

NACIS 2014 spring board meeting minutes

April 5, 2014 | 9am-5pm Central Time

AGS Library | Milwaukee, WI

Summary of Tasks identified from the Spring Board Meeting

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

General

- Action item: Any board member can invite who they wish to the annual conference, but send the invitation yourself, and cc Alex and Amy.

Awards Committee

- _____

Communications & Outreach Committee

- Action item: Alex and Tanya will coordinate email blast/outreach to AutoCarto.
- Action item: Maggie, Tanya, Daniel will discuss options for a "Your Shot" style "I love NACIS" promo for next Skype call.

Continuity Committee

- Action item: Post Daniel's org chart on the portal.
- Action item: Make a New Member Packet (Leo and Daniel will assist Tanya with this) that includes a Reciprocal Agreement between Board and Board Member. Noted that this will help with recruiting. Let Board Members know they can pick a committee to serve on and bring ideas.
- Action item: Maggie will send out short reminders to committees to do a regular (monthly) brain dump onto the portal.
- Action item: Clear up abandoned projects/orphaned accounts, report back in October meeting.

Finance Committee

- Action item: Susan will send a line-by-line 2013 Greenville program spreadsheet to Alex and Tanya.
- Action item: Make sure CB award domain is not on auto-renew. Martha will find out who started it (starting with Tim Stallman).
- **Action item:** Update new site with increased fee.

Membership Benefits Committee

- Action item: Bring NACIS materials to State of the Map, meetups, other conferences.
- Action item: Create buttons (3/4"), Tanya will make, and stickers with the NACIS Pittsburgh logo. Alex will send logos to Mamata. Cost will come out of conference budget.
- Action item: Have one or two of these ready to go by Annual Meeting.
- Action item: Maggie will follow up with Adobe (via National Geographic) to get some general member benefits, or at least one or two things as a door prize for banquet.
- Action item: Mamata will follow up with ESRI for member benefits.

- Action item: Tanya will work with Mamata to create a breakdown of where membership dues go.
- Action item: Generate ideas for increasing gender/minority diversity; share with communications committee.

Nominations Committee

- Action item: Amy will persuade Anthony Robinson to share his ICA duties to make this possible. NVK will also follow up with AR.
- Action item: be more in touch with faculty contacts at other universities. Grad students are preferred (can be more reliable than undergrads).
- Action item: Send ideas to Neil.

Web Refresh Committee

- Action item: Reshuffle tiles on front page with Atlas of Design on first line of the homepage tiles.
- Action item: NVK will rework Gallery page.
- Action items: Include a direct link to twitter hashtag search on main page; add NACIS twitter handles to Contact page.
- Action item: Andy volunteered to research Twitter waterfall graphic for annual meeting tweets.
- Action item: Group all communication into a general NACIS News feed; the NACIS News page under Publications tab will be more like a blog. News items will always be sent to NACIS News, and no orphans!
- Action item: NVK will research & discuss with contractors if there is a good plugin on WP alone or if MailChimp integration is an option for NACIS News and other email communication.
- Action item: Pat will update LinkedIn page (needs to be open groups)
- Action item: Alex will coordinate with Dan Cole (sp?) of CaGIS to merge their closing night/our opening night.
- Action item: Add a "Donate" field on registration and membership forms for student travel award. Old conference registration forms used to have a line for that, but we did not have that last year. It needs to be trackable, however, in treasurer reports. NVK will follow up.
- Action item: Add Poster and Map Gallery entry forms to the "Participate" page. These are ready now, linked from NACIS.org.
- Action item: Include SlideShare programs and program guides on Past Conference Programs page. (Important: Some program years are both PDF and other formats).
- Action item: Add proper text to Student Map Award winners page.
- Action items: Remove "Resources" and replace "Resources" tile on home page. Add a "Get Involved" page about board memberships &c (Alex). Add "About society" to the Community tab. Cartotalk needs a landing page to be consistent with other site behavior (Cartotalk also needs to be skinned like new site, future plan).
- Action item: Consensus on the reordered dropdown menu (top to bottom): About the society, Get Involved, Cartotalk, Members, Companies, University Labs.
- Action item: Change "Legal" and split into two "Bylaws" and "Constitution" sections on About page.
- Action item: Add banner to AoD page.
- Action item: Add link to Natural Earth (natureearth.com) under the publications tab (will need landing page and then offsite link from the landing page, like CartoTalk change).

Atlas of Design Committee

- Action item in the future: Board will examine layout in August.

- Action item: Get press quotes for 2000 copies.
- Action item: Factor in the cost of shipping atlases to Pittsburgh (~\$500), and to bring more than were brought to Portland.
- Action item: Elaine volunteered to oversee fulfillment and shipment, including seeking an alternative fulfillment center.
- Action item: Promote AoD2 before/at Wednesday evening while AutoCarto people are still there.

Local Arrangements/NACIS 2014

- Action item: Tanya will have conference call with Dan at CaGIS.
- Action item: Daniel will follow up with Carnegie Public Library for Map Giving.
- Action item: Leftover Map Gallery posterboard goes to area schools.
- Action item: NVK will have an RSVP for board meeting for food logistics.

Cartographic Perspectives

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CartoTalk

- Action item: Create description of job including tasks/duties and add to continuity portal.
- Action item: NVK will follow up with Nick Springer about Cartotalk's 10th anniversary celebration. Alex suggested a map gallery or a summary of Cartotalk; also suggested was a promo in CP, NVK will liaise with Pat.

Passed Motions

- December and March 2013 Minutes adopted.
- Motion to combine Outreach and Communications Committees, to control both internal communication and external outreach.
- 2014 Budget Approved.

Recommendations

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Board Composition:

Executive Leadership

Lou Cross | Executive Director-Annual Meeting Operators (will step down 10/2014)
Tanya Buckingham | Executive Director-Annual Meeting Operations (term expires 1/2016)
Susan Peschel | Business Operations (untermmed)
Daniel Huffman | Executive Director-Operations (term expires 1/2019)

Officers

Neil Allen | Past President (term expires 10/2014) *(regrets)*
Nathaniel Kelso | President (term expires 10/2014)
Alex Tait | Vice President & Program Chair Pittsburgh (term expires 10/2014)
Amy Griffin | VP-Elect (term expires 10/2014)
Jenny Marie Johnson | Treasurer (term expires 10/2014)
Eliana Macdonald | Secretary (term expires 10/2015) *(regrets)*

Board of Directors (returning)

Martha Bostwick (term expires 10/2014)
Leo Dillon (term expires 10/2014)
Alethea Steingisser (term expires 10/2014) *(regrets)*

Board of Directors (newly elected)

Elaine Guidero | Student Board Member (term expires 10/2014)
Mamata Akella (term expires 10/2015)
Maggie Smith (term expires 10/2015)
Andy Woodruff (term expires 10/2015)

Ex-officio Members

Patrick Kennelly | Editor of Cartographic Perspectives
Hans van der Maarel | Editor of CartoTalk *(regrets)*

Meeting opened at 9am CDT

- Minutes Recorded by Elaine Guidero, edited with Nathaniel V. KELSO and Eliana Macdonald
- [Agenda](#)

Minor business | Nathaniel

- Previous minutes (Dec and Mar) were unanimously approved.

Continuity Portal Update | Maggie

- Portal not used as much as it should or could be. We also need more transparency about how the society operates. A few suggestions:
 - Order of appearance of items should be changed to make it a centralized place for communication (rather than isolated emails here and there).
 - There is a “recent site activity” link.
 - Add bios (2009-current) to keep knowledge of other board members up to date (but have a *word limit*) and add to public NACIS site.
 - Avoid document duplication: long documents go in the continuity portal.
 - Use alumni section more in the new website, and maintain old information in portal
 - **Action item:** Post Daniel’s org chart on the portal.
 - Switch out calendar for record of skype calls?
- Calendar was used for auto-reminders of deadlines, but currently doesn’t exist as it was on Tanya’s personal calendar. We would need to move to a NACIS calendar, which never happened. Maggie suggested using GTasks as input to calendar. No separate calendar for the public.
- Use the portal to get *new board members* up to speed.
 - **Action item:** Make a New Member Packet (Leo and Daniel will assist Tanya with this) that includes a Reciprocal Agreement between Board and Board Member. Noted that this will help with recruiting. Let Board Members know they can pick a committee to serve on and bring ideas. The org chart will be part of New Member Packet.
 - **Action item:** Maggie will send out short reminders to committees to do a regular (monthly) brain dump onto the portal.
- Basecamp was suggested as a replacement for the portal, but too much \$ and having to get up to speed with a new system is a hassle.
- Skype audio recordings were suggested, but too much chatter, and all agreed minutes are more efficient.
- Public access to board meetings was discussed. These are open to the public, but their attendance is not actively encouraged (although all members are expected to attend the annual board meeting during the conference, and this will be included in opening remarks). Also no compensation for public attendees.

- Alex and NVK will determine the moment of presidency handoff during annual board mtg.
- Continuity committee may dissolve once website is live.
- **Action item:** Clear up abandoned projects/orphaned accounts, report back in October meeting.

Membership update | Susan

- 366 members, 74 student members, 36 subscribers, 25 affiliate members, 1 exchange journal subscriber (EBSCO).
- Membership numbers will increase closer to conference date. We now also have auto reminders for renewal. NVK suggested general reminders to lapsed members. How to know if one is a member? Prior to conference, members will have to verify membership by logging in at time of registration—self-verification rather than committee verification. No more sending passwords in plain text.
- Membership is now on a rolling basis (rather than calendar year), so it is difficult to do comparisons. Ongoing memberships were “reset” last July, so we will be able to make comparisons this July with last year. More tooling can be added to the website to make estimating easier.
- Currently we have a mailing database, not a membership database, but the new site will have a membership database. Members will be able to search for people with similar interests, but members will be able to choose not to share their information. Our current policy of not selling or renting our mailing &/or membership database will continue to be honored.
- Last year(?) 1500-1700 pieces of mail were sent.
- New site addresses concerns with current website:
 - CMS familiarity. New site will use Wordpress-based WSIWYG editor
 - Admin and edit rights. All board members will have basic admin rights, with 1-2 full access accounts.
 - Half of all pages on current site were orphaned. New site consolidates content to top-level menu items.

Nominations | Amy for Neil Allen

- Anthony Robinson on the fence about VP-Elect nomination; 80% yes but concerned about doing both NACIS and ICA commission.
 - **Action item:** Amy will persuade him to share his ICA duties to make this possible. NVK will also follow up.
- Election cycle was just reorganized; board members can run twice for a single position (each term is two years). Three at-large positions are up each year for election. Three-year terms were discussed and nixed.
- Students can also run for director-at-large positions, not just student position.

- Neil expressed concern about the continued run of Penn State students, but his student contacts are not students anymore.
 - **Action item:** be more in touch with faculty contacts at other universities. Grad students are preferred; undergrads can be unreliable.
 - **Action item:** Send nomination candidates to Neil.

Finance | Jenny

- 2012 bottom line: \$140,000.
- Only lost \$300 last year. Board expenses were slightly higher than budgeted, income was slightly higher, corporate expenses much lower, general expenses lower (because multi-year projects have not come due).
 - **Action item:** Susan will send a line-by-line 2013 Greenville program spreadsheet to Alex and Tanya.
- Proposal to increase business travel support to \$7000 for non-institutionally-supported board members and for ED/AMO positions; still cheaper than paying an outside party to run the conference.
- Membership fee raised to \$50 (approved in Greenville last year).
 - **Action item:** Update new site with increased fee.

Cartotalk | NVK for Hans

- Tech assistant search proposed, but do we need a technical editor as an appointed position? We currently have no technical server person; goal of finding one by October meeting.
 - **Action item:** Create description of job including tasks/duties and add to continuity portal.
 - **Action item:** NVK will follow up with Nick Springer about Cartotalk's 10th anniversary celebration. Alex suggested a map gallery or a summary of Cartotalk; also suggested was a promo in CP, NVK will liaise with Pat.
- No data yet on Cartotalk participation numbers.

Cartographic Perspectives | Pat

- Low on peer-reviewed submissions...how to get more content? Proposed to have more special issues. Amy suggested talking to current ICA Education Commission chair to get more publications, as ICA has an imperative to produce publications.
 - Also suggested: increasing outreach, pull some things from Cartotalk for the practical cartography corner. New website will make it easier for people to be involved without being on the board.
- Switching to American Printing due to printing issues with current printer; \$450/issue increase (if 3 per year), although these numbers can fluctuate, now that we have a lower page count (due to 2-column design). American Printing will also handle shipping.

- Discussion of student volunteer to handle DOI transition of 700+ articles in archive/relicensing old articles/returning copyright. DOI fee is \$10-\$15 per article.
 - Overall quote for a student to do DOI assignment and copyright return/author tracking-down is \$9600, assuming 10 pieces per issue.
 - Discomfort with assuming the entire scope of project, especially when authors haven't asked for copyright back. May be an unnecessary expense.
- Nick Perdue was the winner of the student paper award. Will be announced to general membership at conference, but Nick will be told beforehand so that he can attend.

Pittsburgh AM Planning | Alex

- Mandatory board meeting at 7 p.m. on Tuesday October 7th, prior to conference.
- Coordination with end of AutoCarto/beginning of NACIS.
 - Co-registration. AutoCarto attendees will receive a discount on NACIS registration.
 - **Action item:** Tanya will have conference call with Dan at CaGIS.
 - Carnegie Public Library map-giving event with AutoCarto; maybe all day or half-day event; outreach budget will be used for this.
 - **Action item:** Daniel will follow up with Carnegie Public Library.
 - Wednesday night co-event with AutoCarto closing? Or we could open Wednesday opening reception to AutoCarto with a bit more extra expense.
- Lou suggested outreach to public schools to attend map gallery.
 - **Action item:** Leftover posterboard goes to area schools.
 - **Action item:** NVK will have an RSVP for board meeting for food logistics.
- Geographic Data Collection Day.

Awards | Martha

- Everything is OK for now; travel grant applications are due July 15 (professional), Sept 1 (student).
- When Martha retires from committee service, Leo will take over chairmanship of Awards Committee in the fall to ensure continuity.
- CB Award is part of the Awards Committee duties; committee needs to coordinate with Tim Stallmann, as the rest of the CB Award Board is dissolved. However, this won't be awarded again until 2015, so it's not urgent.

Communications and Outreach | Tanya & Daniel

- Motion by Leo (seconded by Martha) to combine Outreach and Communications Committees, to control both internal communication and external outreach. Motion passed; but these will remain separate line items in the budget.
- See Continuity Portal for input on media guidelines.
- Maggie asked if documentation for these two will be combined in the portal; Tanya will look into it.

- **Action item:** Alex and Tanya will coordinate email blast/outreach to AutoCarto.
- Sam Matthews will be primary point of contact for web editing, etc.
- Maggie proposed a “Your Shot” idea (similar to that of National Geographic) to get a low-bar level of student involvement with NACIS, where people send in their own maps or cartographic illustrations.
 - Maybe a cartographic challenge by a cartographer?
 - Submissions leading to a curated collection.
 - Communicated/held via CartoTalk.
 - **Action item:** Maggie, Tanya, Daniel will discuss for next Skype call.

Atlas of Design | Daniel

- 300 submissions, decisions by May 1. Page count not determined yet; we will have 30 submissions and a few honorable mentions. Will be released on October at Annual Meeting.
 - **Action item in the future:** Board will examine layout in August.
- *Production costs for AoD2* will be about \$20/volume, depending on size of press run. We will break even at 1000 copies sold, but demand for original AoD suggests we can get away with a larger initial press run (which will be cheaper than getting reprints).
 - **Decided:** 1500 copies in initial press run; added to budget. We have 9500 in budget for s/h and storage costs.
 - Final press quote will be known in July-ish; final press file will be delivered at end of August.
 - **Action item:** Get press quotes for 2000 copies too.
 - **Action item:** Factor in the cost of shipping atlases to Pittsburgh (~\$500), and to bring more than were brought to Portland.
- *Discussion about fulfillment and storage.* Where to store AoD2 when not in Pittsburgh?
 - AoD committee will hand off the task of securing storage and handling shipping to a different committee, TBD.
 - NVK asked why not use Amazon as we did in the past: it’s cheap and quick; currently \$4/book domestic, \$18-20 int’l. Daniel brought up the ethical issues with Amazon distribution and advocated going with a more socially responsible fulfillment center (e.g., EpiHab). We will have to raise s/h costs if we do.
 - **Action item:** Elaine volunteered to oversee fulfillment and shipment, including seeking an alternative fulfillment center.
- Consider having a presale, starting in August, to get a better idea of what to bring to Pittsburgh/estimate how large the press run will be (Lou, Daniel).
 - **Suggestion:** add the sales form to the website (NVK); push on social media (DH).

- **Suggestion:** Link membership to sales to get an order discount, or distribute a promo code.
- 39 copies of the 1st edition remain in inventory; a few will be held back for “Collector’s Editions.”
- Jenny brought up AoD2 republishing rights; Daniel replied that submitters sign an agreement that they are authors and thus republishing is OK and there are no reproduction fees, though Daniel would want to ask permission beforehand.
- NVK mentioned the issue of publishing AoD-submitted work onto the website. Authors already sign an agreement that their work can be used for advertising the AoD.
- Amy asked about volunteer translators to put book copy on website (not just call for participation). No volunteers yet.
- Limited Edition idea was proposed, but rejected, since we use AoD as a promo piece for NACIS.
 - **Action item:** Promote AoD2 before/at Wednesday evening in Pittsburgh while AutoCarto people are still there.
- *Discussion of promotional items.* American Printing (vendor) could make an AoD calendar at 10.70 each, with a minimum order of 50; more than that and cost per unit goes down.
 - Maybe not this year, but we could do in an off-Atlas year.
 - This will require additional permissions.
 - Alex and Jenny vetoed it for now as distracting, but we will revisit next year.

Membership | Mamata

- Membership survey results were summarized (available on [portal](#)). General conclusions: members want more conversation, or to continue the conversation after NACIS, and want to buy more branded stuff. It seems we have a directive to highlight members more and show appreciation for them.
- **Suggestions** for *highlighting members/increasing involvement*:
 - Highlight a member in each newsletter
 - Make NACIS News quarterly (currently just as-needed)
 - Bring in Adam Wilbert, NACIS News person, as we transition to new platform
 - website as hub for news?
 - Make sure we do *not* highlight students who receive travel grants, as that highlights financial need and is bad
 - Consider setting up a monthly Google Hangout, or have a special hashtag instead of a newsletter. But be wary of too *much* pressure to be involved; also, gov’t workers have a hard time accessing Hangouts.
 - Create regional groups. It was suggested in the past but nothing came of it. Meetups could be informal, non-branded

- Push CartoTalk and more active involvement there
- Give long-term members some recognition, with shoutouts at the banquet.
- Have small gifts for some members (see also branded merchandise)
 - **Action item:** Bring NACIS materials to State of the Map, meetups, other conferences.
- **Suggestions** for *branded merchandise*, now that we have a new logo.
 - Add stickers to the registration bags at Pittsburgh annual meeting (people liked that when done before)
 - Create a web badge for other websites (see also website notes)
 - **No white t-shirts.** Dark blue was suggested (Alex). But for t-shirts, sales and distribution are always an issue. Cafepress is cheap/flimsy, but there are other platforms for creating/distributing custom-printed on-the-fly merchandise.
 - Have a members design competition for swag? Would be a time sink though.
 - **Action item:** We need at least one physical item at the Annual Meeting. Other ideas welcome.
 - **Action item:** Create buttons (3/4"), Tanya will make, and stickers with the NACIS Pittsburgh logo. Alex will send logos to Mamata. Cost will come out of conference budget.
- **Suggestions** for *other member benefit research*.
 - Discounts on rental cars
 - Discounts on map software
 - Discounts on software training
 - Discounts at National Geographic or Maps.com
 - We will probably *not* get discounts at Avenza.
 - **Action item:** Have one or two of these ready to go by Annual Meeting.
 - **Action item:** Maggie will follow up with Adobe (via National Geographic) to get some general member benefits, or at least one or two things as a door prize for banquet.
 - **Action item:** Mamata will follow up with ESRI for member benefits.
- To solve the problem of communicating to members that don't attend the annual business meeting, **suggested** to transcribe business meeting minutes and email all members, or at least post on website and send out the link.
- We should highlight what affiliate membership means, to try to attract businesses.
 - **Action item:** Tanya will work with Mamata to create a breakdown of where membership dues go.
 - **Action item:** Generate ideas for increasing gender/minority diversity; share with communications committee.

Budget finalization | Jenny

- *Discussion* about copyright return/DOI assignment project. Originally budgeted \$9600 to contact all back-issue authors and give all articles a DOI (\$10-15 per article, ~ 10 articles per issue). It is felt that this is too much \$ for next year's budget, especially because there hasn't been a high demand to return copyright.
 - **Suggested** to do DOI assignment/copyright return only for the last five years, or refereed articles only
 - If authors want to they can contact us for copyright. **Suggested to** send email blast to gauge interest, and do just last 5 years plus cherry picking whatever requests come our way
 - **Decided** to prioritize DOI assignment; then work on returning copyright for last 5 years, and keep going up to budget cap. Set budget to \$5000 and revisit next year.
- **Action item:** Make sure CB award domain is not on auto-renew, so that content can be on nacis.org only. Martha will find out who started it (starting with Tim Stallman).
- Alex moved to approve 2014 budget; motion seconded and unanimously passed.

Other business

- **Suggested to** create a special, personal invite to non-academics to attend NACIS (Amy); pull a list from the membership database to invite those who haven't attended in a few years.
 - o **Action item:** Any board member can invite who they wish, but send the invitation yourself, and cc Alex and Amy.
- Next Skype call will focus on Annual Meeting and supporting Alex.

Website Refresh | Nathaniel

Overall goals: 1) make a new look, and modernize content; 2) have the site live by end of April

- Comments *about* the website should go directly to **NVK**. *Edits to text* should be done directly on the website; we are no longer using Google Docs. We are not worried about cross-editing at this time. Board members have direct access to the site.
- Site designers are European contractors who won the Student Map Contest prize a few years ago; competitive bid and good customization options

New site addresses concerns with current website:

- Easy to edit with a familiar CMS. New site will use Wordpress-based WSIWYG editor
- Admin and edit rights. All board members will have basic admin rights, with 1-2 full access accounts.
- New site consolidates content to top-level menu items.
- Half of all pages on current site were orphaned. Those have either been reorganized or retired.

Features of new site main page:

- Rotating artwork using a Photoshop template and editable text
- Tiles templates with image and custom text
- **Suggestion:** Add a countdown to the Call for Proposals (abstracts) on the main page (Alex).
 - **Action item:** Reshuffle tiles on front page with Atlas of Design on first line of the homepage tiles.
 - **Action item:** NVK will rework Gallery page.
- **Remove the resources tile and page entirely from site.** Concern its outdated and too much to maintain even if refreshed.

Social Media/News/Communication/Contact.

- Should we get rid of the Facebook section? (no consensus) – Wasn't working when demo'd to board.
- Combine multiple twitter feeds from multiple accounts (@nacis_PCD, @nacis_news) into one single stream on the site? Or, a general NACIS Twitter hub including nacis-related hashtags (tends to be highly active during the conference)? Use a list for this? What happens during the annual meeting when it's all hash tag based?
 - **Action items:** Include a direct link to twitter hashtag search on main page; add NACIS twitter handles to *Contact* page.
- **Suggestions:** Add members' individual Twitter handles to both *About* (Board members) and *Members* page (Maggie).
- **Suggestion:** Add a Twitter 'rainfall' graphic for the annual meeting for display at the annual meeting (Lou, not for website, just for annual meeting prep);
 - **Action item:** Andy volunteered to research this.
 - **Action item:** Group all communication into a general NACIS News feed; the *NACIS News* page under Publications tab will be more like a blog. News items will always be sent to NACIS News, and no orphans!
- Tanya is using MailChimp to merge HTML mail appearance with website appearance.
- **Suggestion:** Sync the membership directory and MailChimp.
 - **Action item:** NVK will research discuss with contractors if there is a good plugin on WP alone or if MailChimp integration is an option.
 - **Action item:** Pat will update LinkedIn page (so it's an open group, better for nacis.org integration).

Annual Meeting/Conference registration

- *the page* has some issues, although it's about 80% done. The wording, selection, and order of events on the registration page needs more work (Jenny; NVK to followup).
- *We need to make it explicit that extras are not part of the conference.*
- **Discussion:** Add descriptions/subtitles to each item (NVK). Make it "main conference" instead of "full conference" (Alex) or "conference" and "pre-conference" (Jenny), although NNO isn't pre-conference. Move pre-con events above main con events so that it is chronological (Lou), with maybe a tiny calendar to show the order of events. Create an "all-access" pass (Lou) or an "optional activities all-access" pass (Alex).
- *Fix the one-day-only conference passes, as they are cluttering up the list* (NVK).
- **Suggestions:** Make Friday-Only or Thurs-Only in smaller type (Lou); need a Wednesday option for the AutoCarto holdovers (Alex). *We do need* to make sure that the one-day option is cost-prohibitive enough to keep people from just purchasing multiple single days instead of the full conference.
 - **Action item:** Alex will coordinate with Dan Cole (sp?) of CaGIS to merge their closing night/our opening night.
- *Adjust workshop proposals (requires \$)?*
- **Suggestion:** We might need a second page just for workshops/field trips as a separate registration, especially for those who need to sign up for those items separately from conference, and to eliminate the burden on the reg desk (Alex). **But we will need to include membership bill and conference bill on the same form.**
 - **Action item:** Add a "Donate" field on registration and membership forms for student travel award. Old conference registration forms used to have a line for that, but we did not have that last year. It needs to be trackable, however, in treasurer reports. NVK will follow up.
 - **Action item:** Add **Poster** and **Map Gallery** entry forms to the "Participate" page. These are ready now, linked from NACIS.org.
 - **Action item:** Include SlideShare programs and program guides on Past Conference Programs page. (**Important:** Some program years are both PDF *and* other formats).
 - **Action item:** Add proper text to *Student Map Award winners page*.
- All of Martha's edits in Google Docs didn't get moved over yet? Either copy that over or if none available ask Martha to fill in.

Community

- page drop-down menu needs to be reordered (Mamata).
 - **Action items:** Remove "Resources" and replace "Resources" tile on home page. Add a "Get Involved" page about board memberships &c (Alex). Add "About society" to the Community tab. Cartotalk needs a landing page to be consistent with other site behavior (Cartotalk also needs to be skinned like new site).

- **Action item:** Consensus on the reordered dropdown menu (top to bottom): About the society, Get Involved, Cartotalk, Members, Companies, University Labs.
- **Action item:** Change “Legal” and split into two “Bylaws” and “Constitution” sections on *About* page.

Company

- Much discussion about including companies that are nonmembers. Some consensus that we should *not* have companies on the list that are not members/have no NACIS business. But then we have a weak list, and requires someone to go through list and pester companies to update their membership. Either we modify the database or ask companies to update/renew membership.
- **Suggestion:** Affiliate members should have extra fields in membership signup to include information; maybe lapsed membership results in being suppressed on the page (NVK).
- Notes on affiliate membership to clear up confusion: Affiliates get 2 member rates to conference. A certain number of personal memberships in a company does *not* translate into automatic affiliate membership. Is there a coupon code to allow for this during registration? (Question)
- What about sole proprietorship? (Lou) Can an individual just do the individual memberships, with a check box on the form to list as affiliate? (Yes) How is this allowed for in the member profile? (Question) Any member profile can list company information into the company listing? Honor system? (We use honor system and then police elsewhere)

Membership

- **Suggestion:** We need a better description of what dues are paying for on new *Membership* page (Mamata).
- Mamata to work on text for Get Involved, Members, and Join pages

Publication

- Add NACIS News to publication list? (See also notes about having the News page be more like a blog).
- Unify branding of Atlas of Design and CP.
 - **Action item:** Add banner to AoD page at nacis.org.
- Add link to Natural Earth (natureearth.com) under the publications tab (will need landing page and then offsite link from the landing page, like CartoTalk change).

Locator map discussion.

- Should we have MapBox or leave it at default Google? MapBox custom style was suggested but vetoed. Decided that we will pay the fee for the **Basic** MapBox (with MB branding) \$60/year. MapBox has been involved with NACIS the last several years, also offers easy customization options.

- Let's go with the branded account to avoid making too much a statement about "this is NACIS's map".

General updates:

- URL will change as Dreamhost migration begins; NVK will email when this happens. Move over to the new Dreamhost hosting, including backup, the site URL will only be an IP address until we're ready for final transition.
- Email will eventually be migrated, too.

General action items:

- NVK needs a list of emails that go to nacis.org (**Tanya** will do).
- Create a consolidated website Banner / Badge Kit with PNGs that members/affiliates can put on their own websites. (Mamata to help? Daniel to help?)
- **Leo** volunteered to do extensive proofreading/copy editing of new site text (but not content creation).

Meeting adjourned at 5:15 pm.