international participation.
- Limitations: Possibility of losing members.
- We have been contacted by CaGIS for a joint meeting in 2014; we have indicated that we can't share time or logistics.
 - They would consider a Monday/Tuesday conference and doing workshops Wednesday, with a joint session Wednesday evening.
 - Eric Anderson of CaGIS asked if there was a possibility of a discount.
 - Tanya: Thought about offering NACIS member rate if registering for both; CaGIS would reciprocate in a discounted subscription.
 - Alex: How large is AutoCarto?

- Tanya: Around ~200 people last year.
 - This would not include revenue sharing or sharing hotel negotiation.
 - Alex: We need to make sure we have enough hotel space, if we hold a joint meeting.
 - CCA also is interested in a joint meeting; Pittsburgh is relatively close to an international border.
 - Alex: We could invite CCA and offer a half-day track during the conference.
 - Lou: We would have to be clear that they are forgoing any revenue sharing.

9. [Awards Committee](#) | Sam & Martha (3:30pm)

- **Corlis Benefideo Award Report: Will we have a recipient?**
 - We have 10 submissions for CB award.
 - Nat, Tim, and Sam are comfortable awarding an award with the current applicant pool.
 - Nathaniel: Is the pool competitive?
 - Sam: We do still need to do more research about each nominee.
 - We expect to name an awardee in 2-3 weeks.
 - Tanya: When this was first proposed, the awardee would be one of the speakers; is that still the intent?
 - Sam: We are not sure if they will be a keynote, but we do expect the winner to present something about their work.
 - Leo: Is it too much to expect the winner to speak in front of a crowd.
 - Nathaniel: We would like to incorporate the award announcement into the program, but we need to coordinate on when the awardee will provide a slideshow of their work.
 - Before you announce the award, coordinate about when the winner can attend during the week.
 - Sam: Can we clarify that the awardee will need to have their work presented at some point in the conference.
 - The Board will be informed once an awardee is named.
 - Lou: Let's try to maintain the surprise factor as much as possible; alert Program Chair prior to announcing publicly.
- **Other Awards | Martha**
 - Advertisement for student competitions is out.
 - Travel grants will be submitted for mid-July.
 - Need a volunteer for organizing the swag for the awards.
 - Leo: I can help organize the swag for awards.
 - Lou: Can we add a line item to the registration that allows registrants to donate to

travel grants.

- We also can make clear that \$2 of every registration goes to member travel grants.
- Jenn: Are you asking for extra money, or allowing registrants to choose how their money is spent?
 - Lou: This will be a voluntary additional contribution for student travel grants.
 - Lou: We also can dedicate a portion of the increase for member travel grants.
- Sam: Can we indicate on the badges of those that donated?

11. [Atlas of Design](#) | Daniel (4:00pm)

- **Report on Budget Spent, Reprint, Fulfillment**
 - We have ordered a second printing.
 - We have sold 270 in the second print out of a run of 600.
 - We are 100 from breaking even; the project has now broke even.
 - We only have been selling to the waitlist right now; we will release for general sale shortly.
 - Jenny: Several weeks ago, there was discussion about a competitor.
 - Daniel: The competitor is not an annual.
 - Towards the second half of this year, we will gear up for a 2014 volume.
 - Jenny: Do you need a budget in 2013?
 - Daniel: Our only 2013 costs, besides printing/fulfillment for the reprint, are the website domain.
 - We have posted notes on the Continuity Portal aimed at formalizing the roles/responsibilities of Atlas of Design Editors.
 - We have discussed offloading some of the duties from the Editors and to the Society.
 - We would like to clarify the role of “Editor” as an ex-officio member of the Board.
 - We prefer a four-year (two-volume) commitment for all appointed Editors.
 - We would like to promote inclusion of Assistant Editors as well as translators who are fluent in other languages.
 - Tanya: Our [by-laws](#) require that all Editors are appointed by the Board.
 - Lou: It is important to have Editors appointed by the Board because the Atlas is an official publication of NACIS.
 - Alex: Perhaps it makes more sense to have a Publications Committee that is a member of the Board, and not have the Editors be ex-officio, with exception of Cartographic Perspectives.
 - Alex: In the future, it makes sense to have a single Editor, rather than two Editors.

- Neil: We will need to come back to this topic on our next conference call.

12. [Membership Benefits](#) | Jenn (4:15pm)

- **Survey Content, Goals, Progress**
 - Content:
 - Demographics: Who are our mappers?
 - Benefits: What do our members want?
 - Renewal: Why didn't you renew your membership?
 - We are hoping to address two audiences with the same survey: current members and members who have not renewed in the last 3-5 years.
 - A draft [survey](#) has been posted to the Continuity Portal.
 - We want to ask the meatier questions up front.
 - Start by asking if they are a NACIS member; they may think they are, but currently have not renewed.
 - We are limited in the survey to 10 questions.
 - We are taking suggestions on possibility benefits, but only want to include benefits we can deliver.
 - Lou: Rather than asking likelihood of life membership, find out how much they would pay.
 - Tanya: Change question on gender and race to "How do you identify"
 - Jenny: The question on race/ethnicity is important for marketing to underserved communities.
 - Tanya: Even if we expect a homogenous response, we need a baseline.
 - Eliana: The Canadian terminology on race/ethnicity does not follow that included in the survey.
 - We may want to consider dedicated funding for underrepresented group.
 - Alex: The census group does not make a distinction between Hispanic and Latino, despite a cultural distinction.
 - Jenn: There currently is no question about age; we need to think about what we want to do with the resulting information before we ask for a birthday versus age ranges.
 - Lou: Is there value in knowing how long they have been in the field or a member of NACIS?
 - Jenny: Can we ask if they have ever attended an Annual Meeting.
 - We hope to release the survey in May so that we can capture the student population.
 - Nathaniel: Moritz Stefaner has calculated [gender balance](#) for viz conferences over the past 5 years based on presenters; it would be good to see where we fit with these viz conferences.

- All: Provide feedback on the survey questions.
- Jenn: Do we only want to distribute this to the addresses we have in our database?
 - Jenny: Yes, this is a membership survey; we need to know how better to serve our membership first and foremost.

13. [Nominations](#) | Erik (4:30pm)

- **Nominations Report by Neil**
 - Erik is in the process of collecting nominations.

14. Finalize Budget | Jenny (4:45pm)

- **Discuss, Amend, Approve 2013 Budget**
 - We need to add an estimation about how much we expect registrants to donate to student travel grants; this will then raise the student travel grant expenditure.
 - Pat: What is the current budget for prints of CP?
 - Lou: There are about 30 people that get print issues.
 - Pat: There was a problem with the past form regarding print copies of CP.
 - Neil: Are the Atlas of Design figures correct?
 - Daniel: Yes.
 - Several items were decreased due to underspending: Board expenses,
 - The \$2000 has been added back to Communications/Branding; last year it was allocated to Atlas of Design.
 - Tanya: Should we split the Communications/Branding and Outreach?
 - Lou: \$2000 should be allocated for both.
 - Jenny: Communications and Outreach will be working very closely together.
 - Neil: Our Outreach was the AAG Annual Meeting, but it has expanded considerably from that activity.
 - Lou: We can remove the AAG Annual Meeting item from the budget.
 - The President's discretionary fund was used for the Atlas of Design last year.
 - Tanya: We should maintain the discretionary fund for the President to provide a President's Award.
 - The ED's discretionary fund was reduced from \$1000 to \$500.
 - Tanya: For the most part, the money we spent comes from other pots.
 - Lou: I used discretionary funds last year for thank you notes / thank you gifts.
 - Lou: The fund is either used for hospitality or gratitude.
 - FREAC services fee is set.
 - Neil: Can we change from a year-by-year deal?
 - Credit card fees have been doubled from last year budget; we more than doubled

last year's budget.

- We have a comprehension line item for IT/networking.
- We have three large project items: NACIS.org, Atlas of Design, and Cartographic Perspectives.
 - Daniel: Amendment to increase the Atlas of Design cost based on Volume #1 printing.
 - Jenny: The cost of OJS migration will be \$1000 + 2 memberships + 2 registrations.
 - Jenny: Do we need to increase the line for CP production.
 - Lou: Add \$500 an issue for print layout, resulting in \$2000 per issue for production.
 - Pat: Make that increase retroactive to CP72.
- CartoTalk is now a single line item.
- None of the award items have changed from last year.
- The remaining part of the budget is for the Annual Meeting, which currently is uncertain.
 - Nathaniel: Even if we have a better than expected conference, we are still likely to have a deficit on the year, if we spend out our big ticket items.
 - Susan: Our budget is a deficit, but our conference programs have never lost money.
 - Lou: With exception of last two years, the average surplus revenue was \$8-10k, used for general operating costs.
 - Jenny: We have never spent all of the money that has been budgeted; this is a conservative budget.
 - Neil: Having this robust of a budget provides a lot of flexibility, as unexpected costs can come out of different appropriations.
 - Leo: Can we show the deficit budget at the Business Lunch as justification of the membership dues increase.
 - Nathaniel: It seems bizarre as a member of the audience to see this large negative number every year.
 - Jenny: We need to remain conservative for four reasons: (1) we do not have that large of a membership base, (2) we have several large technology items on the budget, (3) our costs are going up, and (4) past Boards have expressed discomfort with the amount of money sitting in the bank.
 - Martha: This document is more of a guide for operations, a yardstick.
 - Neil: Perhaps call this a projected balance sheet.
 - Alex: We want to know what funds we have allocated to spend, not that we have to spend.
 - Jenn: Its a tool for evaluating opportunities.
 - Jenny: And its a tool to inform spending.

- **Rob: Move to approve the budget.**
 - Matthew: Second
 - **Budget approved unanimously.**

Meeting Adjourned at 5:30pm Central