

## **NACIS: May 12, 2016 - Skype Meeting Minutes**

### **5pm Eastern Standard Time**

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:***

- Everyone, by next board meeting, must find an actual hotel property in a southern or far western city that would work for/with us.
- Aim for a coherent job description of our Tech Advisor by June board meeting. Everyone please contribute to Teamwork document any needed skills they think this person should have.

### ***Carto Talk:***

- Further discussion/investigation on Migration. Coordinate with Zdenek to see about feasibility of a WordPress plugin.

### ***Colorado Springs Meeting:***

- Promote participation!!

### ***Publications:***

- AoD team needs to draft the NACIS Statement for AoD 3e, and send to board.
- Investigate alternate fulfillment options especially for long-term (backlist) titles.

### ***Membership Benefits:***

- Investigate video services for PCD, and have a functional proposal ready for board to vote on at June meeting
- See if Aly DeGraff and Jon Bowen are still willing to help out the committee.

### ***Other Business:***

- Eugene Hoerauf Scholarship Fund: In the next few weeks, Susan and Jenny come up with a proposal for how we might use the funds. This should be circulated among the board and reviewed before Amy takes it back to Janet Collins.

## **Motions Passed:**

-Spring Board Meeting Minutes were approved.

## **Board Composition:**

### **Executive Office (non-voting)**

Tanya Buckingham | Executive Director-Annual Meeting Operations (term expires 1/2017) (*regrets*)

Susan Peschel | Business Operations (un-termed)

Daniel Huffman | Executive Director-Operations (term expires 1/2019)

### **Executive Board (voting)**

Alex Tait | Past President (term expires 10/2016)

Amy Griffin | President (term expires 10/2016)

Anthony Robinson | Vice President & Program Chair Colorado Springs (term expires 10/2016)

Fritz Kessler | VP-Elect (term expires 10/2016)

Jenny Marie Johnson | Treasurer (term expires 10/2016)

Martha Bostwick | Secretary (term expires 10/2017)

### **Board of Directors (voting)**

Nat Case (term expires 10/2016)

Kristen Grady (term expires 10/2016)

Alethea Steingisser (term expires 10/2016)

Andy Woodruff (term expires 10/2017)

Brooke Harding (term expires 10/2017)

Matt Dooley (term expires 10/2017) (*regrets*)

Robin Tolochko | Student Board Member (term expires 10/2016)

### **Ex-officio Members (non-voting)**

Patrick Kennelly | Editor of Cartographic Perspectives (term expires 2016)

Hans van der Maarel | Editor of CartoTalk (term expires Dec 31, 2018) (*regrets*)

## **Welcome** | *Amy*

- Thanks for attending
- Early congratulations to Robin for graduating!

## **Minutes** | *Amy & Martha*

- Minutes from the Spring Board Meeting have been posted and commented on. Corrections have been made.
- Nat made the motion to approve the minutes, Fritz seconded the motion. All voted 'Aye'.
- Committee heads, please make note of any tasks assigned to you/your committee and take care of them. Many have been added to Teamwork. Please let us know if additional tasks should be added.

## **Colorado Springs 2016 Planning** | *Anthony*

- Things going well so far.
- It's a good time to remind people to encourage folks to submit. Typical to get most of submissions close to deadline, but it's good to spread encouragement.
- There are two field trips planned. One is a library tour of 5 map libraries, organized by Abe. It targets the GDCD crew. The other is organized by Jeremy Goldsmith: a day long hike & orienteering of Garden of the Gods. Should be pretty popular. Once Field Trips are up on the website, let's try to advertize them a little better this year. Both have a transportation component that will require a minimum number of attendees.
- Hotel rooms: Are they still available? Yes. Still plentiful in block. Rumors that we might be booked, but there shouldn't be any problems. Let people know it's still open if there are questions about availability.
- Andy: The hotel website says no rooms available through our link.
- Susan: She will look into this right away, we have lots of space left.
- Amy & Anthony have been talking about what it would take to do video streaming & recording of PCD. There has been a lot of past interest expressed by the membership for a way to share/record presentations for future viewing. Anthony contacted the company that did FOSS4G's last conference. They had a really big complicated setup for their entire conference. Amy suggested we look into seeing what just PCD would cost, to dip our toes into the waters. Could be seen as a membership benefit, and as a way to draw more people. Members could have access to the livestream, and non-members could have content dispersed slowly after the conference. The ability to see them in the near term would be a membership benefit.
- Initial quote for PCD livestream and edited videos by end of day would be \$5000. Anthony has also asked for a quote for the entire conference, just to have a baseline of information.
- Robin: That's for both livestream and recorded?
- Amy: Yes. NACIS members would get immediate access, and everyone else would slowly get them - opening them up gradually.
- Anthony: This will give Katie some content to feed out over the months to highlight the meeting.
- Susan: Will it impact attendance?
- Amy: Maybe a couple? It lets the members who can never attend the meeting get the experience and participate in a way they could never do otherwise.
- Anthony: FOSS4G has an open wiki so you can look into their meeting planning. The question has been raised there about losing attendance because of the videos, and it hasn't happened yet.
- Amy: This can be another one of the benefits of joining NACIS.
- Anthony: This can help us with our membership value proposition.
- Brooke: Is there an opportunity for selling ads or having sponsorship.

-Anthony: Depends on the platform we would use, it would need to be looked into.

-Anthony: He's also thinking about all of the members we have that can never attend the conference. This would be a valuable service for them, to give them something worthwhile from their membership.

-Anthony: This seems to be a good fit for the membership benefits committee to work on, with maybe the Executive Directors?

-Amy: Are we supportive of the general idea, with consensus that specifics will be worked on later?

-Amy: Andy, are you okay with looking into it as a membership benefit & lead some discussion

-Andy: yes

-Amy: Okay, let's have a goal that by next board meeting we have a specific proposal for how we would move forward with this, and vote on it.

-Amy: Anyone who doesn't want their work recorded can opt out. There's a lot of precedent for this from other conferences.

-Anthony: Nat's been working a lot with Rebecca Solnit about the meeting. She will not be giving a talk at the meeting, and can no longer make us work any more with her other commitments. Her co-author, Joshua Jelly-Schapiro, will be giving a talk in her stead.

-Nat: he's a pretty accomplished essayist and geographer, so I'm pretty confident he will give a good talk. We will ask Rebecca to prepare something to distribute.

-Anthony: He's not sure how to change the website to reflect the change in Keynote, since she's been already advertized.

-He's thinking of streamlining Friday night anyways, so will try to keep Joshua's talk to a half hour.

-Nat: Joshua says he's 100% committed to attending.

#### **Future Meeting Location Identification | Amy**

-Since the last board meeting, we have bombed out on all 7 places in our list. Either no hotels available, or they are too expensive.

-Executive are running out of energy, and need help from all of us.

-The hotel market has changed, and is now hard for us to find locations. It is now a seller's market, and because we don't generate a huge amount of revenue for the hotel we are not an attractive group.

-TASK: Everyone, by next board meeting, must find an actual hotel property in a southern or far western city that would work for/with us. Susan will provide list of requirements. Things to think about: location of hotel to other amenities, NO SUBURBS, airport connectivity, etc.

-Anthony: A good metric is the airport access - a main carrier plus JetBlue or Southwest.

#### **Publications Committee Updates | Nat**

-Report on damaged Atlas copies over Christmas: Only 3 reports filed by customers. Not actually that bad, two were scuffs to cover, and one was was a damaged corner.

-NACIS Statement: when they get it drafted, who should it be reviewed by?

-Amy: to everyone on board

-Nat: POD (Print on Demand) - on board with basic idea of it, but no specific plan yet. Need to get details worked out. May be worth idea to talk to Maps.com and Mapping Specialists, since they do this already, and could give us ideas.

-Raising cover price of AoD: Our biggest issue is increasing price of warehousing. Editors don't yet have a marketing plan as they've been focused on submissions. They sort of threw it back in our plate.

Daniel: Warehousing costs - Amazon charges for both long-term and short-term storage. Long-term kicks in due to unsold inventory. So we can either cut press run, or up marketing. It's still profitable right now.

-Amy: How many are in inventory right now?

-Daniel: There may be 300? We're going to start to lose money on those specific books soon, the longer they are in storage.

-Amy: so we need to revisit this in a few months time, and see how many are actually left

-Daniel: He's hesitant to raise the price, since the last volume didn't sell as well/fast. The cost wasn't intended to be a revenue stream, rather just a cost recovery.

-Amy: so sounds like the thing to do is to leave price the same, and print a few fewer.

-Daniel & Nat: yes.

### **CartoTalk Migration** | *Alethea & Alex*

-We talked about looking for other hosting solutions for the forum

- we want a managed solution,

- easily migrate our old 10+ years of data,

- ideally integrated with Wordpress and our website,

- not too expensive

-One solution was a subscription (forums.net)

-There is also a WordPress plugin - we need to see how much work it would be for Zdenek to incorporate it for us.

-Alex: it's more expensive on an ongoing basis for a fully managed outside party subscription, but the WordPress plugin has a higher initial setup cost.

-Alex: who is now coordinating talking with Zdenek?

-Daniel: both NVK and Sam Matthews are filling in as tech help, but neither really have time to. This ties into our upcoming discussion on a tech admin person.

### **NACIS volunteer Aly DeGraff** | *Amy*

-Aly has approached Alex offering her help to volunteer with NACIS in some capacity.

-She has an interest in AoD and CP, and in the Awards Committee.

-Alethea: We could maybe use her help on schwag collection for the conference. The only problem with getting started on that now is people want to send it right away.

Amy: Let's see if Ginny & David are willing to receive shipments of schwag to hold on to for October.

-We could maybe use help for Membership Benefits committee too.

-Kristen: Jon Bowen has also expressed interest in helping Membership Benefits.

### **Proposal to establish fund in honour of Eugene Hoerauf** | *Amy*

-We were approached by Janet Collins, a retired Map Librarian at Huxley Map Library, Western Washington University. They have a colleague (Eugene Hoerauf) who has retired, and they want to establish a scholarship fund in support of students, in his name. He was a cartographer and GIS manager at that institution for many years, and has mentored many of the students who went through there. They want us to be the host of this scholarship. They have written a proposal. They want to raise enough funds (est. \$25,000) to make the fund self-sustaining. They would take care of raising the money, then the money would come to us to somehow use to support our students in perpetuity.

-The Executive has had some discussion on this. What does the broader board think of this?

-Amy: A big question is how would we use the money? Funnel into Travel Grants, another initiative to support students that might make more sense? A \$25,000 endowment doesn't make much each year at the current interest rates for dispersal.

-JMJ: It would be approximately \$125 per year.

\*A lot of general discussion of ideas, such as lunch bunch for students, other ideas, concern over administration, legality, donation status, etc. (See chat log for a lot of conversation).

-This will require further communication with Janet to see if our proposal aligns with what they are thinking.

-The cost of creating a separate foundation is prohibitive, and doesn't make sense for our organization.

-Susan & Jenny will look into this to come up with a proposal for Janet. Brooke and Robin will review.

Let's plan to circulate among board before Amy communicates back to Janet.

### **Tech Person: Position Description | Amy**

-1st Issue - Understanding exactly what the person needs to be able to do. We will probably need to pay someone to do this, as a volunteer is unlikely to fall from sky.

-What aspects of our Operations need tech support?

-Who needs to provide input on what this person needs to be able to do.

-Website, CartoTalk. CP maybe (Amy will talk to Pat about this), stripe.com things, dealing with streaming video and slide deck, etc. from the meetings, help giving instruction on updating content in website.

-Anthony: It would be good for this person to have an overview of all our technology - all accounts, etc.

-Let's establish a document on Teamwork where people can enter things that need to be done, and build a list from there on what we need.

-Please everyone keep this in mind, and contribute to the document.

-Timeline: 1 week from today.

-We will aim to producer a coherent description by next board meeting.

### **Other Business:**

-Robin: She plans to hit up a bunch of people to encourage participation in Colorado Springs

-Anthony: He has a list on Teamwork of people/groups he has already targeted. Consult that list first to avoid spamming people unnecessarily.

**Meeting Adjourned at 5:59pm Eastern.**