

NACIS: Saturday February 18, 2017 - Spring Board Meeting Minutes **9am Central**

Minutes Recorded by Martha Bostwick, Secretary

Summary of Tasks identified from the Meeting

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

General:

- Add a task to Teamwork, to create documentation on the Livestreaming processes.
- Determine how to move forward with our search for the IT position, and whether it makes more sense to re-build the website. Due by May Board meeting.
- Update NACIS bylaws.

Communications and Outreach:

- Discuss (along with Hans and CP) possible ways to implement map critique and discussion, now that CartoTalk is disbanding.
- Determine a new alternative to Lunch Bunch that is less organization, but welcoming.

CartoTalk:

- Go static when last of advertisers contracts are finished.
- After it goes down, use current ad space to point to NACIS.org.
- At October Board Meeting, vote to remove CartoTalk editor position from Board.

Membership Benefits Committee:

- In the future, Conference Livestreaming will fall under this committee's purview to organize.
- Take care of designing, ordering, and selling the schwag - this year pint glasses & t-shirts?
- Eliminate the discounts from the website.

Montréal 2017

- For Livestreaming: is it possible that we embed the person talking into the screen, rather than stretching to show them?
- Subsidize NNO to make it affordable this year, to allow Susan's time to be spent more effectively.

Awards:

- Finalize nominees for CB award and award by end of April.

Nominations:

- Finalize slate of candidates.
- Add new field to ballot to suggest future nominees.

Cartographic Perspectives:

- Ensure that OJS is up to date.

Motions Passed:

- Minutes from the December 2016 meeting were approved.
- CartoTalk will be decommissioned, and converted to a static read-only archive.
- Proceed with securing Tacoma as our location for 2019.
- To appoint Alethea for a 2-year term as Editor of the AoD, and Lauren Tierney for a 4-year term.
- Eliminated the print issue of Cartographic Perspectives.
- Move forward with investigating sponsorship for the video for the Montréal conference. The committee will not move forward until the board approves the investigation results.
- Approved the 2017 budget.

Board Composition:

Executive Office (non-voting)

Tanya Buckingham | Executive Director (term expires 1/2017)
Susan Peschel | Business Manager (un-termed)
Daniel Huffman | Director of Operations (term expires 1/2019)

Executive Board (voting)

Amy Griffin | Past President (term expires 10/2017)
Anthony Robinson | President (term expires 10/2017)
Fritz Kessler | Vice President & Program Chair Montréal (term expires 10/2017)
Ginny Mason | VP-Elect (term expires 10/2017)
Mary Beth Cunha | Treasurer (term expires 10/2018)
Martha Bostwick | Secretary (term expires 10/2017)

Board of Directors (voting)

Andy Woodruff (term expires 10/2017)
Brooke Harding (term expires 10/2017)
Matt Dooley (term expires 10/2017)
Rosemary Wardley (term expires 10/2018) (*regrets*)
Nick Martinelli (term expires 10/2018)
Donna Genzmer (term expires 10/2018)

Travis White | Student Board Member (term expires 10/2017)

Ex-officio Members (non-voting)

Amy Griffin | Editor of Cartographic Perspectives (term expires 12/2019)
Hans van der Maarel | Editor of CartoTalk (term expires 12/2018) (*regrets*)

Quorum is $\frac{2}{3}$ of voting members in attendance (9 people required, 12 in attendance, we meet quorum).

NACIS: February 18, 2017 - Spring Board Meeting Minutes
University of Wisconsin - Milwaukee, AGS Map Library

Meeting began at 9:17am

Welcome | Anthony Robinson

- Reviewed the day's agenda
- Thanked board members for making time to come to the meeting.

Minutes Approval | Martha Bostwick

- We need to approve minutes from the December Online meeting. Are there any modifications or additions? (None suggested).
- Matt made a motion to approve the minutes from the December meeting. Donna seconded the motion. All aye. No opposed. Minutes are approved.

-Please look at Teamwork if you've not looked at it recently. Ask Daniel if you need help. There are many tasks that are already overdue. Lots of tasks are dependant on previous tasks getting marked complete.

-Daniel: something that is assigned to you may just be because you're the committee chair, not necessarily you. So get your committee working on it.

Membership Update | Susan Peschel

-In the last year we had 429 regular members, 74 student members, 30 affiliates, 14 subscriptions (9 of which purchase print issued), and 4 cancellations.

-Tanya: Are we down numbers?

-Daniel: Not really. Last year says 595 members, so not too far off.

Finance Committee | Mary Beth Cunha

-See copy of Mary Beth's reports, showing last year's numbers and this year's potential numbers.

-We did really well at the conference last year. Not usual and can't be expected again.

-Susan thinks we were undercharged \$6,000-\$7,000 on things the hotel lost track of.

-Anthony: Net return was \$48,000 profit. Crazy good and can't be expected again.

-Susan: In the past, Madison 2011, 324 attended we made \$25,000. 340 attended in COS, 127 of which were first timers. Portland was 373 people with \$26,000.

-Mary Beth: So, \$26,000 seems to be the usual high for profit.

-Susan: If only 200 people had shown up, we would have been a negative for COS.

-Anthony: Break even seems to be around the 240 range, depending on types of registrations we receive.

-Ginny: What accounted for the higher profit?

-Susan: It was a combination of high attendance, lower costs, and they covered around \$6,000-\$7,000 in social reception events. There was some aspect of them being under new management and trying to suck up a little. The transition of hotel ownership really affected the process, booking, other arrangements. The money for the video streaming was already accounted for in the budget.

-Anthony: Is there anything else in the budget from last year that needs talking about.

-Susan: Atlas of Design stuff from Amazon is still having charges and stuff coming through the credit card that needs to be finalized and taken care of. So looks like we're still fighting with people from Amazon.

Anthony: Why didn't we spend as much as we thought for student grants?

-Matt: We awarded as many as we had applicants for.

-Mary Beth: Note that in her reports, anything in italics are things she added or made notes on.

-Anthony: Are there any questions about 2016? Can we move on to discussing 2017?

-Mary Beth: She wasn't sure about how to assign funds for AoD (Atlas of Design) because she wasn't sure how to budget for a non-production year.

-We need to leave some money in the budget for miscellaneous items.

-Daniel: There is no stock left, so warehousing shouldn't be needed.

-Susan: East View's numbers for AoD don't quite align with Susan's.

-Anthony: We should anticipate that CartoTalk advertising is being eliminated.

-Daniel: We should strike any AoD revenue for 2017, since we don't have any stock left to sell.

-Mary Beth: Do we want any money from CartoTalk?

-Anthony: I think that will change later today, so probably not.

-Mary Beth: So anything for AoD either?

Daniel: Not really. Just for the website and a little miscellaneous.

-Amy: Are the expenses for CP, copy editing, etc. dependant on 3 issues?

-Daniel: Yes

-Amy: We're pushing on 5-6 issues going out this year, so those expenses will need to go up.

-Daniel: Do we need to still budget for cover art, or licensing. We don't usually do any of this?

-Mary Beth: can we get rid of that \$100?

-Amy: yes

-Anthony: Some of big items are on 2nd page, we decided to go ahead and videostream the whole meeting in Montréal. So our number needs to be adjusted to budget for that.

-Mary Beth: does the \$21,000 include their hotel stay?

-Susan: No, we need to budget for 2 people for the week.

-Mary Beth: also added in 3 days of hardwiring @\$150 per day. That's what that budget line is for.

-Susan: Fritz, that's something that you will need to do, and schedule with the hotel. We've used this company before, and we can model our usage based on COS.

-Anthony: budget also includes the IT position, also expenses to pay for the Board meeting. Also budget for someone to scout out future sites to make sure they will work.

-Tanya: related to that, we talked that it's also great and possible for the meeting planner to see the site ahead of time.

-Mary Beth: she left the number at \$7,000, since we don't use it all

-Susan: just have to pay for airfare if Ginny wants to go to Norfolk. The Norfolk hotel is easy to layout, great space.

-Ginny: She'd also like to get an idea of the city, etc. since she's never been there.

-Tanya: can help book travel if Ginny doesn't want to deal with reimbursement.

-Mary Beth: has a few small items she can talk to individuals about on the side, such as conference survey fees.

-Anthony: he's been using his Penn State credentials each year, but would like to transfer away from him doing it, so would be nice to have some other credentials for a survey service.

-Mary Beth: on IT position, she just threw it in at \$30,000 as a guess. InMotion we've been paying \$300 every year but only budgeting \$110, so she'll increase that line to what we're actually paying.

-Amy: we should have the IT person look to consolidate and lower those fees.

-Mary Beth: is there a CP award this year?

-Amy: Yes there will be.

-Daniel: and it's all on us this year, not being partially funded by Long Island University (Pat's school).

-Nick: should we need to budget for money for the YouTube account and loading videos? Or is this part of E3 fees?

-Anthony: should be uploaded by E3, no additional costs unless we change our type of YouTube account to have ads.

-Donna: Could we move to having ads on YouTube instead, as a replacement for the advertising on CartoTalk.

-Anthony: this will come up later in the General Items discussions. This is something we've talked about before and need to again.

-Looks like net projection is a loss, fairly usual.

-Mary Beth: more than last years as we're forecasting a \$30,000 IT position and the livestreaming. Also assuming a small conference.

-don't forget that we have 2 signed contracts on the book, and will possible have a 3rd after today that we are liable for.

-We're still good with plenty of money in bank to cover commitments.

-Does the web update cost need to be separate, or should that be folded into IT person at some point

-Tanya: after we get the IT person, it would be folded into it afterwards.

Communications & Outreach Committee | Daniel Huffman & Tanya Buckingham

- Report

-Their committee is divided into teams.

-They chose 3 things they wanted to focus on, and the teams work on each.

-Code of Conduct, Mentorship, and University Team identifying schools that don't typically come to NACIS and focusing on those with different demographics.

-Daniel: people that are going to different conferences, etc. this spring, please take stuff to hand out.

-Rosemary had provided written comments about Twitter accounts. There are pinned notes saying to re-direct to the new one? (*discussion unclear, any input appreciated*)

-Daniel: some CP announcements going out through Twitter now.

Cartotalk | Hans van der Maarel (Anthony Robinson in lieu of Hans)

-Big discussion needed on what we're going to do about it.

-Needs to get decided on today.

-Rosemary shared Twitter-related feedback on what people thought about Cartotalk when she asked.

-Anthony hasn't heard a strong argument to actually keep the forum as is. Most common seems to be to switch it to a static archive. The second step would be to figure out what the next platform for community engagement would be.

1st point: do we want to continue?

-Matt: He's always thought the archive option is a good option since we've discussed.

-Daniel: He suspects if we have an archive that visits that will go down over time as the archive ages. Will it be feasible to even maintain the archive down the line if it costs money?

-Amy: It shouldn't cost much.

-Anthony: Does anyone want to make an argument to keep CartoTalk? He hasn't gotten the impression from Hans or the other directors that they're even super-invested in keeping it.

-Travis: There is the option on Stack Exchange called Area 51, where the carto area is sort of in limbo.

-Daniel: they tried to get that going a couple of years ago, but if there wasn't much interest.

-Anthony: That sounds like it will be part of the 2nd point of discussion.

-Amy: Is there an option in the current software to archive, or does that need some sort of work involved to make the archive happen?

-Anthony: He thinks there's a way to make it read only.

-Daniel: Then it only works until the software is too outdated.

-Matt: So then do we archive it in a way that will last?

-Tanya: Is this someone that the IT person looks at? Right now decide to go static, then IT would decide how to archive it.

-Anthony: It would be up to them to figure out how to future-proof the shut down site. A good point to consider.

Motion: NACIS will decommission CartoTalk from further active use and convert it to a read only forum to preserve its content and maintain visibility.

Donna will make that motion. Matt seconded the motion. All in favour: Aye. No nay. Rosemary abstained, via phone. Motion passed.

2nd point: Now what?

- Lots of ideas were bandied around on what to do next. An idea was to develop some kind of engagement method that integrates with CP. This was not universally agreed upon. Maybe have the C&O, CP, CartoTalk teams all work together to come up with a new idea?
- Daniel: We don't necessarily have to do anything. Maybe let things run themselves is a viable option. Maybe just have a link on our website that says "go here if you want to talk about maps" that points to other forums/sites.
- Tanya: The biggest loss is there is no other forum for critiquing maps. So that's where the CP Visual Fields people could work to find something.
- Daniel: Is this available on other sites?
- Nick: Somewhat, but the archiving of those critiques would be lost. The pace that the forums change is so fast that they will be redundant in a few years, and we'll be in the same place as we were with CartoTalk. Much easier to just update links on NACIS.org that point to the new current forums/whatever that people are using at that point in time.
- Tanya: She thinks it's time to move on.
- Anthony: Do we ask the C&O people to do anything? Nobody has argued for that in this conversation.
- Rosemary: She agrees with what's been said.
- **Rosemary left the meeting**
- Amy: Her idea of a map critique component of CP wasn't the same thing as what happens on CartoTalk. It would be more formal.
- Anthony: Maybe the groups can get together and talk about how to use our existing channels to do something. Maybe send out a Tweet every now and then for an informal online critique. Nothing formal.
- Daniel: We don't need to keep people engaged in the context of CartoTalk, we can engage them in other new ways.
- Anthony: So, there's no motion to be made?
- Tanya: As part of C&O, just add discussion of this to their plans, and make an effort to include Hans and CP in their ideas. We need to make a big effort to thank them for their all their contributions.
- Susan: We have advertisers that have paid contracts for serving their ads.
- Amy: The static site can keep serving their ads in perpetuity.
- Daniel: We wouldn't take any new advertisers.
- Susan: There are still 2 active contracts. MapDiva might end in May 2017.
- Amy: Maybe shut it down as soon as the ad contracts are done?
- Anthony: Use current ad space after that to point to NACIS.org.
- The worst case scenario is we pay someone back for their unused ads.
- Don't eliminate the CartoTalk Editor position until October meeting.
- Anthony: He will email Hans today about the updates.
- Tanya: Maybe ask him if he still wants to be engaged through Communications and Outreach, as maybe doing critiques on Twitter or whatever.

General Conference Matters | Anthony Robinson / Fritz Kessler Locations for 2019:

- Take a look at the proposals on Albuquerque and Tacoma. The spreadsheet is the result of our input, and Michelle researching them. The tabs are the responses to her requests. There were 6 potentials that responded. The 2 most plausible were for Tacoma and Albuquerque, based on trying to go west again.
- Some hotels turned us down. Some have reasons. A lot of time we are too space intensive for what we spend.
- Our preferred room price is also something we have issues with.
- Most exciting in Anthony and Susan's opinion is the Tacoma location. They are by far the most proactive. We would have the run of the hotel, no other bookings - or so they say. We will fill most of the available space.
- Daniel: emails indicate that Albuquerque and Tacoma were top. What made these stand out over the other 4.
- Anthony: some of the 4 have stopped communications. We've been to a couple of these places.

-Nick: Seattle has a lot of advantages for connectivity.
-Anthony: both he and Fritz have been to Albuquerque, and neither think the location is safe and good for our meeting.
-Daniel: did we want to avoid Hyatts?
-Susan: Has had bad luck with them in the past, but Michelle doesn't have problem with them.
-Anthony: Tacoma has been most proactive.
-Mary Beth: We've wanted to go there for years. We tried years ago and couldn't afford it in the past.
-Susan: Fritz and Gordon have given confirmation on it's a really nice hotel.
-Daniel: Questions about the food and bev minimum of \$35,000. Is that comparable?
-Susan: Very comparable, would be easy. They've already negotiated the meeting room rentals. We are always over our food and beverage minimums. All depends on how many people come. Spending more of F&B always allows us to negotiate for other services.
-Amy: We'd also have local arrangements. Jim Thatcher and Gordon?
-Daniel: Is there ever any negotiation in room rate along with the F&B? Is it ever done?
Susan: She's asked before about negotiating room rates. She always sees if there is any room to wiggle in that rate.
-Anthony: We get bounced from people a lot on rates because we're so low. Remember this is 2019 also.
-Susan: The Salt Lake City ones seem remote from walkability.
-Daniel: Nice to be far west again.
-Susan: Until we really truly run out of new places, part of the fun is going to a new city.
-Anthony: Seattle area has a high density of people that do what we do.
-Susan: Space will be a little funky in the meeting rooms. More vertical for meeting spaces than usual. This is true for Montréal too.
-Martha: Are there any negatives for Tacoma?
-Amy: The airport isn't the most easy for transport, but not bad.
-Travis: The light rail is supposed to be done by then.
-Amy: It's important to let people know airport transportation options.
-Anthony: any thoughts about the other possible locations?
-Donna: what part of country are we looking at for 2020?
-Midwest.
-Daniel: West and Midwest tend to have higher attendances.
-Anthony: Are we ready to make a motion on this? If we don't move, we could lose it to someone else. Last time we looked they were way overbooked already.
Motion: Donna moved to go ahead with Tacoma. Amy seconded. All voted Aye. Motion approved.
-Daniel: Do we want to advertize in advance?
-Anthony Information overload, maybe not. Too much on website already.

-Martha: IMIA asked me if there was any interest in co-meetings. I told them about how another group piggybacked on us last year, and he was interested. Told him that our hotels and dates were booked for 3 years.
-As long as they are clear that it doesn't impact our meeting. Will talk later. Will put them in touch with Tanya.

NACIS Streaming in 2017 - what have we learned from 2016?

-Anthony: He put this on the agenda since it's such a new thing. Is there anything that we need to discuss? We're trying to accommodate most wishes on risks, whether people want to be recorded, etc.
-Daniel: We need to have the procedures well document for future knowledge.
-Anthony: Andy has been running everything, but it needs to be more of an official role for someone to take on for each meeting. Can't fall on conference coordinator.
-*General discussion on when to have people sign the acceptance to be recorded.
-Ginny: Can this be built into the website?
-Anthony: acceptance emails come from Sched.
-Ginny: Can there be a link to a form they have to sign when they get their acceptance letter, so tracking it can be automated in some way. Want to eliminate miscommunication.

-Anthony: There was a double-check on this before the videos went live. Maybe have a page that explains what we do with the streaming and how we use it.
-Daniel: As long as this is documented.
-Amy: Make sure it gets into Teamwork.
-Anthony: Did anybody get feedback?
-Andy: It was mostly positive from what he's seen and heard.
-Anthony: We got 1 negative response about justifying being able to attend the conference if the video is available online. The decision makers don't always understand the benefits of in person access to networking at a conference.
-Mary Beth: Can't really evaluate until after this year, since last year the streaming wasn't advertised in advance.

-Anthony: One thing we did with PCD, was that NACIS members could live stream. Non-members didn't get the content until a month later. Should we maintain this model this year?
-Matt: is a month a long wait? Will enthusiasm wane?
-Anthony: We wanted some wait period to promote the positives of a membership. Cool! You can watch now! There was good Twitter buzz and we actually got members join that day.
-We know better next year to advertize which talks won't be livestreamed, so people know what's going on.
-We're very progressive on letting people opt out of streaming and recording. Most conferences make you opt in if you want to present.
-Daniel: Should we split the difference on time to lock down the videos?
-Tanya: No! Let's make people join NACIS to see it right away!
-Nick: He doesn't like videos that distort the screen to show people too. Can we discuss this with them for next year, so that the screen isn't distorted. Embed the person presenting into the video?
-Anthony: Good stuff to discuss with the company. We can ask and discuss.
-Amy: They seemed extremely competent anytime we interacted them.
-Tanya: Andy, have you agreed to do this for this year?
-Andy: Not yet.
-Tanya: Are you willing, having gone through the process last year. Or to shadow someone and teach them.
-Andy: Sure.
-Tanya: How much tech knowledge was there?
-Andy: Not that much. It's pretty easy to do.
-Tanya: Should this be a Membership Benefits Committee task?
-Amy thinks so.
-Anthony: Daniel, add to Teamwork that we need to create documentation for this.
-Andy: What do the actual technical requirements look like? How are they determined?
-Anthony: We've learned from COS, so we know what we need for Montréal. It will be on a task list.

Core elements of a NACIS meeting - Is there anything we should stop doing?

-Anthony: The complexity of the meeting is high now. Every time we add an element, we never take anything away. And some seemingly small things have unknown behind the scenes tasks that take up a lot of time. Is there anything that we want to discuss removing?
-Fritz: the idea of having the VP doing field trips is terrible.
-Daniel: isn't that for local arrangements?
-Anthony: that actual position hasn't happened in years. It's changed a lot.
-Amy: it's more difficult as the meeting is bigger.
-Tanya: People used to pitch to get us in their city. It's just not done that way anymore.
-Anthony: For Montréal, the 'local' person was just able to say they'd been there and it was okay.
-Tanya: Should there be field trips?
-Anthony: A lot of work falls on the organizer no matter what.
-Daniel: So often field trips are cancelled anyway due to lack of interest.
-Ginny: we put a request in the Cfp that anyone with ideas contact them.

-Susan: Their tourist bureau is proactive, we could do something as simple as gathering info.
-Martha: We could just set up a table with brochures and sign ups. Similar to lunch bunch, where it's up to them to just meet up and do something on their own.
-Amy: Thinks field trips still need to exist in some way.
-Susan: Some people always want to go, and those that are coming from far away like to see stuff other than the conference.
-Mary Beth: There are companies that arrange this for you, they tried it in Palm Springs for the Pacific Coast Geographers.
-Susan: There are always cost limits
-Brooke: MAYbe make it more like Birds of a Feather meetups. There are enough people that rent cars they they can figure out their transportation on their own.

-Daniel: wants to eliminate conference bags and snacks, etc. The snacks were meant to be a one-time thing, and it's become regular. There is a lot of waste, a lot of people don't keep them.
-Susan: bags were free this year, and in past years they were used for bagging AoD.
-If we eliminate the contents, we don't need the bags.
-Tanya: Is it time to streamline or eliminate the print program. Maybe just print daily sheets of events.
-Amy: She loves to have a hard copy. Loose papers would get lost so easily.
-General board discussion on the production of our print program.
-Martha: Volunteers to do program if they want her to.
-Ginny: Do they have board support to change things.
-Fritz: Is there confirmed support to move away from the past methods of production?
-Tanya: For sure. Go ahead.
-Ginny: We won't need to use room signs this year, they are already on rooms at hotel.
-Daniel: Schwag. What do we do about that?
-Still continue. People love pins, stickers, etc.. Are the bigger items luggage tags, or coasters worth it?
-Anthony: In past it's been helpful to have the membership benefits committee to help with this design stuff. To keep it off the minds of the VP and VPE.
-Fritz: Talked to Ginny and Martha about alternatives to T-shirts. Pint glasss with NACIS and something mappy. Cost per units are 57¢ at 144 units. Can bundle with a t-shirt and sell together.
-Do we have to charge in Cdn or US dollars?
-Member Benefits can take care of this.

-Daniel: one more suggested cut? Can we reduce the amount of stuff we give away? Ie, the schwag handed out at banquet, etc. Takes so long sometimes.
-Brooke: how about a social media giveaway? Tweet now and win!
-Martha: Spread out the giveaways throughout the conference. Have something at each session, or morning/afternoon, etc.

-Anthony: The fun run can be a logistical problem to fit in.
-Nick: make it Birds of a Feather thing too. Let them meet up on their own and see how they can fit a run into our schedule, rather than fit the schedule to accommodate their run.

Lunch Bunch: is getting unwieldy.

-how about just giving people sign up sheets for various restaurants. Remove the famous person element.
-Brooke. What was it for?
-Tanya: It's original intent was to have an experienced member with new members showing them hospitality, Not a 'famous' person. So it's morphed over the years.
-Susan would like to see it continue in some form to make it easy for new people to find lunch mates.
-Anthony: so, did we resolve anything? Is it just up to Communication & Outreach to determine something new that's less work and organization, but still welcoming.
-Tanya: Yes.

LUNCH

Montreal 2017 | Fritz Kessler / Ginny Mason

-The CFP has been mailed. Email going out next week.

-Amy: Is there free wifi in hotel rooms?

-Susan: No, it's free for SPG loyalty members.

-Anthony: We will convene for a board meeting Monday evening.

-Anthony: We can't emphasise the shift in our schedule enough. Talk about it everywhere, mention it in every email blast.

-Fritz: For the Thursday banquet the issue of the Corlis Benefiedo award. Is it going to happen this year?

-Nick: We set up the document and the form is going out. We have the close day at March 31, so only 1 month worth of submissions.

-Ginny: When will it be awarded? We need to know if the person is willing to speak at the banquet, and we have enough time to arrange for that.

-Nick: The plan is to award by end of April.

-Fritz: We need to make sure we have someone to speak on Thursday. In anticipation of the CB person speaking, we haven't booked another speaker.

-Tanya: It's not required for them to speak

-Nick: If we're waiting on someone, depending on nominees are we going to want them to speak anyway. How long do we wait to decide?

-Amy: it's easy to put a PechaKucha together quickly.

-Anthony: makes sense to decide now what we're going to do, so we can plan ahead.

-Nick: He doesn't have attachment to having the CB winner be the speaker.

-Tanya: There is the possibility of the Opening speaker be a CB nominee.

-Anthony: JMJ recruited him. Geoffrey Mandel. He's out of our league really, but wanted to do it for the fun of it. Does Sci-fi maps of other worlds, and set design? Really cool.

-Vanessa brought up, if there is incentive for early submission? Some cool schwag?

-Tanya: we've already bumped up the deadline and made it earlier.

-Brooke: procrastinators won't be incentivized by anything.

-Tanya: Was there a problem with the date from last year?

-Amy: What is her motivation for trying to get people to register early?

-Fritz: She wanted it to be easier and not have everything to come in at the last minute,

-Amy: They can't make decisions before they're all in anyway.

-Matt: nobody should be penalized for hitting a deadline.

-Amy: It won't change anything. Nothing can happen until after the deadline anyway.

-Susan: You provided the message, but there isn't any reason to change.

-Brooke: They have 3 people this year that all live in the same city, so it really shouldn't be a problem to get it organized.

-Anthony: There's only one track, it's not that much time or that hard.

-Susan: Mary Beth - the extra 2016 deposit was for the NACIS Night Out deposit.

-NNO is at the Bier Markt. Literally right across the street from the hotel.

-Plenty of space, the food looked okay. (Susan will make it work). It's accessible this year (elevator).

-Susan: to get a decent meal, that doesn't cost \$50 per person, it's really hard. So we either do something like appetizers, beer and poutine. Or a dessert like thing later. She will work to put something together.

-Martha: is it time to change things up for NNO if we're finding it hard to get a place and meet expectations for the prices people want to pay?

-Susan: It's very popular and people look to it now as their main food event of the day, would be hard to change it.

-Tanya: What type of price are we looking at?

-Susan: To get decent food it would be maybe \$50 per person. So we'd need to subsidize anyway.

-Tanya: Can we subsidize students?
-Susan: we don't want to make it too cost prohibitive.
-It's a cool place, pretty appealing. If it's advertised, people get excited and want to come anyway.
-Mary Beth: We're sitting on a \$48,000 excess, why not subsidize this and give the money back to the members this year. Why waste a lot of Susan's time this year trying to haggle for food?
-Next year is an easier chance of it not being too expensive.
-Let's just subsidize this year and not worry about it.
-Tanya: We're talking about \$4000 that will be subsidized. Let's keep in mind that adding things is a slippery slope of spending that we have to be cautious of.
-Norfolk will change in 2 years, they're doing a lot of construction across the street that is supposed to be great.

Securing Technical Support for NACIS | Amy Griffin

-We've gone through a process where we had a couple of people evaluate our RfP. It will not be cheap to do this. Tanya proposed that maybe it would be cheaper to redesign the website altogether.
-Tanya: When we built the most recent version of the website, we did it on the cheap. Added to it and upkeeping it is problematic for us.
-Should we keep adding to that, or do we properly invest in a correct website?
-Daniel had to update 20 different pages just to update the Cfp.
-If things worked from the beginning they would be spending so much less time on it.
-Do we want to invest \$30,000 for a person every year, or spend \$30,000 upfront and then have minimal updates every year?
-Daniel: Right now we're not getting the support we should be for maintenance and upkeep.
-Amy: We need to budget to have someone ready to maintain it.
-Amy: We're talking about the underlying database and CMS.
-Daniel: Not having custom plugins that are broken, we have a lot of pages that nobody looks at, there are key areas people want to go to. The rest we can streamline and condense.

-Amy: So we have an RFP that could be used if we just want a Tech Guy to me be a maintenance person.
-Matt: To be future thinking it makes more sense to invest in something that will be built correctly over time.
-Ginny: So we would need to re-write an RFP for the new proposal?
-Anthony: is there a commitment for this?
-Nick: How much was the original RFP for the last website.
-Tanya: \$12,000
-Mary Beth: How much does this affect our bottom line. How long can we sustainably pay for a position at \$30,000 per year?
-Tanya: So are we talking about \$30,000 per year to build a new site?
-Amy: Not sure. She was talking \$30,000 for the current RFP.
-Matt: Does making the website less complex right now solve any problems?
-Anthony: No, the problems are more in the back end, and not on the forward facing site.
-Tanya: Previously we'd explored other options for database management. We should look into this again. We looked at Wild Apricot in 2010 and they are still around.
-Mary Beth: That's what the Pacific Coast Geographers use.
-Daniel: in regards to the \$30,000, it was about \$15,000 upfront, and \$15,000 per year afterwards.
-Mary Beth: So this year we'd need \$30,000 for the website, then \$15,000 for the maintenance
-Amy: If we had a proper website, the \$15,000 per year would hopefully be much less per year.
-Amy: We've already talked today that CartoTalk is going away so that's a good chunk of the current RfP that can be eliminated.
-Anthony: So we need to decide what to do, and who will do it. We need a single person point of contact. We need to decide what our financial commitment will be, and go from that. Right now there is no way to determine exactly what the cost would be without research of it.

-Daniel: He has a fairly good knowledge of what we need, but doesn't know the knowledge of who to look for.
-Nick: He has a couple of companies he can check with to see what they think our costs would be based on their needs.
-Anthony: This seems to be a job for an Executive Director, as it's a job that may be longer than a board member term.
-Tanya: they would want to write the RfP with advice from Nick
-Anthony: move forward with budgeting the current \$30K, and see what we can do to reduce the likelihood of recurring costs.
-Daniel: He agrees that this is the time to spend.
-Mary Beth: she will change the description in the budget
-Tanya: let's impose a deadline to get things done.
-Anthony: Next board meeting.

Nominations | Amy Griffin

-We have a preliminary list of people to talk to. She wants to ask the current board members with expiring terms if they are interested in continuing.
-Martha is willing to re-run as Secretary.
-Amy: People who have expressed interest: David Asbury, Brooke Marsden
-She will ask Tim Wallace, Mark Kumler, Lizy Diamond, Jenn Milyko (but may not be interested in running again), Michaela Skiles, Chris Mixon, Sarah Battersby, Lauren James, and maybe Hans and Vanessa Knopke-Wetzel.
-Does anyone have suggestions for Students? Joanna Merson and Meghan Kelly were suggested.
-Robin is busy in her job and not interested right now in running again. She is participating as SDMC coordinator.
-Mary Beth will talk with a Humboldt student to see if she is interested.
-Our plan is to approach Leo for VPE and see if he is interested, otherwise they will look for suggestions.

-Discussion on adding a field to ballot for suggestions of future nominees.
-Sounds like a good idea. Go ahead and put a field on the ballot.

Publications Committee | Nat Case

- [Report](#)

They need a new board member to join the committee for continuity. The reason Nat is the chair because there is no other board member.
-They had a meeting, talked about AoD.
-They recommend that Alethea Steingisser is new editor with Lauren Tierney helping her.
-Daniel: that needs to be voted on by board
-Amy: Decided on a 2nd run on AoD III.
-The AoD board is working on getting a purchasing option working .
-*see report
-Vote on editorial board.
Motion: Donna: moves that Alethea is appointed for a 2 year editor term, and Lauren Tierney for a 4 year position. Brooke seconds the motion. All in favour. No nays. Motion passed.
-Daniel: there is usually an overlap of editors. This year the entire team is leaving. They are working on a method to ensure there is overlap in the future.
-Mary Beth is going to strike the \$1000 budget line for Publications until that time that they propose something to use it for.

Cartographic Perspectives | Amy Griffin

- [Report](#) from Editor

- They finally published the last issue of 2015.
- In process of judging the 2015 student paper. 1 set of judgements returned, waiting for the second.
- About to publish the 2016 first issue.
- They have all content for 2016 #2, hopefully released sometime in March.
- Some things that have been reviewed and should be submitted soon.
- Will be able to publish more this year.
- Special issue on the books by Jim Thatcher and Craig Dalton, with a deadline for them of November.
- Things are moving forward and finally getting things published
- Anthony: Is there anything that needs to happen with OJS?
- Tanya: are we sticking with OJS?
- Daniel: stuck in 2005 with it (??)
- Tanya: is this something that needs to be investigated as part of the RfP?
- Amy: They're trying a few new things. 1st will be published in March: taking a video from PCD, Emily wrote an accompanying tutorial for it and it will be published in PCD.
- Anthony: The current version of OJS is 3. What are we on?
- Daniel: We're on 2.6.3.0? We can contact our people at Simon Fraser to make sure we get updated.
- Amy: She will look into this right away.
- Amy: We've had three submissions in the last couple of months.
- Daniel: Ask friends for content. Remember it's not just peer-reviewed.

Awards Committee | Matt Dooley

- Report

- We don't expect any major changes this year.
- Robin Tolochko is running the SDMC, Martha is running the SMPC, Nick is on CB, and we have Andy, Justina, and Aly DeGraf.
- We had talked about more grant money for this year to offset Montréal costs.
- Anthony: We can discuss increasing budget later, after we see if there is a large number of applicants for the general board members. We will increase budget if warranted.
- Andy: What do we have from donations for students?
- Mary Beth: around \$690.

Membership Benefits | Andy Woodruff

- Report

- Balance Planet globes, should we still be pursuing? We waited and were too draggy.
 - Susan: It just took too long. It wasn't well handled.
 - Anthony: Don't need to keep going on it.
 - Andy: We talked about t-shirts and stuff. Why does stuff come from all these parts of the group.
 - Daniel: The buttons and stickers are just general outreach, not conference specific.
 - Tanya: It's just up to what you want to do.
 - Anthony: thinks non-year shirts would sell well
 - Susan: As long as we don't have overstock we have to store afterwards
-
- How to promote discounts. Does anyone use them? How to make them usable? Brainstorming a little about how to make the benefits more usable.
 - Trying to find out what people might actually use.
 - Daniel: over the past several years, he's wondered if we're solving a problem that we don't actually have. It came about as a result of 'what do we provide' when we stopped printing CP. Are we spending a lot of time working on something that isn't really an issue?
 - The video stuff is a great member benefit. Something that matters a lot to cartographers.
 - Tanya: Thinks that we can let the discounts go.
 - All agreed.

- Andy: Travis noticed a comment on proactive highlighting of member accomplishments.
- The list of companies seems to have value.
- Is there interest in showing off Nacites work?
- Daniel: We tried this on Twitter and it was hard to get people to participate.

Finalizing of 2017 Budget | Mary Beth Cunha

- We've made a number of changes since this morning.
- MaryBeth updated her report from earlier based on our discussions throughout the day. We'll review those updates now.
- General discussion on Cartographic Perspectives printing and shipping to our 14 current subscribers.
- How many issues are we on the hook for? We'd send until the end of 2015, then refund them their 2016 and 2017 money.
- Ideally, we'd give earlier notice on this.
- Who are the subscribers? Libraries. Not like it's people that are going to have hurt feelings.
- Susan: Most libraries just hold the issues for a while then trash them.
- Motion: Fritz moves that we eliminate the print issue of Cartographic Perspectives. Donna seconded the motion. Discussion ensued:**
- Susan: someone needs to issue a letter to the subscribers.**
- Daniel: We'll stop at issue 83 that just went to the printers.**
- Mary Beth: will then change the budget item to \$3,500 for this year.**
- Daniel: Will see if the printer can stop the issue that just went to the press for 2016, to save those costs.**
- Amy will include a note in her last letter of the editor.**
- All vote aye. Motion passed.**

- Anthony: okay, that cut \$5,000 from the expenses.
- Tanya: Let's just research the website for now, and put a number in the budget after we have a better idea of the costs.
- Anthony: Time for the annual sponsorship talk!
- Tanya: What might that look like for the meeting streaming?
- Anthony: As for other conferences: at the beginning of the video, there is a sign or ad from the business suggesting that that portion is sponsored by XX business. To have a 10x10 space at the Esri UC is like \$15K. Some companies have like huge spaces and pay \$100K for 3 days. It wouldn't be crazy to offer opportunities to companies to sponsor for \$10K.
- Ginny: She would prefer to have the logo on screen, not actually on a sign in the room
- Anthony: It would be on the recorded stuff that everyone can see. Not on the livestream. More value for the sponsor to be on the recording.
- Tanya: Are we thinking of sponsoring this year, or asking if people like the video, or then saying "Like it? Sponsor it."
- Advertise ahead and see if people are interested.
- Anthony: It would be easier to have one company that sponsors.
- Tanya: So we're looking for 1 sponsor that will cover the cost.
- Anthony: or even \$10K.
- Ginny: Does Anthony think that sponsors will be hard to find since it's the first time?
- Anthony: Not really. For what it costs, it's a great deal. Their advertisement lasts for years on the web. Unlike a coffee break sponsor where in 30 minutes it's gone and nobody remembers.
- Tanya: Do you think we should target a handful of companies, but are only looking for one sponsor.
- Anthony: you could have it where there is a separate sponsor for PCD and then maybe three others for each track.
- Anthony: The risk is that if the sponsoring company did something we don't like, we're stuck with them.
- Daniel: Is there morality clauses where we can back out for whatever reason?
- Nick: That's one reason to have more sponsors. To take the spotlight off of any one.

-Andy: there is an option to allow ads on the page.
-Daniel: who is going to figure out who will take control of this?
-Tanya: We need to write the description, get it passed by the board, and then get it tweeted out and see who bites.
-Daniel: We just need to see the requirements that e3 needs.
-Anthony: We state our requirements. We want a slide before the video and a logo on a corner, for example.
-Tanya: seems like something that she and Daniel, plus Andy (since he's working with e3) should do.
-Anthony: lets do a vote
-Susan: We're okay with concept, but we should evaluate carefully who the sponsors are.
Motion: Matt makes the motion that we move forward with investigating sponsorship for the video for the Montréal conference. The committee will not move forward until the board approves the investigation results.
Discussion:
-Anthony: Even if we set a conservative target if there weren't many sponsors, it's still beneficial to us.
-Nick seconded the motion. All voted Aye. No Nays. Motion passed.
-Mary Beth: In 2015 the budget was -\$22,000, in 2016 was -\$46,000, and at this point in 2017 is -\$70,490. So sponsorship would put us back in alignment with the 2016 number that we were happy with.
-We need to have a strong meeting and set a reasonable conference price.
Motion: Donna made the motion to approve the 2017 budget. Travis seconded that motion. All in favour. No Nay. Motion passed.

Other Business

Revisions to NACIS Bylaws | Daniel Huffman

[-Report](#)

-Let Daniel know in the next week or so if there are any further changes. He will send the vote to the members .

Alternative methods for conducting board meetings | Daniel Huffman

-He will look further into Google Hangouts. GSuite is \$10 per person. Citrix GoTo Meeting is \$49 per month. Zoom is \$20 per host.

-Zoom seems to be popular and a number of people have already used it.

Any discussion about conference affordability?

-We sort of discussed this with sponsorship.

-Sponsorship has the possibility of subsidizing some conference fees too.

-General discussion on ways to make people understand that we are listening to their survey feedback.

-Daniel: Value and expenses: We tried in Colorado Springs to make the clear point at the ABM where some of the expenses are. Did that give a positive result on the survey?

-Anthony: hard to tell, but the negative results were about the same as usual

-Tanya: Back to sponsorship for a minute. Do we want to start at asking \$5,000?

-Anthony: Why don't we take a look at what other exhibitor packages cost for other meetings.

-Tanya: Okay, they will look at it and get a proposal to us.

Anthony thanked us all for attending.

Meeting adjourned at 4:48pm