NACIS: Friday October 21, 2016 - Board Meeting Minutes
12pm Mountain Standard Time

Minutes Recorded by Martha Bostwick, Secretary

Summary of Tasks identified from the Meeting

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

General:
- Secretary: update nacis.org About Us; migrate Continuity Portal content to TeamWork
- Anthony: follow up with e3Webcasting to see if they are available for Montréal.

Communications and Outreach:
- Devise updated plan for 2017 outreach.

Membership Benefits:
- Add ads for the benefits to the rotating banner on nacis.org homepage
- Study the continued need/want of benefits, and how get people to actually use them
- Make an ad/postcard type of page for the back of the program for next year.
- Decide whether to continue with the Balance Planet globe idea.

Tech Admin Position:
- Proceed with a tech audit of what we actually need.

Montréal 2017
- Fritz to investigate abstract management software by SBM

Motions Passed:

-Creation of a new committee for conference abstract review.
-Disband the Continuity Committee.
-Disband the CP Committee.

Board Composition:

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

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

Board of Directors (voting)
Andy Woodruff (term expires 10/2017)
Brooke Harding (term expires 10/2017)
Matt Dooley (term expires 10/2017)
Rosemary Wardley (term expires 10/2018)
Nick Martinelli (term expires 10/2018)
Donna Genzmer (term expires 10/2018)

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

Ex-officio Members (non-voting)
Patrick Kennelly | Editor of Cartographic Perspectives (term expires 12/2016)
Hans van der Maarel | Editor of CartoTalk (term expires 12/2018)

Quorum is ⅔ of voting members in attendance (9 people required, 13 in attendance, we meet quorum).

Welcome | *Anthony Robinson, Amy Griffin*
Amy will be running meeting on behalf of Anthony.

Cartographic Perspectives (CP) Report | *Pat Kennelly & Amy Griffin*
-Amy: They had a good board meeting last night (Thursday).
-Discussed peer review submissions, and lack thereof.
-They have a few problems: behind in publishing due to lack of content.
-We will publish a few issues with a single peer reviewed article to get caught up.
-Next year will try for a NACIS conference special issue.
-They will also do a larger rethink on what type of submissions they accept, and how journal is structured. They are going to abolish sections, having the same content, but not specifically assigned to an area. They will work on an appropriate review process for the types of content they accept so there is less differentiation among types of content than they currently do. They are also looking into ideas for accepting types of content they don't currently have.
-One is to have a map design critique. Someone submits map with some self-critique, then a couple of other people (reviewers) will critique. This might encourage more people to participate if they don't have time to write a full on article, etc. and will encourage the idea that NACIS is a place we can critique and learn from each other. We will advertize/write about it in journal with samples, and hopefully it will get people to submit.
-Another type of content they will actively pursue is critical reviews of cartographic literature. Not a lot of journals do this. Hopefully this will also generate ideas for new submissions.
-Pat: we want to be very transparent on the actual review process for the types of submissions.
-Amy: the only section that might stay the same is the current book reviews.
-These steps will hopefully get the journal back on a more regular publication schedule.
-Will hopefully get us on track enough to be listed in ISI (a scientific publication index)
-MBC: have they tried theme/special issue ideas?
-Amy: yes, we have tried a few times over the years. It depends on who is in charge of the special issue, sometimes they drag, and sometimes they get put out efficiently.
-Matt: what kind of timeline are they anticipating for consideration for ISI?
-Amy: doesn't think we can get caught up until maybe mid-next year.
-Rosemary: what is a regular publication schedule?
-Amy: 3 issues a year, and we are still publishing from 2015.

Committee (and Other Important Division) Reports not given on Tuesday | *Committee Chairs*
-Amy & Martha: explanation of committees to the new board members, and encourage them to volunteer for ones that meet their interests when we discuss agenda item #6.

Communications & Outreach | *Tanya Buckingham*
-All going well with communications.
-Adam Wilbur is doing really well with the emails, etc. Katie Kowalski is doing great on Twitter.

-We want to focus on getting LinkedIn more active, and making Facebook page less dormant.
-Outreach: they have put together an outreach plan for 2016/2107.
-First goal was to see who wasn't represented in the group, and who we need to reach out to. Committee has been brainstorming on how to reach out to different groups. There is a document listing all the conferences we think NACIS should be promoting (by taking materials to display at these other shows through members that we have attending these shows).
-Robin and Tanya are working on a 2-year plan to gather a list of tech companies that haven't ever participated in NACIS, and how we should reach out to them.
-They've looked at doing things such a geo-hipster interview or an outreach plan to universities.
-Future list ideas are: getting a special section in Montréal on transit cartography, more critical mapping, crisis and poverty mapping, reaching out to other schools who have related courses, revamping MapGiving.
-Amy: Does Mary Beth think this would be something that Alicia is interested in helping with?
-MBC: Tanya might be better to answer that since she's at Madison now.
-Tanya: Survey employers about what considerations are in organizations to help pay for their employees trips to NACIS.
-Committee will come together and create another updated plan to re-prioritize for the upcoming year.

Continuity | *Martha Bostwick*
-the nacis.org website updates completed - all the minutes from the past few years formatted and were posted.
-Daniel and Martha have talked to various people about the implementation of TeamWork, and received any feedback about how that went. Overall very positive comments, and mostly the system just needs a few refinements on how/where some things are organized. Seems to be a fantastic choice for organization.
-TeamWork has pretty much replaced the Continuity Portal, so Martha will work on eliminating that - making sure all content on it is re-homed on TeamWork so nothing gets lost.
-Anthony: reminder to people that tasks and the order of things are only set by Daniel, so that any tasks that are dependant on others don't get conflicting dates.
-Will update nacis.org About Us page updated with new board members information, and new positions of the presidential track.

Membership Benefits Committee | *Andy Woodruff*
   ○   Year in Review
   ○   PCD streaming evaluation
-We did the t-shirts, they were designed by John Bowen. We had 110, cost $13.39, sold for $15. We seemed to do a better job this year of ordering sizes. Designed a sticker to go along with the shirts.
-They worked on the website discounts, confirmed that they are still valid, or go them renewed.
-There is concern that the discounts are barely being used. Companies want some return on this.
-Travis: Maybe we need to detail to the members what exactly they get from a discount. Show during the business meeting, etc.
-Martha: maybe do an email blast multiple times a year to remind people.
-Anthony: Add coupon pages on back of print program.
-Tanya: We need to question whether it's even still needed or wanted.
-Andy: There was some sense from the last membership survey that people liked this, but we'll study it more each year.

-Rosemary: For a lot of the discounts, it's cool when you remember you actually have it, but people forget.
-Anthony: we need a more tangible reminder of the discounts.
-Amy: What about putting something in the rotating banner on the website?
-Nick: It would be good to do it near the holidays, when people are starting to think about Christmas.
-Tanya: They can work together with the communications committee for this.
-Rosemary: What about having a tangible handout for conference listing the discounts.
-Amy: like a postcard for the ABM or other events?
-Anthony: Put it on the back of program.
-Amy: Sounds good. Let's make that happen.

-Andy: We tried to do the Balance Planet globes. Plan was to get together a minimum order so we could have enough to get them shipped to the US. We were way too slow, and weren't able to make this happen.
-Is this something we are going to try to do again?
-Hans: he'd like to, but would have to double check with his partner first to make sure it's still available.
-Hans: we can jiggle with the numbers a bit

Video Streaming| (Andy)
-We dipped our toes this year to see how it worked out, just doing PCD to start. We got quotes from several companies, and went with e3webcasting.
-The final cost was $4789 plus lodging and internet.
-Their quote for the whole conference quote was close to $20,000.
-They gave us a bonus of recording the keynote on Wednesday night for no charge.
-Anthony: they were really interested in the day, it was cool to see them so into it.
-Amy: Can we see how many people were livestreaming through the day?
-Andy: Yes, sort of. He tried to keep an eye on the analytics throughout the day. Page views over the day are 446, and 186 unique visitors. Sessions during the morning about 60 people were on the site, 50 during the afternoon, about 40 during the keynote address in the evening.
-Anthony: how many new memberships did we get that day?
-Susan: Roughly 10 new members so they could start watching the live streaming.
-Hans: Will it be available to non members?
-Amy: Yes, they will be on YouTube.
-Anthony: Some issues that cropped up: there were some with insurance, then there were some in-person issues we found out about, just because it was the first time, got it all worked out. It was a good test run, and now we know for other years. We learned a lot in terms of logistics.
-Amy: Only 1 person didn't want to be recorded.
-Andy: They sent out consent forms ahead of time. The company just didn't record during that presentation.
-Anthony: they had the videos ready for us on a hard drive by 7am the next morning, ready to put on Youtube. We just have to get that organized. We're trying to release within a month.
-Andy: We could maybe release the keynote a little early to get people's attention, and keep interest up.
-Amy: There will be questions about it in the post-conference questionnaire.
-Anthony: There have been some questions about justifiability for employers to send people to a conference when they can just stream from home.
-There were many positive arguments from members: can't see all three sessions at once, would be awesome to be able to see other sessions after the conference is over, etc.

-It's possible to imagine a membership fee that includes the conference streaming, would be a powerful member benefit.
-Rosemary: we can reach out to other conferences to see how much attendance ebbs and flows since they started livestreaming.
-Tanya: We have money in the budget for these type of experiments, so we try it. If it hurts conference attendance, we stop doing it.
-Tanya: A question on tech expertise. Andy, how much do we need to know in able to run this?
-Andy: Not much. They send us the script to put on the webpage.
-Tanya: so this is something that Tech Person would take care of?
-Amy: Yes, it's in the description.
-Anthony: We needed AV to provide a T1 wired connection dedicated to them.
-Amy: Do we want to discuss this now? Whether we want to consider doing the streaming more broadly next year?
-Anthony: The company we used are busy, so we would want to get in touch with them soon.
-Tanya: We would have to talk to hotel soon too.
-Susan: The AV people at the Montréal hotel are a company we have worked with before.
-Anthony: He can follow up with Timothy Arthur to see if they are available for the time period.
-Amy: As long as it's not committing anything. We would want to get broader feedback from membership before proceeding, which we will get from the survey.
-Tanya: There are a lot of considerations here: the same setup, how long, how many days, how to fund, etc.
-Rosemary: She thinks there would be a great desire for whole conference. It allows you to be more present in the actual talk without scrambling for writing notes.
-Amy: Yes, problems with having to decide between multiple tracks has been a consistent problem that this would help solve.
-Tanya: We also need to consider this in light of the CartoTalk discussion, and see how we can work these in together, whatever the next phase of CartoTalk is.
-Anthony: It would provide content all through the year for social media.
General discussion and conversation on pros and cons of livestreaming
-Anthony: It might not be worth doing on panels? May be limited value due to nature of discussion.
-Tanya: We need to talk about potential for sponsorship.
-Anthony: Some groups would be willing to pay a lot of money to sponsor something like this.
-Amy: A question: if we decide not to use sponsorship, how do we fund?
-Tanya: at 300 conference attendees, would be $66 per person.
-Susan: If we just increase membership cost by $25, it would generate $15,000
-Anthony: That would be the membership benefit
-Anthony: We could maybe give people the option after the meeting to to confirm they want their talk to go out, with the option to remove at any point in future, would give many people reassurance to agree.
-In summary, we are in favour of idea in general, need to get conference feedback, Anthony will confirm availability, we will reconvene during next skype meeting.

Montréal 2017 Update | *Fritz Kessler*
-Nat Case, Carolyn Fish, Daniel, and Fritz met and drew up a series of recommendations on how to handle too many submissions.
-This year we had to add a 4th room for Friday to accommodate panels.
-Their recommendation was to establish a committee with Vice President as chair and 2 additional members. Review for quality, content and impact. Submissions are ranked. Top ranked submissions

picked first for inclusion. Once space is gone, we can do a few things: assign to lightning talks, just reject, etc.

-Anthony: We rarely have to reject inappropriate talks. The harder case is an increasing number of 'advertising' promotional talks. We want them to present, but not just marketing spiel or sales pitches.

-Amy: If they are rejected on those grounds, do they get a chance for a do-over?

-Fritz: New system needs to be communicated to membership before implementing.

-Matt: How does this affect students? Are they held to same standards?

-Anthony: totally agree we should consider students.

-Rosemary: Thinks these guidelines would be great. It will make the conversation between the PCD organizers and the main program easier. It would be good to be known there are different levels, that we need include first-timers, students, etc.

-Anthony: As long as the refereeing stage culminates with a good review, and gives people encouragement to resubmit.

-Amy: A bigger problem is the people who try to do sales pitches.

-Donna: Maybe those we reject get a one-on-one explaining why.

-Amy: Some companies do a nice balance of talking their product without it being a sales pitch.

-Rosemary: It would be interesting to see how many people fall into the category.

-Ginny: IMIA is lessening their conferences, so we might need to keep in mind that those people are wanting to use NACIS as their vehicle to talk.

-Fritz: Make a motion that the board creates a standing committee for the purpose of reviewing and evaluating submitted abstracts.

-Matt seconded the motion.

Discussion:

-Tanya: The assumption is that the Vice President (Program Chair) is the committee chair and also includes a PCD organizer and the Vice President Elect.

-Yes.

-All in favour, motion passed.

-Fritz: He has looked into abstract management software that handles submissions, review process, organizing into sessions.

-Amy: They have tried Ivy and maybe another one. She and Alex both found that was way more trouble than it was worth, but look into it to see what he finds.

-Fritz: will investigate and look into this by SBM.

Nominations | *Amy Griffin*

-She has canvassed a few people at the conference, and some have approached her.

-Travis, Ginny, and Donna volunteered to be on the committee.

NACIS 2019 Location Search | *Amy Griffin*

-The executive met on Tuesday to discuss how we selected venues.

-Gave an overview of how we have been looking for hotels since Lou left (Michelle, etc.), and difficulties in the last couple of years on finding places due to meeting size and high space requirements.

-We've come up with a process that respects board input, but doesn't make it so unwieldy that it takes days to work on it.

> Process is: President decides what region we are targeting. Between now and 6 weeks before SBM all board looks for a particular property. We have a list of requirements, and a spreadsheet telling us which places we have tried in past. At SBM we will discuss ideas, and come up with a

ranking of where to start. Michelle will then go down our list.
-What will not work in past is investigating a large number of properties then choosing. It discourages hotels from working with us if they invest a lot of work in us, then we reject for no good reason.
-Brooke: Is transportation a consideration
-Amy: Yes in terms of airports, no in terms of ground transportation.
-Travis: That is a common criticism he hears - difficult ground transportation.
-Amy: We do the best we can with the options we have.
-Rosemary: What's the details on repeat cities?
-Susan: The are a lot of reasons we can't use same hotels, we're now too big, etc.
-Amy: If you have a good idea, try to sell it to the group.

Committee Composition | *Martha Bostwick*
-We reviewed the composition of each committee, and confirmed/assigned people to positions to ensure that all committees were fully staffed, and had Committee Chairs.
   ● [Current Committee](#) list

Continuity Committee:
Amy made the motion to disband the committee. Rosemary seconded the motion. All voted aye. Motion passed.

CP Committee:
Amy made the motion to disband. Donna seconded the motion. All voted aye. Motion passed.

CartoTalk move to the Communications committee from the Publications.

Other business / unfinished discussions from Tuesday
-Table CartoTalk discussion for next Skype call.
-Rosemary: can we put a Q about CartoTalk on the survey questionnaire?
-Tanya: what does the communication committee need to do for that.
-Amy: just report on any progress.

PCD:
-Amy: appointment of next coordinator should be discussed with board to ensure ability.
-There is a risk of having 2 very new/young people on committee at same time.
-They need to have proven organizational skills
-They need to talk to Carolyn about her new co-organizer.

Finalize Spring Board Meeting Date | *Susan Peschel*
-Saturday February 18.

Meeting adjourned at 2:13pm.