

# **NACIS 2015 Spring Board Meeting Minutes**

**Saturday April 18, 2015**

**AGS Map Library, UW-Milwaukee**

## **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:***

- Web Admin Position?
  - -we need to find someone with the time and expertise to monitor the functionality of the website, and ensure that the backend is working correctly, and to communicate with the contractor to make sure changes are completed.
  - Also responsible for making sure content is refreshed.
  - Is there a way for the member database to automatically fill in the content for the custom carto shop page? Seems like it could drive the page?
  - Help Hans to update CartoTalk to current software, find a contractor to help with this.
- Action Item: Susan and Alex are to confer with NVK about the set up with Zdenk.
- Core presidential team need to discuss if the structure of the organization can accommodate a web admin position.
- Action Item: remove Subscription membership.

### ***Finance:***

- Action item: talk to an accountant, and see what they could do for us, how they could help us.
- Action Item: Clarify the requirements/duties of the Treasurer to help find someone to take over the position upon Jenny's term ending.

### ***Carto Talk***

- Action Item: Have Hans put together a presentation on the health and use of CartoTalk for discussion at Minneapolis Board Meeting.
- Action Item: Anthony: will put together a list of Questions for Hans.

### ***Awards:***

- Further discussion of the idea of an endowment for student grants.
- Alethea to update website regarding new SMPC and SDMC categories and awards.

### ***Cartographic Perspectives:***

- Action item: Pat should look into prospective candidates for new CP Editor, and be ready to discuss at the October Board Meeting.

### ***Minneapolis Meeting:***

- Devise some sort of informal meet-up space for people to have down time and discussions.
- Public interest & attendance in the Map Gallery? Newspaper write up?

#### ***Map Gallery:***

- Work with Matt Dooley on his special display
- Look into getting the Barbara Petchenik Children's Map entries for a display

- Revise registration to include digital works in the Gallery

***Nominations:***

- Action Item: finalize ballot

***Continuity:***

- Action Item: Tanya and Daniel need to get Maggie the job descriptions for ED, Dir of Op, Business Operations
- Action Item: Create page for Support Positions on the Portal (AoD editor, WebMaster, Social Media, and Nacis News Coordinator)
- Action Item: Add past meeting minutes to the website.
- Action Item: Make a page on the Continuity Portal "Subscriptions" that will track the expenses involved in all our monthly, quarterly, yearly services, etc.

***Publications:***

- Further research into e publishing as a small press, to further the idea of compiling Adele Haft's works from CP into a book.

***Communications and Outreach:***

- Action Item: finalize the New Member email, New Board Member email, and the What to Expect at your NACIS Conference email.
- Action Item: remind Katie in August and September to promote conference on social media.

***Membership Benefits:***

- Action Item: by next call have some options for reorganizing the Get Involved page, the Membership Benefits page, and the Community tab, so that benefits are immediately apparent to prospective members.
- Look into possibility of showing NACIS affiliation on LinkedIn, tied to active membership.
- Action Item: for next Skype call have a plan for t-shirts, buttons, and pins.

***Other Business:***

- Action Item: Anthony to prepare a Code of Conduct, and have it ready for approval at next Skype meeting.
- Action Item: Martha to arrange for new email address for meeting@nacis.org

**Motions Passed:**

- Motion to approve minutes from the December 2014 and February 2015 Skype calls.
- Motion to add a line item of \$1000 to the 2015 budget for Publications Committee Startup Expenses.
- Motion to approve the 2015 budget.
- Motion to try a pilot program of allowing sponsorship in the way of small inserts in registration bags.

## **Board Composition:**

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

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

Susan Peschel | Business Operations (un-termed)

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

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

Nathaniel Kelso | Past President (term expires 10/2015) *(regrets)*

Alex Tait | President (term expires 10/2015)

Amy Griffin | Vice President & Program Chair Minneapolis (term expires 10/2015)

Anthony Robinson | VP-Elect (term expires 10/2015)

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

Martha Bostwick | Secretary (term expires 10/2015)

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

Mamata Akella (term expires 10/2015) *(regrets)*

Maggie Smith (term expires 10/2015)

Andy Woodruff (term expires 10/2015)

Nat Case (term expires 10/2016)

Kristen Grady (term expires 10/2016)

Alethea Steingisser (term expires 10/2016)

Lauren Tierney | Student Board Member (term expires 10/2015) *(regrets)*

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

Patrick Kennelly | Editor of Cartographic Perspectives

Hans van der Maarel | Editor of CartoTalk *(regrets)*

## ***Spring Board Meeting Attendance:***

*Voting Board Members Attending (Board of Directors and Executive Board): 10*

*Executive Officers and Ex-Officio Members Attending (don't vote): 4*

*Excused/Not in Attendance: 3 voting, 1 non-voting*

-Quorum is  $\frac{2}{3}$  of voting board members in attendance, we meet quorum.

## Meeting opened at 9:15am CDT

- Minutes Recorded by Martha Bostwick, [Agenda](#)

### Welcome | Alex

- Alex welcomed the board and reviewed the plan for the day.
- First thing on the Agenda is to approve minutes from past meetings.
  - 12.03.2014 December Skype Call: [minutes](#)
  - 02.02.2015 February Skype Call: [minutes](#)
- Nat: Minor typo - 2014 instead of 2015 in summary (Martha corrected)
- Daniel: wants to change Board List "returning and newly elected". Confusing to read, esp. in October at board meetings.
- Easy to fix
- Martha will change to make it easier to read
- Alex: things from Dec and Feb calls have been added to agenda. Are there any other things that need to be added?
- Nat made motion to approve both December and February meeting minutes. Alethea seconded the motion. No last minute discussion. All aye, no nay, no abstentions. Motion approved.**

### Finance Committee | Jenny Marie Johnson

- JMJ: passed around notes on the new budgets, with summaries on what happened last year and what was proposed for the 2015 budget, to be voted on at the end of the day.
  - Income slide, comparing years from 2008-2014: shows general trend of income. Had a dip last year because we didn't sell as many Atlas of Design, and there was a slight dip in dues.
  - Board Expenses: budgeted vs expected - last year expenses were higher than anticipated (SBM travel, board meeting space higher). Not enough to worry about.
  - Corporate expenses. Actual expenses were lower than budgeted. We tend to run very fiscally conservative, and budget higher than we spend.
  - CP expenses: actual lower expenses than budgeted.
  - General Expenses: overall less than budgeted.
  - Net Conference Expenses from 2008-2014: highly variable based on location, economics, attendance, etc. Very hard to predict and varies every year. We are always very conservative.
  - The bottom line: We need minimum \$60,000 in bank in case of bad years. We are hovering around \$120-\$130K. We need that money in reserve to cover future obligations: already-booked conference space, etc.
- Daniel: It seems like we overestimated membership numbers, are numbers down?
- JMJ: We need Susan to answer that. Could be due to different counting with the way the website is now set up. New rolling membership may account for that.
- Tanya: Could be due to journal changes, we were expecting that.
- JMJ: Taxes are ready to go. We don't have to pay.
- Daniel: would it behoove the society to hire an accountant?
- JMJ: we need to talk about it. It takes a lot of Susan's time on a daily basis.
- General discussion of the idea of having an accountant, what they could do for us.
- Alethea: Do we have any money in a safe investment?
- JMJ: yes, a CD.
- Susan: not making much, we put \$75,000 into a CD a few years ago. We have enough for a security deposit to use for emergency if needed. Longer terms have a very negligible increase in interest.

- Alex: In regards to individual budget items, let's review with each committee.
- Daniel: get an **action item** to talk to accountant, and get an understanding of what they can do for us?
- MJ: she and/or Susan can look into that.

### **Membership Update** | Susan Peschel

-Susan: now there is a rolling membership, it's harder to pinpoint numbers.

As of January 1 2015:

- 594 total members
- 351 regular
- 105 student
- 34 affiliate
- 43 subscription
- 67 regular auto renewals.

\*This doesn't quite add up. The numbers are always close, but not right. We need to resolve this.

-Alex: who is responsible for that? For the database being structured properly?

-Daniel: contractor for website.

-Alex: who reviews their work? (Nathaniel) we need people to make sure the contractor does stuff correctly. Do we need 1 person to take care of this or make a committee responsible?

-Daniel: Sam's is sort of responsible for making sure content is updated, not that the website is actually working.

-Alex: worried stuff is slipping through cracks

-MJ: there have been a lot of talks with Susan on the frustrations over the website backend not working quite right.

-Susan: we relying on numbers that aren't reliable. They are close, but they need to be right. The only way to make sure it is right (currently), is to track manually.

-Alex: we need someone to make sure this stuff is correct? Anyone have ideas on how to resolve this?

-Daniel: need someone with the right expertise, and will have the time.

-Susan: next year is critical, to make sure things are corrected and done right.

-Pat: this happens with the CP website too.

-MJ: there are two issues there, page content not refreshed, and backend - these are two issues.

-Alex: Yes, we could have one person responsible for making sure that both issues are getting done. It would be good to have one committee overseeing all websites to make sure it gets attended to in a regular fashion.

-Amy: seems like it's a job for one person to oversee, and it's their only job in the organization.

-Nat: should this be a paid position? One person rotating through seems like a recipe for disaster.

-Daniel: Sam doesn't have time for this.

-Alex: Let's call it Web Admin for lack of a better term. Alex agrees that a committee on it's own isn't enough, it needs to be one dedicated person.

-Tanya: we need to be cautious about paying position. Sets a different tone.

-Nat: aren't the ED positions paid? (Nope, all volunteer positions)

-Daniel: we used to pay some money to FL State for Lou's time.

-Tanya: we could contract for a year to get it up to speed.

-Tanya: Are we currently paying Zdenek?

-Alex: it's a yearly maintenance fee.

-Amy: NVK has a github page where he tracks issues and time.

-Susan: Zdenek is responsive right now to requests.

-Daniel: some of this should still be falling under their original contract  
-Amy: NVK may be too busy to follow up with issues  
-Alex: we need to follow up with a short term position to get the current issues straightened out, and a position within the org. to oversee all web presence.  
-Anthony: one person to recommend to board things that we need to pay for  
-Susan: As an example of an issue on backend, Maggie had asked about a custom carto page, 50 members on there, only 21 current in database, only 6 are actual affiliate members. So much is out of date.  
-Alex: it reflects badly on our org that it's out of date.  
-Amy: there should be a way for database to drive what shows up on that page.  
-Alex: an item for this new position to figure out  
-Susan: needs to be able to log issues for website issues on the same place NVK does  
-Susan and Alex are to confer with NVK about the set up with Zdenk.  
-Core presidential team need to discuss if the structure of the organization can accommodate a web admin position.  
-JMJ: if we look at the makeup of the group, we are increasingly ex-officio members. We need to keep in mind there are more ex-officio members than before, and elected board members have decreased. We need to be careful about the new person's status, we need to look at the roster and see if there will be a balance problem. She is concerned about the perception of representation.  
-Pat: why did there have to be less board members  
-JMJ: it was a money thing.  
-Tanya: there was a lot of discussion at the time, on editors that don't need to come to meetings,  
-Alex: we should really take this into consideration, what the web admin would do, what meetings they would attend, and who they would report to.  
-Alex: we want to make sure board members have a role in the organization. 2 years doesn't have much time to get much done.  
-Daniel: does it make sense to have the editor of Carto Talk as an ex officio member of board? Is it needed? He can always attend the board meetings in October. Pat's appointment is constitutional.  
-Alex: Do we discuss dropping one ex officio member of the board?  
-JMJ: wait to have that discussion after the web admin discussion. See what we decide for them, and make determinations.

### **Cartotalk** | Alex Tait, reporting for Hans van der Maarel

Alex: Martha, can you please add an agenda item for Minneapolis, to discuss CartoTalk?

-Amy: is there a problem with it?  
-Tanya: no, wants to know the health of carto talk? Is it worth us to continue support? Where are we going?  
-Alex: let's have Hans put together a presentation  
-Tanya: less concerned with expense, more with the use of it.  
-Nat: is there a problem with CartoTalk, or it a problem with forums in general. Are they passe?  
-Alex: it has other more informal purposes.  
-Anthony: it's cheap for the impressions and advertising. There is worth in the value of the body of work. it would be interesting to hear usage stats. He will put together a list of Q for Hans.  
-discuss further social media ideas of CartoTalk.  
-Tanya: is there a way on stack exchange to promote CartoTalk?  
-Huge wave of spammer registrations that Hans has weathered.  
-Lost an advertiser, looking for more. Suggestions welcome.

-Hans needs help. We aren't running latest version of software, but he isn't comfortable with making updates. He needs tech help. Maybe this is something the 'Web Admin' person would help with?

-Alex: it still has great potential, but maybe needs to update the format some?

-Anthony: maybe make it look more like a stack exchange, it is more useful than some other sites. Good knowledge base.

### **Awards Committee** | Alethea & Leo Dillon

-They have been concentrating on re-vamping the SMPC and SDMC, as well as a review of the various travel grants.

-Travel Awards:

-we always talk about increasing student participation. Travel grants are a good way to help with that.

-in past it was a maximum of \$200/student and \$250/general. Last year's budget was \$4000 total. We granted \$1250 for general and \$5000 for students. We want to bump the Student Grants up to \$300 each, and 20 grants available.

-Anthony: \$5000 investment in better membership for a longer term is one way to look at it. We have a nest egg according to Jenny. Relatively small risk for something valuable.

-Tanya: it could be covered by increasing registration by \$20 per person, that will cover all the money.

-Amy: think we should track to see what student members actually became persistent members.

-Alex: what do we do about people that apply year after year?

-Amy: this has happened. We declined some years, or gave them less money.

-Alethea: Leo wants things more formalized, in regards to a rubric on how we determine the awarding of the grants.

-Susan: is this line item coming from conference expenses, or from the main budget? It has moved from year to year.

-Tanya: if we intend to use registration fees to help support, it should always be part of conference expenses.

-Amy: we need to be sensitive to increases in registration, due to rising hotel fees. She doesn't feel comfortable putting this increase on registration.

-JMJ: average registration fees without extras was \$241. Previous was \$219.

-Alex: our rate is a good deal, but we can't go too far.

-Anthony: maybe have sponsors offset student grants? for some recognition

-Alex: sponsorship is a discussion on the agenda for this afternoon.

-Alex: sounds like we want to propose this budget for one year? What budget category is it?

-JMJ: general corporate expense. It's easier to track than if we put it under conference.

-Alex: can we get a motion to approve Alethea's budget for one year for the grants?

-JMJ: let's just roll this budget item into the motion for later this afternoon, when we vote on the entire budget.

-Daniel: one question before we move off student grants. Where do donations go in the budget?

-JMJ: under income. No separate income stream.

-Amy: suggestion we use donations as a long term thing to build a mini endowment for down the road?

-Daniel: we could supplement with infusions.

-Amy: we could invest in something higher risk, that would give a higher return.

-Nat: that would also open the door for potential for philanthropic donations

-Alex: likes idea of endowment.

- Pat: when we ask for donation on form, it's a check box? Do you know how many people actually donated?
- Susan: there was about \$400 dollars donated, at an average of \$5-20 each.
- Alex: Can we change wording to be more open ended, such as "donate for an endowment to be used for things *like* student travel grants" so it can be a little more open on how the funds are used.
- Nat: are there legal issues for setting up endowment that we need to look into?
- JMJ: lets look into this
- Alex: lets discuss regular member grants before our break.
- Alethea: currently \$250/grant. We want to increase to \$300, 10 available for a budget item of \$3000.
- Nat: for both, we've said reason for them is to encourage people to come if they can't otherwise afford to. Anthony mentioned gender and race earlier. Do we want to address diversity, and are awards part of that?
- We have had some discussions on this as a group in the past, and did the membership survey.
- Amy: we need to figure out why people don't come to the meeting.
- Alex: any discussion on the actual increase in budget for this? (no)
- Alethea: There was also a committee discussion on changing the wording on the grants to match the membership categories , to avoid confusion on who can apply for which grant.

**Break: 10:40-10:53**

**Awards *continued*:**

Student Map and Poster Competition (SMPC)

- proposed an additional award, so there are now two \$500 awards
- New categories are: Cartographic Design, and Research Quality
- Martha: balloting would be same as previous years, just with 2 columns, and it's at the voters discretion which award they think a submission is best suited for.
- There was some general discussion on what makes a work qualify as a student work, does it need to be created specifically for a class, or can there be some client involvement, as long as it's not work-for-hire. -It was determined that it would be at the discretion of the board whether they would qualify, and that it was definitely aimed at students, not young professionals.

Student Dynamic Mapping Competition (SDMC)

- previously categories were for interactive and narrative. Coordinator found it really hard to categorize the entries. We propose to eliminate those categories, and instead categorize by group vs individual.
- Alex: are the cash prizes still \$500 each?
- Alethea: yes and we would also remove stipulation that only 4 people could work on project. Groups could be whatever size. Last year 7 individuals and 5 groups, so it seems a fair distribution.
- All agreed this sounds good.
- Alethea will draft new text for website for the SDMC and SMPC.

Student Membership Award:

- is there value in having this offered anymore? Does anyone ever even apply for it?
- Martha remembers getting a couple of emails about it last year, but they may not have followed up on it with Susan.
- General discussion on use of having this award. It was decided that we would remove the line from the budget, and update the website to remove mention of this Award.



-Alex asked for consensus and we all agreed.

-JMJ removed from budget and Amy edited the website to eliminate the language from the awards page.

CP Student Paper Award:

-Pat suggested to Alethea that we move it under the awards committee purview

-Alethea: we decided that the award committee doesn't have the expertise to judge, but we will list it in the awards section of the website.

Further Awards Business:

-Wallpaper Maps

Daniel: was contacted by a guy who makes giant wallpaper maps, they want to offer a member benefit of 20% off in their store. He mentioned this to Mamata, hasn't heard back. They also want to sponsor a cartography award through us, judged to recognize good cartography. Noticed we don't have a professional award in the Map Gallery. Would that work?

-Alex: that sound like sponsorship. Should be moved to sponsorship section section of meeting. Let's discuss later in general with the whole idea of sponsors in NACIS.

### **CB Award Update** | Nat Case

-Award winner is Rebecca Solnit, Infinite City, primary work. She's a prolific writer.

-NVK and Alex have edited the letter to send her.

-Hoping to get her for the Friday banquet. We make it prominent in the letter to her that we want her at the banquet.

-She is from San Francisco.

-Will be announced as part of the conference preliminary program.

-Susan: lets book her a hotel room just in case to make sure she gets one.

### **Cartographic Perspectives** | Pat Kennelly

-a big push has been to make the content from CP findable, we have 74 pages of results come back in Google. Pat's happy we're so well-found.

-It only ended up taking about an hour to do the DOJ thing, instead of the huge issue we thought it would be

-Pat showed a PowerPoint presentation outlining many statistics on CP usage, issue status, tracking views through Google Analytics, and through the Journal Management System

Some notes from the PP slideshow:

-issue status: 2014: almost completed, #77 published, #78 near ready, #79 peer reviewed

-2015: 3 manuscripts in review, Special Issue on Education with Guest Editor David Fairbairn

-our numbers are great, and it would be a huge tool to recruit authors if we advertised this

Chelsea Nestel is working on gathering the info we need to work at returning Copyright to Authors.

-JMJ: this is the \$500 that was asked for for budget?

-JMJ: Q on last years expenses? Susan never got a bill for webiste and technical services? (The company knows where to bill us - not to worry).

-there was general discussion on the wording we use when approaching past authors on returning copyright. It was decided that after we send the notification, they only get copyright if they reply to us that they want it, and that in cases of multiple authors it is up to them to decide among themselves.

-There is a new section of CP on Cartographic Education. Fritz is the section editor, sent a proposal to editorial board, it's at the 2nd draft right now. It will first appear in a 2015 issue.

-Student paper Competition: There are 2 contenders this year. The editorial board will rank papers using a published rubric. The award will be announced at Minneapolis, at the banquet when we hand out the awards for the SMPC and SDMC. The funds have been requested from Dean of Arts and Sciences at LIU Post.

-JMJ: she didn't give the contribution in 2014, should show as a separate line item

-Alex: not showing yet as 2015 income, as it's not decided

-JMJ: we have it as an expense. She will add a line for it in case the money does come in.

-Pat: What is the process is for him electing a new editor? Does he find and decide on someone?

-Tanya: The board makes decision. Pat gives us advice and ideas of people that would be a good fit.

-Maggie: do we announce we are looking for someone during the annual meeting?

-Amy: It's better to look for people we know would do a good job. If we ask for volunteers there is the potential for hurt feelings if someone offers that is in no way qualified for job.

-Tanya: Anyone on the board be sure to offer recommendations if you know someone.

-Alex: Sounds like Pat taking lead on looking for an editor is a good thing.

-JMJ: We need to have a strong candidate to discuss in October.

-Pat: He will have something to present at October meeting.

-Tanya: Are we advertising all the great stuff that's happening with CP?

-Daniel: It can go out on Nacis News and Twitter.

-Tanya: Is there a place on website?

-Alex: It would be good if CP page on NACIS website advertised this stuff.

-Tanya: Would it be helpful for editor to have a handout of some sort?

-Pat & Anthony: Don't think this is needed.

-Anthony: The Google Analytics numbers means a lot, showing views, downloads, highly cited articles , similar statistics is huge for getting involvement and participation.

-Daniel: Make sure the editorial board knows all these great talking points.

-Nat: How does this compare to other journals?

-Anthony: Cartographica is pretty dead. CaGIS is better, and is a ranked journal. CP being open is an advantage CaGIS doesn't have. Cartographic Journal is out there, but not as highly ranked. CP is the only open cartographic journal and it is a huge advantage. ICA is launching a new closed journal and it's such an outdated concept. CP still has a huge visibility advantage.

-JMJ: should emphasize that CP isn't just technical articles. We have a good balance, and it appeals to a much broader audience than the other journals.

### **Minneapolis 2015 | Amy, Anthony**

-CFP has gone out. It has been carpet bombed across listservs, most higher ed institutions in the states,

-Still have few submissions: 5 main conference, 1 PCD, and 1 workshop.

-Our meeting is the same week as Minnesota GIS/LIS conference. No way to have known this ahead of time, as they don't advertise ahead.

PCD: Rosemary and Carolyn are contacting people to suss them out. Moving forward.

GDCD: Minnesota Population Center has put forth a proposal to Abraham to do something for GDCD.

They are super gung-ho and excited. Might be a bigger turnout than usual for this.

Speakers:

-we have Brenda Laurel locked in as plenary opening speaker. She will attend whole conference.

-Amy has her abstract. Her hotel is booked.

- Hopefully CB award winner will be open for Banquet.
- Alex: if Rebecca can't do it, maybe open it up to other things such as another Pecha Kucha.
- Amy: that's a great backup option.

NACIS Night Out: we're locked in and contract signed for The Aster Cafe. Already on website.

Field Trips:

- so far we have a Nice Ride Bike Tour organized by Nat.
  - Does bike ride have flexibility for numbers? Limited by number of bikes that are availability at station.
  - Nat: what is a good length for a ride on Share bikes? 10 mile ride max? It would be a stop and start tour, looking at stuff.
  - Alex: give an option for people that want to go off on their own afterwards to go farther
- Matt Dooley has a field trip to his studio where he will show gunpowder mapping in River Falls. He'll need a Van, 45 minutes. Limit on people due to space and safety.
- Is that enough? Anything else?
- Amy looked into a Foodie walking tour, wouldn't have to commit to a lot of numbers
- Nat: Farmers Market is there too.
- We have enough locals that we may not have to commit to a tour company.
- Fun Run: on the list of things for Amy to do, will contact Carl Sack about it.
- Dennis was already contacted about Geopardy, designing the program, and signage. He's already booked.
- NACIS Map Quilt: David Lambert is on board to organize again.

-Paulo Raposo contacted Amy to see if we wanted to participate in International Map Year. Matt Dooley also contacted us about organizing a Map Gallery exhibit of physical displays.

-Can we make the Map Gallery open to the public. What about security? Could we possibly get some of the Barbara Petchenik Children's maps?

-Tanya: In past we have offered a ticket for public to see gallery and Wed Night banquet.

-Amy & Susan: don't want to get into that, having to guess for food dependant on the number of people that show up.

-If we had the public in, what about student ballots for the map competition?

-JMJ: We could hand out ballots with registration packets.

-Alex: We need to discuss security.

Susan: That may be a good use for the student volunteers. Sign them up for 2 hours shifts.

-Alex: Most of the concern is for walking off with the physical displays

-Alex: Has there been thought into how we can incorporate digital works into the Gallery?

-Amy: what about making a poster with the title and a QR code, then people could look it up themselves with their own devices.

-Nat: website form that allows links to digital forms?

-Alex: We could have some tables there to let people set up their laptops, but also have the QR code posters.

-Anthony: Maybe mix them in among other posters?

-We would need to have Matt Dooley's artifacts more concentrated in one space for security purposes.

-Amy: We could give digital people a template for them to fill in for their poster for coherency.

-Nat: Maybe a program slot where people displaying in map gallery are available again in the galley to talk again about their works, in addition to Wednesday night?

-Tanya: NICAR had the NICAR commons. Very obvious where it was, and people signed up to reserve time to talk . Very informal. Almost like a small unconference in the conference.

-Susan: We have room this year. Foyer is very large and there is space across from it to set up

-Nat: Would be great to have it in the way, so people walking past can stop and see what's going on.  
-JMJ: Likes name of Gallery Meetup.  
-Alethea: Makes it more available/accessible to people who aren't comfortable walking up to and joining private conversations.  
-Tanya: It would also be a good response to the survey feedback request for white space in the conference.  
-JMJ: It would be good to have it advertised in the program "Hey, looking for a time to meet up and discuss....stop by the Gallery meetup."  
-Maggie: Make sure that the SDMC competitions have the QR code posters so attendees can see the projects.  
-Alex: Means we need to make sure we have plenty of space  
-Alex: Make sure Martha, Amy, and Anthony talk and request help with advertising, etc. if they need it.  
-Anthony: He was asked by ICA to include International Map Year. He can contact ICA and say this is what we propose to do for the IMY.  
-Alex: does the board agree that we should make the Map Gallery as part of the International Map Year. (yes)  
-Amy: Are we good with trying to get the children's maps added to the Gallery? Should I pursue this?  
-Alex: It would get local interest.  
-Anthony: We could get someone at local newspaper to write an article.  
-Amy: will proceed then.

-Alex: how are the hotel plans going? Do they feel they are on track for that? Layouts, etc.  
-Amy: she has Alex's docs from last year, and thinks they are on track.

-Alethea: Are we going to do another Group Photo? Can we designate a place and time and put it in the program? A lot of people last year said they didn't know about it.  
-Amy: Yes. We will try to facilitate a way to get Alethea into photo. Drone?

Lunch. 12:45 -1:30

### ***Minneapolis, continued.***

-Alex: We had feedback on # of tracks, participants, we're almost at capacity. We need to discuss what to do when we exceed our capacity. Do we need to reject abstracts?  
-Amy: We are limiting it to 3 tracks in MN, and are giving people the option to choose 10, 15, or 20 minute sessions.  
-Susan: Right now our hotel says we have the whole hotel, and we might not in the future. By the time we find out we need 4 tracks we might not have the space.  
-Alex: What happens when you're organizing the conference, you start getting late papers and drop-outs and stuff starts getting shuffled, you try for balance. It's very challenging. Having some flexibility to reject might be handy. Currently anyone with a legitimate abstract can apply, and we don't reject any. What if we have too many?  
-Amy: The multiple lengths are an experiment this year. This might give us several years of growth. If we find out that many people are good with shorter sessions, it will ease constraints.  
-Tanya: It might take a conference or two to catch on that the time options are available.  
-Alex: It used to just be one or two tracks. Growth is good.  
-Amy: We can easily make breaks longer if more people choose short presentations.  
-Nat: One approach might be to formally theme the tracks, and then reject based on if a track theme is already full.

-Alex: We informally do this already?  
-Amy: We have already said that we are limiting it to one abstract per presenter in the main conference. Nobody has seemed to be put off by that.  
-Tanya: Has there been a conversation about PCD being more than one track?  
-Alex: Not really. We've broken into small tables in the past, but not really.  
-Tanya: Could there be content from the main conference that could be shifted to PCD from Main?  
-Alex: That happened the opposite way once last year.  
-Alex: PCD can evolve from format?  
-Nat: PCD could be PCD for Experts and PCD for beginners?  
-Alex: That's certainly a possibility.  
-Tanya: Some complaints in past few years was that some were too technical.  
-Alethea: One benefit is that someone working for 20 years has that aha moment on a simple task they didn't realize.  
-Daniel: Some code presentations are getting better, and reaching more experience levels.  
-Alex: Continuing to make room for everyone that wants to participate? He thinks it's a good thing. How do we do quality control? Rank quality of papers?  
-Anthony: One talk in his session was bad, but they wanted to encourage the person to participate.  
-Amy: Pitch it as "we're trying to let as many participate as possible, can you please do 10 min"  
-Amy: Right now it states "What is your presentation length?"  
-Alex: Both Panels and Round Tables take up a lot of space.  
-Anthony: We should avoid having parallel Panels if at all possible.  
-Daniel: People like the variety of presentation formats.  
-Alex: Yes, but there needs to be a limited number to maximize space constraints and expectations.  
-Anthony: create a couple 10 min talk sessions, and make clear that the presenters need to prepare for that type of session, a lightning round per say. Wouldn't want to make it an obvious dumping ground for bad abstracts, or all students, etc.  
-Alex: What about a later start, no 8am's?  
-Anthony: Still feedback that we start too early.  
-Daniel: There will always be people that complain about that. Can't make everyone happy.  
-Alex: We don't need action items for this, I just wanted to discuss. Amy has enough flexibility to put together the program.  
-Anthony: If they get to a point where there are too many, they will come back to the board for guidance  
-Alex: keep in touch with Rosemary and Caroline to see if they have enough people, and we could shuffle people to the PCD

### **Future Meetings** | Susan, Alex, Anthony

Colorado Springs 2016:

- signed contract with Antlers Inn
- Anthony is planning to go in late fall and scout it in person.
- Anthony: he has logo ideas, and is thinking of themes.

-Alex: did we gather a list of NACIS sites and numbers  
-Susan: Somewhat.  
-Alex: Does anyone have ideas? 2017 is east or south.  
-Daniel: Biggest numbers are always Madison and Portland, and are trying to cycle through every 6 years.  
-Susan: When you think of a location take into account downtowns, # of plane legs, hotel space, basic number is 250-350 people.

-South is overall lower attendance

-General discussion and tossing around of ideas for cities for future meetings. Narrowed down to these possibilities to investigate further:

- East 2017: Portsmouth, NH; Portland, ME again; Burlington, VT; Providence, RI; Buffalo, NY; Montreal, QC;

-When do we want to get back to Madison?

-Tanya: Maybe Madison for 2018?

-Amy: she'd like to keep it in our pocket in case we have a poorly attended meeting, but not count on it for every 6 years.

-Daniel: Is there a benefit to returning to a place where we have worked with the hotel, etc.

-Daniel: Detroit

-Alex: Austin was way too expensive, New Orleans could be good. 2018 maybe south central, New Orleans.

-Maggie: Santa fe?

-Alex : too expensive. Albuquerque would be good, if people were okay to not do Santa Fe.

-Nat: Are there other cities in Texas that might work?

-Susan: We did San Antonio in '96.

-Alex: It might be good to look into that again.

-Alex: Future meetings - will PCD and GDGC stay stand alone, or get integrated?

-Daniel: this maybe came up due to confusion about what you were getting with registration, and this should be addressed with the registration form.

-Nat: Why not roll it into a three day event

-Alex: About half are only interested in the two-day conference.

-Nat: And we don't want PCD to be much bigger than it already is.

-Susan: We have very few people who only go to PCD.

-Alex: People prefer to see the a la carte price, rather than rolling it all into one

-Amy: let's leave it then.

-Alex : Okay, let's leave it alone.

-Andy: Could we look at offering student pricing for PCD?

-Alex: Maybe offer a small discount?

-Tanya: What's the percentage of student participation?

-JMJ: We can't really break that out, because it's only 1 price now.

-Alex: They pay such a discounted rate for the rest of the conference. He'd be open to a very small discount, but not much.

-Amy: How many students registered for main conference altogether?

-JMJ: 59 students in Pittsburgh.

-Amy: worst case scenario, \$10 off is a loss of \$600.

-Susan Is that enough of a discount to make the students care?

-Alex: Likes the idea that they are buying a quality product. It's like an actual class.

-Anthony: Student AAG is \$155 for a student member early, no meals.

-Suasn: Our meal cost is at least \$30 per person.

-Daniel: He tracked the past few years, and student registration has been very steady (as a percentage of attendees).

-Tanya: What's the purpose? To attract more students? Is that enough of a discount to make a difference?

-Alex: Okay, consensus to hold for now and make it the same price as a regular member's fee.

## ***Nominations*** | Nathaniel Vaughn Kelso

- report from NVK, as per Alex
  - He has a couple of students covered.
  - Still exploring nominations for general board members.
  - People on the board that are expiring, let NVK know if you are interested in running again.
  - He has ideas for VPE, has discussed with Alex.
  - We have Martha running for secretary again.
  - We need to find someone for Jenny in 2016. Need to start looking now.
    - Alex: reminder we are looking into an accountant too
    - JMJ: clarify responsibilities.
  - Alex: he thinks 2 years a very short time to be on the board.
  - Tanya: It's been discussed in the past, concerns for commitment for length. With only 6 directors, we only would elect 2 each year.
  - Alethea: she ran again because she felt she didn't do too much in a 2-year term.
  - Maggie: There are things we can do to make responsibilities clearer to new board members, so they don't feel they are wasting their first year.
  - Alex: Kristin, do you have insight into this as a new member?
  - Kristen: Yes, she feels like she's just taking stuff in this year.
  - Andy: He felt that the budget was the key to him understanding the board happenings, so if we could maybe make a copy of that part of the new member packet.
  - Tanya: Maybe ask new members to sit in on the Tuesday meeting, so they can watch a meeting before having to participate.
- 
- Alex: What about 2 years, with an option of an additional two, So if you want to stay on you can without running for election and risk not getting the votes?
  - Nat: A lot of members don't know the candidates, and don't know exactly who they are voting for.
  - Anthony: Would board size get weird?
  - Alex: What's the downside to a 3 year term?
  - Kristen: Travel is a downside, the affordability.
  - Martha: A three year term sounds really intimidating to some people.
  - Alex: let's punt this one, and Amy and Anthony you can bring it up down the road?
  - Pat: A board mentor is a great idea to help new members get up to speed.
  - Alex: Make it more formal. Friday after the meeting have a 1 hour meeting to go over stuff.
  - Tanya: Don't forget that you can still serve on committees if you're not on the board.
  - Nat: Doesn't think 3 years is a bad thing. You won't get a lot of young, in flux members. Is that a bad thing?
  - Alethea: It's a good entryway for people have never served on a board?
  - Susan: People can be encouraged to run again, once they've seen that 2 years isn't too bad.
  - Alex: We need to re-focus on getting new members up to speed, especially in person in the fall.
  - Tanya: Candidates have to be announced 60 days minimum, and ballots 30 days minimum. The earlier we do it, the easier it is for new members to make travel plans based on attending.
  - Anthony: It makes sense to get their notification of making the board around the same time that the acceptance of papers is announced.
  - Tanya: She has been working on the reciprocal board agreement. Here's what we expect of you, here's what we will do to help you. It would be good to have when you are helping to recruit a board. As part of that we have job descriptions.

### **Continuity Committee** | Martha & Maggie

- Maggie: She has cleaned up the portal, there are a few roles that still need descriptions: ED, Dir of Op, Business Operations.
- Those descriptions have already been worked on by Tanya and Daniel. They will get them to Maggie.
- Maggie: What about Board Members?
- Daniel: Change to Director At Large
- Tanya: There are other support position roles for AoD editor, WebMaster, Social Media, and Nacis News coordinator that should be moved to a Support Position page.
- Maggie: Will these come from Daniel?
- Director At Large descriptions should come from Daniel and Tanya.
- Maggie: Please keep your committee pages up to date, so other committees can see what you're working on.
- Tanya: Minutes should be on the website. Martha needs to look into this, and add past approved minutes.
- Susan: make sure to redact
- Maggie: Has anyone noticed stuff on the portal that they need to see fixed?
- Alethea: budget was missing from Finance.:
- JMJ: leery of putting budget out there, without context of discussion
- Anthony: if it's only for board members
- Tanya: lets look into making the portal only available to board members, only sign in.
- Alex: For now, Martha will make the permissions so that it's only accessible to board members. In the future look into getting Zdenek to make a members only section of website with the Portal contents, so it can all be locked down.

### **Publications Committee** | Nat

- Nat: He had offered the statement of scope for the committee, that we need to approve. (Martha read the statement of scope.)
- Alex: what committee is Natural Earth under?
- Daniel: NVK runs it, what involvement does NACIS have.
- Alex: What role does NACIS have?
- Daniel: We pay for the website.
- Tanya: Feels like it should be a NACIS
- Daniel: He thinks it's not part of NACIS, just something we support.
- Alex: Let's leave the part about datasets out then?
- Nat: Items that are in a final fixed format, which Natural Earth would work with.
- AoD is in the black
- Susan: thanks to a giant order that just came in. UNC Chapel Hill just bought it for their graduating students.
- Alex: IS there any way we can get to geog departments that it makes a good grad gift? Mention at AAG?
- Amy: send it to the mass email blast list of departments. The same list we use for awards notifications.
- Amy: AAG has list of geography programs too, but no emails.
- Nat: How many copies are left?
- Daniel: 500 remaining, we are now continuing to earn money for any further sales.
- Anthony: Do bulk orders get a discount for NACIS members?
- Daniel: No, bulk orders are 5%.
- Nat: AoD Editors, Daniel is rotating off, and Sam has nominated Marty Elmer. The committee has met and approved Marty, does the board have questions?
- Alex: Do we have consensus on approving Marty as co-editor? (Yes).



-Nat: Related news, Ginny Mason has agreed to be an assistant editor as support.

-Daniel: Thanked the board and NACIS for allowing him and Tim Wallace to undertake the project.

Nat: We started talking last night about wouldn't it be cool if NACIS published maps. The committee wanted to bring it to the board as an idea they are throwing around. How? More like a scholarly publisher, like occasional publications for a member benefit, is it strictly paper publication, include electronic publications. Lots of questions. As a committee, they need to work through this idea, and get a plan and a process. The committee wants to ask the board for a tentative budget line for 2015 in case they have a plan by the fall. They can't see that they would have an income this year, but they might be able to get started. Thinking of a placeholder of \$1000.

-Tanya: Would we generate the publications, or would we open it to members?

-Nat: That's what we would still need to resolve. Scholarly publishing model has an approval board/editorial board.

-Alex: What would the \$1000 do, if there is no plans made yet?

-Nat: Not sure at this point, might involve prepress, might involve printers, not sure. They would just rather be safe than not have the budget item available.

-Daniel: Thinks it's a good idea.

-Alex: So JMJ, the procedure would be to add a line item to the budget?

-JMJ: Yes, for now as Corporate Expenses, as a Publications Committee Startup Expense.

-Alex: Without a lot of discussion, he'd rather have a vote. So he needs a motion to proceed.

**-Anthony: I make a motion that we add a line item to the budget for \$1000 for Publications Committee Startup Expenses.**

**Alethea: Second.**

Discussion: is \$1000 reasonable?

-Anthony: Maybe by next Spring Board Meeting have a proposal. Does it tie into a member benefit?

-Alex: He'd like to see a proviso that the budget can't go ahead without a board approval.

-JMJ: Only concern is with timing, that it overlaps with the process for producing Atlas of Design. What's the process for that, requesting submissions, etc. AoD needs to continue to be main emphasis for 2016.

-Nat: consideration of timing is something the committee needs to discuss.

**-Alex: All in favour Aye (everyone). Nay: (no one). Motion passed.**

-Nat: One idea we had was Adele Haft's contributions in CP, are we interested in NACIS becoming a publisher. If the funding were there, it would be support the publishing of her works as a book.

-Pat: It would be an e-pub. Would need formatting, etc. She has seven articles. It would be a different than what CP does. It's already been published in pieces in CP, it's just getting it into a different format.

-Nat: It has potential for other publications.

-Daniel: Only expenses would be editorial.

-Alex: Sounds perfect under the Publications Committee. At some point we need to set up a structure with rules. Are only NACIS members eligible?

-Nat: There are also issues with ISBN, Library of Congress numbers, etc. Various things we would do to be a real press/publishing house. Would be a good thing to maybe have lined up for the future.

-Alex: does this need to be acted on right now?

-Pat: More like for 2017/2018.

-Tanya: Is there any interest in a print option?

-Nat: Maybe epub with an POD option.

-Nat: If we publish monographs that we would consider scholarly, we need to look at what other small university presses do.

-Alex: Please look into this for further discussion at a future meeting.

-Nat: Daniel was approached by Gestalten Press, a design publisher, to talk about the idea of including the AoD in a book about maps. Daniel and Nat have had a couple of conversations. They want to produce their book in around 9 months. Daniel had the sense they didn't know entirely what they wanted in their book.

-Nat: was concerned that it not overlap too much with the AoD. He will inform the board if the conversations go any further.

### **Communications & Outreach Committee** | Daniel & Tanya

#### New Member Email

-Daniel has produced a draft of the new member email (see handouts). An automated email that goes out to new members.

-Also has a draft prepared of the new board member email.

-Also drafted a *What to Expect at Your NACIS Conference* email.

-Martha: can we send to all conference attendees, not just first-timers?

-Tanya: Reminds people what goes into the meeting.

-Amy: Shows the value of what they are paying for.

-Alex: how to proceed with edits?

-Daniel: Will post a google doc, and people can comment on it.

-Alex: let's do this soon, and get comments in next couple of weeks.

-Daniel: New Board Member: a checklist of things to do, and ways to be involved.

-Alex: Add to that they need to attend Tuesday meeting.

-Daniel: please review the emails and get back to him

-Daniel: Can we get Zdenek to change the way that the email forms are updated, so we can do it and not reply on him to do it?

-Martha: IMIA contacted her and asked if it would be possible for NACIS to advertize their new Student Mapping Competition. Is that okay?

-Alex: Sure, no reason not to. How do we get stuff to NACIS News and Katie?

-Daniel; Just email them and they will post it.

-Martha: Will pass along to IMIA that we are happy to advertise, and to give them the contact information.

-General talk about how good Katie is doing with the social media and tweeting.

-Anthony: Remind Katie in Sept/Aug to start promoting the conference.

-Tanya: She did a bunch of promoting last year.

-Nat: Quick social media question. We have Twitter, what about LinkedIn and Facebook?

-Tanya: LinkedIn is really inactive, she does Facebook.

-Daniel: there is some additional posting on FB other than the tweets that get pushed to it.

-Tanya: She has been working on coming up with a schedule for what other conferences we attend. She plans to come up with more of a proposal on what she plans to attend. She attended NICAR, and is going to EyeO in June. Thinking of this now, and will make more of a plan to discuss with the board on what she will attend. Currently the costs are split between NACIS and the University.

-Nat: Do we have a formal relationship with MapTime?

-Tanya: Looking into reserving space(?) There are a lot of people that host local MapTimes, is there a way to get them involved with MN. Get in touch with Anthony.

- Daniel: Maybe coordinate a public outreach.
- Anthony: The folks at wired that ran MapLab have left wired. He might reach out to them to see what they are doing now.
- Daniel: talked to them to see if they would come to Madison, if there was any way to support them if they tried to resurrect it.
- Anthony: lots of similar blogs that cover map things, maybe we can coordinate with them. Maybe we can find another target.
- Amy: Atlantic Cities does a lot of stuff with maps, maybe we can target stuff there?
- Nat: Tanya, does the Investigative Journalism include people who do the creation of maps?
- Tanya: yes
- Nat: Maybe that's another portal to connect with.

### **Membership Benefits** | Mamata & Maggie

- Mamata gave report to Maggie
- On the website, if you're not logged in you can't see any of the member benefits. Other organizations show you what the benefits are before you become a member. Something to change maybe.
- On the Get Involved Tab, it tells you what they are.
- JMJ: There needs to see something hidden that tells you where to get your code.
- Maggie: Under the benefits spell out what you get, but only see the codes after you log in as a member they want to put the info in a coherent place, instead of all over the place.
- Amy thinks the items should be listed on the Get Involved page.
- Extended discussion of what content should be displayed on the Get Involved page, and the Membership Benefits page, so that the benefits are immediately apparent to new people to get them to join.
- Mamata, Alethea, and Maggie will all get together and see if they can come up with some options for reorganizing the pages. Rethink how the Community Tab is organized. Option to split the community tab.
- Alex: timeline have something to present for next call
- formed a Community Membership sub committee
  
- Maggie: Subscription memberships: what are they?
- Susan: that's for libraries, and she wants it dropped.
- Alex: what is Affiliate?
- Susan: Explained the affiliate. 2 members allowed at conference.
- Susan: subscription rate confuses people.
- Alex: Web Admin person will need to follow up on that
- Maggie: So a membership benefit is getting added to the carto company list, right?
- Mamata was going to give a call to CartoDb to see if there were any discounts. Tanya mentioned NICAR members got a desktop version of Tableau?
- Any further ideas for benefits?
- Andy will look into if they can offer a discount.
- Daniel: Wallpaper murals are offering a discount
- Anthony: Keep in mind that these are types of sponsorship? Discussion to come...
- Maggie: Should we add something stating that if if you have questions about benefits, or if you have a benefit to offer, please email [info@naxis.org](mailto:info@naxis.org)
- Nat: how likely is it for us to get a benefit from Avenza or Adobe, or Esri?
- Tanya: Esri said no, so did Adobe.
- Maggie has a different contact with Adobe she will try.

- Mamata was asking about what else we can do to make being a member a great thing.
- Alex: The benefit of being able to add a prof organization to your resume?
- Amy: Is there any potential for LinkedIn? Can we sync it to the membership dues?
- Alex: Who controls our Linked In? Tanya?
- Tanya: she will look into it (she did: Pat is in charge of LinkedIn page)

Should we do T-shirts and stickers again this year?

- last year we broke even and made about \$300 in profits
- Daniel: similar to the NACIS pride idea
- JMJ: last year it was in the Communication and Branding section of budget
- Alex: t-shirts were in demand
- Daniel: Buttons were hugely in demand
- Alex: We have to be careful about how we do it, not have too many printed and end up with excess.
- Tanya: Buttons and stickers should tie to the specific meeting, and t-shirts can be more generic, with new design using NACIS logo.
- Alex: If Mamata wants to spearhead the shirts again, then plan on getting \$ and approval at June Skype call.

### ***Finalizing the 2015 Budget | JMJ***

- We reviewed the changes made to Jenny's excel sheet.
- Alex: Make a page on the portal "Subscriptions" that will track the expenses involved in all our monthly, quarterly, yearly services, etc.
- Alex: Is there any further discussion needed on the budget?
- A Motion to approve budget was made by Nat. It was seconded by Anthony. All voted Aye. No Nay votes or abstentions. Motion & budget approved.**

### ***Other Business***

Code of Conduct:

- Anthony: A lot of peer organizations have some kind of CoC for guidance on appropriate behaviour at meetings. It provides a rough framework for what will happen if someone violates the code. Lots of examples to use. We could include it in the registration form, as to what we expect as a friendly welcoming committee.
- Amy: Someone overheard an inappropriate remark at PCD last year, and this sparked a discussion on other inappropriate behaviour at other conferences.
- Alex: Doesn't see a problem with putting this out there.
- Anthony: It would give us a recourse on how we can act if a behaviour issue occurs.
- Daniel: He has heard that some organizations won't send employees to conferences that don't have a Code of Conduct.
- Anthony: For those exhibitions that have the model girls, etc. and employees aren't allowed to attend.
- Andy: We would also need to lay out the channels that people can use to report an issue, so that it doesn't get put out into a public forum.
- Alex: Anthony, can you please take care of looking into preparing a Code of Conduct for us.

-Alex: Who does the report go to? Set up an email called [meeting@nacis.org](mailto:meeting@nacis.org) that re-directs to Pres, VP, and VPE. Martha will contact Sam and Nathaniel about getting the email set up.

-Alex: We will approve the Code of Conduct by email before June.

Sponsorship of Conference Activities:

-Alex: This comes up regularly, and is usually shot down. Usually from the part of corporate enterprises that want to be part of NACIS. There are always strings attached. There is worry that it changes the nature of the organization.

-Daniel: He's a big fan of our independence. We aren't tied to a specific software company, we don't promote a single approach, or software. Even if we accept in a modest way.

-Amy: Do you feel that way about member benefits?

-Alex: With member benefits, we facilitate the relationship between the company and the member.

-JMJ: It seems as though we are endorsing that product/company by offering the member benefit.

-Nat: There are a number of ways in which we are happy to support some commercial ventures, through workshops, etc., but it's not clear where the line is drawn between commercially supplied contact and entertainment. He sees no problem if a company wants to sponsor a social event, ie, NNO.

-Alex: Avenza did a workshop for free, they don't anymore. They want to set up a booth and sell. We said no, it crossed a line.

-Susan: We used to charge a fee for commercial vendors to display.

-Anthony: Doesn't see a problem.

-Tanya: Last time we talked about this was people were concerned they couldn't openly criticize the vendor.

-Anthony: He would assume that a sponsor would expect visibility.

-Nat: In journalism, the line is where the company becomes dependant on the sponsorship. If content is affected. If we keep the core content of the programming sacrosanct, then if something happens to the sponsorship the conference doesn't fall apart.

-Tanya: Question: Do we need it?

-Anthony: People that work there are NACIS members. Saying no is potentially not a great future move and could alienate them by rejecting them.

-JMJ: what are the things we would be comfortable sponsoring? NNO, what else? If someone offers to sponsor, they want to know what \$xx dollars would get them. What are we willing to do?

-Alethea: What about non-profits?

-Amy: She was prompted by a local company to see if there were any sponsorship opportunities.

-Alex: Sounds to him like we are considering things, but there is always a line we don't want to overstep. We don't want to alter the perception of the org.

-JMJ: She doesn't want to have sponsorship on the awards.

-Alex: Can we briefly summarize a list of things that would allow sponsorship:

- non-program events

- NNO

- exhibits at Map Gallery (charge them to have a table)

- printing of programs

- putting an insert into the bags

-How are these things beneficial to our members. Tanya read our mission statement. There is an argument that having an expo helps promote the mission of the org.

-Anthony: Make the money from an expo go back into something like travel grants, so benefit is immediately obvious.

-Daniel: There was a year when PCD was a lot of sales pitches.

-Anthony: He's in favour of not allowing corporate talks. Very few conferences allow vendors to have a vendor talk.

-Alex: If we have a higher food purchase with hotel, we can bring room rate down.

-JMJ: if we want to try augmenting the map gallery, because we do have the space to try it.

-Nat: People who are used to doing expos might expect trade show hours. This isn't going to work quite the same, worth exploring with potential partners.

-JMJ: With their purchase of a table, would they get conference attendance and meals?

-Anthony: Yes.

-Tanya: Logistically, who would coordinate this?

-Anthony: Would dip a toe into the water to try on a small level.

-Amy: There is a difference between soliciting business, and just putting a blurb on the reg page that the opportunity might be there. Other types of sponsors might work easier this year at this stage of time. An expo might be too much to organise at this point, Things that don't require space management are easier to do.

-Inserts are so easy. Good toe in the water.

-Alex: Is this something we feel we can act on before discussing with the members? OR something we should present at the member meeting?

-Tanya: Some people have really strong opinions, and we have to decide if we even want to open that can of worms.

-Alex: Can we get an indication from the board that we will try a pilot program on sponsorship bag inserts, and then have a question about it in the conference membership survey.

-Nat: Maybe make known what our principles of sponsorship are.

-Tanya: If we try a pilot, do it with smaller companies first, so its not as obvious that it's a large company dominating the conference.

-Alex: Event promotion should be allowed on table, which is different than nonprofits trying to sell their product on table.

-Anthony: change the format so there is no table to put stuff on.

-Susan: YES!!!

-Anthony: Maybe make a bulletin board. No horizontal tables to set stuff on.

-Alex: we need to set up a pricing scheme

-General discussion: roughly \$250? some conferences are more, \$300 covers a student travel grant.

-What do we allow as an insert? booklet, paper, brochure? max size, any page count? Do small novelty objects count? Wristbands, stressballs, etc.?

-Daniel is okay with this pilot project.

**-Alex: we need a formal vote on this.**

**-Amy motioned to try a small pilot project of allowing companies to put inserts into the registration bags.**

**-Anthony seconded the motion.**

**-Alex: All in favour Aye (everyone). Nay: (no one). Motion passed.**

#### Continuing Education Credits:

-Anthony: A university has to sign off on it, it's pretty cumbersome to do.

-JMJ: Our content is so variable, how would it work?

-Anthony: He would suggest to people that the conference would count towards a GISP credential. Overall CEC's are super cumbersome, and would avoid.

Daniel: Would like to propose the formation of an Ad hoc committee to try and remember history of society. In order to have an overview of how we got to this point. To spend time digging through archives, interviewing long time attendees, finding out activities we used to have, etc. Committee could eventually produce a report to publish in CP and present at NACIS. Would serve as guidance for future running of board and organization.

Alex: Maybe a good idea to bring it up in MN to pull in members to participate.

-JM: Thinking long term, something to be completed for 2020. Maybe something for epub.

-Daniel: the big item in 2020, maybe lead ups coming out intermittently.

Alex adjourned meeting at 5:58pm.