

NACIS: Tuesday October 18, 2016 - Board Meeting Minutes

6pm 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.

Awards:

- Daniel: Please add a teamwork task for the coordinators of the SDMC, SMPC, and Map Gallery to send participants a reminder notice, so they don't forget they've entered.

Publications Committee:

- Follow up on the Sales Tax issue
- Further discussion on CartoTalk Friday

Tech Admin Position:

- Proceed with a tech audit of what we actually need.

Motions Passed:

-Approved the minutes from the Sept 2016 Skype meeting.

-Budget a maximum of \$2000 to hire someone to perform a tech audit.

Board Composition:

Executive Office (non-voting)

Tanya Buckingham | Executive Director (term expires 1/2017)

Susan Peschel | Business Manager (un-termed)

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

Executive Board (voting)

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

Amy Griffin | President (term expires 10/2016)

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

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

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

Martha Bostwick | Secretary (term expires 10/2017)

Board of Directors (voting)

Nat Case (term expires 10/2016)

Kristen Grady (term expires 10/2016)

Alethea Steingisser (term expires 10/2016)

Andy Woodruff (term expires 10/2017)

Brooke Harding (term expires 10/2017)

Matt Dooley (term expires 10/2017)

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

Ex-officio Members (non-voting)

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

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

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

NACIS: October 18, 2016 - Board Meeting Agenda
6pm Mountain Time

-We had the incoming board members in the room to observe the meeting: Travis White, Mary Beth Cunha, Rosemary Wardley, Ginny Mason, Nick Martinelli, Donna Genzmer

Welcome | *Amy Griffin*

-Amy began the meeting by thanking us for arriving early for the conference, and the meeting, whether as a participant or as an observer.

-Introductions of all board members were carried out for the incoming members observing the meeting. We all stated our position, what we've worked on, and our terms.

Minutes | *Amy Griffin & Martha Bostwick*

-Asked if anyone has any suggestions or changes for the September Skype minutes. Nobody replied.

-Nat made a motion to approve the minutes. Robin seconded the motion. All voted aye. Motion carried and minutes approved.

Finance Committee Report | *Jenny Marie Johnson*

-as treasurer, she's been responsible for taxes, based on an End Of Year spreadsheet from Susan. Mostly works on finance by herself with data from Susan. We use a calendar fiscal year. Our taxes are due in May. She does the taxes before the Spring Board Meeting (SBM). We file a 990 EZ, not enough income to bump up to the 990.

-Jenny handed out copies of this year's budget for people to get familiar with it, and explained how she roughs out the budget. Went through the budget quickly with us to catch up the incoming members on how it's set up.

-She uses Excel spreadsheets to prepare the SBM numbers, then uses those to complete the full budget.

-We focus on the conference for our fiscal health, our memberships do not make enough money on their own.

-At the Annual Business Meeting, she will talk about our big expenses: website redesign from 2014, AOD publications, etc.

-Spending in 2015, 2016, etc. will become more regular as these big bills are out of the system

-Will discuss numbers on the annual conference. Pie charts, etc. what costs a lot, etc., food, AV, etc.

-Will evaluate spending on core conference events in about a dozen areas, broken down by 330 people. Of last year's registrations, approximately \$213 went to pay directly for the conference. 77% of registration fees went to pay directly for the conference costs, the other 23% is critical to fund all of our other programs.

-Amy: Can she make a point that since we don't know how many people turn up, we can't reduce the costs. We're not setting fees to try and make money, we set it based on the hotel contracts. We don't purposely set the fees to fund the conference.

-Jenny will meet with Mary Beth to bring her up to date on all of this.

Awards Committee Report | *Alethea Steingisser*

-Alethea gave an overview of what the committee does: Travel Grants, SMPC, SDMC, gathering schwag. The Corlis Benefideo award is subcommittee.

- This year they have had volunteers on the committee: Leo Dillon , Aly DeGraff, Nick Martinelli
- Martha volunteered to re-up for the SMPC for another 3-year term.
- We changed a lot in 2015: increased the number of travel grants, changed structure of competition categories last year, so this year we didn't make any big - just changed deadlines. We matched all of the other deadlines, with May 31.
- There was some worry that we would have lower turnouts, but not founded.
- SDMC - we had more than last year
- Martha: the SMPC had good numbers this year even with the early deadline. Only drawback has been a lot of late withdrawals for both the SMPC and the Map Gallery. This can be alleviated by having a midsummer reminder notice being sent to all participants.
 - *add reminder to teamwork for mid-summer followup on SDMC and SMPC participants.
- Robin Tolochko volunteered for taking over the SDMC.
- Anthony: for Friday Banquet, please make sure Anthony gets his photos and details of the award winners

Corlis Benefideo Award:

- Nat: CB Award is biennial, and is to be awarded again in 2017. We need to form a new committee. In the past, we have started to gather entries in January, closes March 15. Previous committee members are Nat Case, Martin Gamache, and Nathaniel Vaughn Kelso.
- Amy: Any suggestions or thoughts?
- Ginny: maybe Sam Matthews or someone from the AoD team would be a good fit for the committee?

- Rosemary: Who, or what type of person, would we look for to be on this committee?
- Nat: It's good to have someone with an idea of the landscape, of people who are doing interesting or educational things in the industry. They have to have some sense of who's out there. In that way the AoD is a good stepping place.
- Robin: She'd suggest talking to Caroline Rose.
- Daniel: She'd just asked him if there were any ways to volunteer.
- Amy: Okay, point Caroline in Nat's direction if you see her.
- Amy: it would be good to have someone from the board to be on the committee

Publications Committee Report | *Nat Case*

- Nat gave a history of why the committee was formed, and what it does.
- We've talked about establishing a way for NACIS to publish monographs, and/or a scholarly map publishing program.
- AoD III was at the printer, printer couldn't make the conference deadline. They will ship copies in November.
- 2 copies of the atlas were specially printed and are on a FedEx truck as we speak. They will go on display in the Map Gallery.
- There are a few copies of Volume 2 here if people want to buy them - they were damaged on shipment to East View.
- The Atlas of Design team has carte blanche on pricing in order to get rid of the damaged copies - whatever it takes to get rid of them.
- Most of the copies that were shipped from Amazon to East View were damaged to varying degrees (some are just lightly scuffed or dinged, others are gouged), we are working on getting reimbursed for all of them.
- Sales tax issue will be worked on soon by Susan, Daniel and Nat.

- They have suggestions for a new project. Developing map production standards for making scholarly maps for university presses. He approached AAUP (American Association of University Presses) about moving forward with this.
- We've discussed the possibility of an online portal for people who have their work in the AOD to either get their maps sold, or maybe a print-on-demand if they don't have a print run for fulfillment. Maybe done in the spring.
- Rosemary is interested in this committee.
- JMJ suggests MBC should also be on it due to the amount of cash flow with most of their projects.
- Amy: AoD editor/committee should have a member on this committee too to help with communication.

Tech Person Recruitment | *Amy Griffin*

- Amy gave background on what and why we are looking into this.
- We need someone with continuity and technical skills that many of us don't have.
- We got feedback from JMJ and Nat, as well as NVK to evaluate our current RfP and make suggestions and modifications to it.
- There is a set of recurring tasks they would need to perform, and then there is a set of one-off tasks, which right now are mostly related to Carto-Talk.
- It's been estimated at 200hrs recurring per year, and 170 hours for one-off jobs.
- The recurring stuff looks at \$15,000 per year. One off is \$12,750, all based on \$75/hr.
- We need serious discussion on what we actually need, what we will lose if we can't do this, and how to fund it.
- Danel: With CartoTalk, there is a larger discussion needed about its vitality and feasibility of continuation of the forum. This is a bigger discussion to have.
- Would it be easier for someone to create a system that would make it easier for non-technically inclined people/volunteers to implement the jobs in an efficient manner.
- Amy: A question would be how many hours could be axed from the estimate by setting up a system such as you suggest.
- She and NVK discussed how to maybe set up a contract for such a person. He suggests a minimum retainer for quiet months (X number of hours per month), then set other milestone tasks with payment at milestone completion.
- Nat: Would it make sense to hire someone as a consultant to go through the list and give us a reality check on what we need?
- Daniel: Essentially a tech audit.
- Amy: That would require someone to see and analyse the tech that we have.
- Alethea: Alex, Hans and her had suggested moving CartoTalk to a different platform, was that in the RfP?
- Amy: Yes, to a degree. She budgeted some time towards a migration, not sure as to the feasibility of her estimates.
- How do we feel about the tech audit?
- Matt: Thinks it would be good since we all know that we don't know enough.
- Daniel: He can be involved to help communicate about our backend stuff.
- Nat: Makes a motion to budget a tech audit, to result in a new set of specs to be used to create a new RfP, not to exceed \$2000.**
- Matt seconds this motion.**
- JMJ: Can you please clarify - will this affect 2016 budget?**
- Amy: Yes, we want to move on it quickly.**
- All in favour? Aye. No oppositions. Motion carried.**
- Nat: Who/how do we want to find this person?

- Nat knows someone, Daniel also does.
- Rosemary: is Zdneck appropriate?
- Amy: not really, as there are things we want to get clarified/fixed where there might be a conflict of interest with him. Want a second set of eyes on it.
- Alethea: can we put a call out to the membership during the ABM?
- Amy: That's a good idea. Will announce at ABM.
- We will make decision by email, rather than wait for next Skype meeting

CartoTalk:

- Amy: One of the problems is the software situation, which is potentially solvable with the tech person. Our other issue is declining traffic.
- Hans: After summer the traffic almost stopped. It's been picking up a bit now that the meeting is approaching. How do we increase traffic? Easiest is to post more stuff. Because of traffic down, we've had one ad removal that he hasn't pursued yet - Avenza. Knows they will ask about traffic, and it's a bit of conflict for him. He has concerns in selling ads when we can't don't guarantee the impressions for the ads, or the traffic.
- Nat: There are so many new ways now to find out information.
- Robin: What about just having Facebook?
- Amy: We already have that.
- Robin: She'd like to hear someone give a really good argument for why we should keep CartoTalk.
- Rosemary: Discussed her issues with the system. Not user friendly, cumbersome now compared to modern offerings. Slack, Stack Overflow, github, etc.
- Robin: is there a compelling reason to keep it?
- Matt: As a database of resources it's valuable. But as something he wants to interact with on a daily basis? No.
- Robin: How much does it cost us?
- JMJ: We budget \$1000, doesn't cost us that much.
- Anthony: It doesn't really cost us - the hosting. But we also sell some ads which gives money back to NACIS.
- Rosemary: it would be interesting to survey people to see who uses it and what they use it for.
- Robin: she doesn't feel that we're attracting new people to CartoTalk, so a survey of current users might not give us much. Maybe survey NACIS members.
- Amy: There are a lot of users that are not NACIS members, so it's a service beyond our organization.
- Robin: It seems wasteful to spend a lot of money, time, and energy on something that's dying.
- Daniel: in a historical context, this is something we've inherited from Nick Springer. Is there a moral investment?
- Anthony: Hans, what drives people to the ads? Google searches for forum topics? How much traffic is organic vs search-derived? A potential argument is to maintain as a visible archive? And encourage people to use other new methods in more current conversations.
- Rosemary: It might be good to streamline the conversations.
- Anthony: We don't want to get stuck in the cycle of promoting redundant technology.
- Robin: Maybe we just need to embrace the fact that tech will be easily outdated, and just live with it.
- Daniel: Is there any way to migrate all of our legacy CartoTalk data into a new modern forum?
- Amy: Would we still retain control over it? If we dump it on somewhere (like Stack Overflow) and they decide to nuke it, will we lose it.
- Amy: we're getting the sense that maybe CartoTalk's time has passed?
- Nat: Not willing to give it up. The platform it's hosted on has passed, how do we migrate to modern things?

- Robin: maybe the conversation just won't happen in one place?
- Amy: Are you suggesting that as an organization we should back off as trying to promote one thing and let people use whatever technology they want, and don't guide them to a particular forum?
- Rosemary: Might be a good opportunity to have a discussion this week and discuss. Sometime this week she will host an unconference session that promotes general member discussion of the usability/feasibility of this.
- Amy: More discussion on this on Friday.

Colorado Springs Meeting Updates | *Anthony Robinson, Susan Peschel, Amy Griffin*

- We have over 300 registrants right now, really good numbers.
- Currently prepping to make the PCD streaming happen - a lot involved in getting this worked out, we'll know this workflow better for next year.
- We have some limited changes to program. All moderators use Sched as gospel.
- There is a slight adjustment on Friday night - new reception at 5:30, hotel will be hosting and buying food and drinks for us.
- All moderators please try to gather the presenter slide decks, there is a USB in each case, leave it there.
- We have Mac dongle's in each room.
- Please make sure the wired internet for presenters is set up and working early. (LAN to USB)
- We should have PCD organizers at Tues PM meeting in future.

T-shirts:

- Brooke needs to make the price sheet and matrix, they cost \$15 this year. Will start being sold after rush of the morning registrations is over.
- Brooke will facilitate sitting at the desk to sell.
- Brooke: please send Daniel an email about t-shirt issues for things that needed to be expanded on in teamwork.

Buttons:

- Board members please take a handful, and hand them out to attendees. Makes sure that there has been personal contact with the attendees, especially important to First Time Attendees.

Code of Conduct:

- Nobody reported anything last year.
- Moderators should find the President, Vice President, or Vice-President Elect asap if anything happens . Use best judgement on this.

Meeting adjourned for pizza and stuffing conference bags at 7:30pm.