

NACIS 2017 Spring Board Meeting Minutes

Saturday February 24, 2018, AGS Map Library, UW-Milwaukee

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:

- Tom and Daniel will work to create a cloud-based storage system for all NACIS data and documents, archives, etc.
- Minneapolis is chosen location for 2020.
- Tom to pursue corporate sponsorship ideas for Conference Video Streaming.
- Tom to explore website services for NACIS.org and admin side.
- Daniel to formalize a list of his responsibilities, and we will discuss at future meeting how to proceed with his position.

Analytics:

- Analytics on our Membership - who we are

Publications:

- Daniel to pursue funding options for re-printing previous volumes of the Atlas of Design

Motions Approved:

1. Meeting Minutes from the December 2017 Skype call were approved.
2. 2018 Budget was approved.

Board Composition:**Executive Office (non-voting)**

Tom Patterson | Executive Director (term expires 1/2023)
Susan Peschel | Business Manager (un-termed)
Daniel Huffman | Director of Operations (term expires 1/2019)

Executive Board (voting)

Anthony Robinson | Past President (term expires 10/2018)
Fritz Kessler | President (term expires 10/2018)
Ginny Mason | Vice President & Program Chair Norfolk (term expires 10/2018)
Leo Dillon | VP-Elect (term expires 10/2018)
Mary Beth Cunha | Treasurer (term expires 10/2018)
Martha Bostwick | Secretary (term expires 10/2019)

Board of Directors (voting)

Rosemary Wardley (term expires 10/2018)
Nick Martinelli (term expires 10/2018) (via Skype)
Donna Genzmer (term expires 10/2018)
Brooke Harding (term expires 10/2019)
Amy Lee Walton (term expires 10/2019)
Hans van der Maarel (term expires 10/2019)

Kassandra Rodriguez | Student Board Member (term expires 10/2018) (*regrets*)

Ex-officio Members (non-voting)

Amy Griffin | Editor of Cartographic Perspectives (term expires 12/2019) (via Skype)
Hans van der Maarel | Editor of CartoTalk (term expires 12/2018)

Quorum is $\frac{2}{3}$ of voting members in attendance (9 people required, 11 in attendance, we meet quorum).

Started meeting at 9:03AM

Welcome | Fritz

- Welcomed everyone and thanks us for taking time to come to meeting.
- Two announcements to get started.
 1. thanks to Susan for hosting our dinner last night.
 2. Pass on sad news - Dr. Tobler passed last Tuesday.
- Minutes approval: [12/13/2017 December Skype Call](#)
- No discussion on meeting minutes. Leo made a motion to accept the minutes. Rosemary seconded the motion. All voted in favour. Minutes approved.
- Reminder for all to check to Teamwork, NACIS project management software, ask Daniel for demo if you're new and haven't got the hang of it yet.

Finance Committee | Mary Beth

- Passed around handouts summarizing our income and expenses, as well as a proposed budget.
- We have always been conservative, and when we have good meetings we have much better numbers
- Expenses, we played catch-up with CP uisses and that hit the budget a bit.
- Overall despite a successful meeting we were still -\$10,000 due to the costs of video streaming (\$21,000). This is unsustainable for future.
- Total for income taxes was \$183,000 for net assets last year, this year will be around \$173,000. Taxes are not yet filed for the year.
- Decided to raise budget numbers for income dues from \$16k to \$20k, based on previous years.
- Decided to make it apparent that any profit from T-shirt sales goes into awards. This was the intent from the start.
- Credit card rewards for this year hadn't been cashed in yet, so don't appear in budget.

Membership Update | Susan

- Membership numbers are at:
 - 448 for 2017 regular members
 - 81 student
 - 38 \$72 members - affiliates and subscriptions
 - TOTAL 567 memberships paid in 2017
- Discussion on collecting metrics on our growth. These numbers should be calculated and ready for board meetings each year.
- Tom: Would like to have data on who our members actually are.
- Discussion: not a lot of people actually fill out their information in interests, etc. Hard to collect. Our conference surveys help gather some. There are ways that other conferences track info from twitter handles, employer emails, etc. Should we do the membership survey on a regular basis, every few years, to collect this information?
- Membership committee should make a concerted effort to track and analyze this.

Analytics | Anthony

- Anthony has been looking into how has membership changed over time. . If anyone has datasets on anything to do with conferences or membership, please pass along to Anthony so he can create an archive of our raw data.
- this information is all being collected into Teamwork, in the files section of the Organization Documents section.
- Daniel brought up the need to have a central location for storing all of the NACIS data, AoD files, etc. We need a storage system for curating and archiving our data.

-After discussion it was decided that Daniel and Tom would work on researching and implementing this.
-We added \$150 to the budget for cloud-based storage costs.

Communications & Outreach Committee | Daniel & Amy Lee

- [Report](#) -the report is from last year
- The committee hasn't had any meetings and has been in maintenance mode for last few months.
- Tom requested an overview of what had been recently in the works.
 - They had been looking into reviewing the Code of Conduct,
 - a mentorship plan to see if there were ways to make new members feel more welcome. Rosemary is still willing to pursue this if we feel it's still needed. Consensus was there isn't a need to move further at this time on mentorship unless a need arises.
- How are new members recruited? A group was attempting to reach out to people through the AAG list of Geography Programs, but there was little reply. Maybe we can put more effort into recruitment. Ginny is reaching out to specific Virginia area schools for the Norfolk conference. They will all receive CfP's and the web blasts. She is personally going to email the Hampton Roads area. Personal reach-out was very helpful in Montreal.
- We mailed out around 100 postcards from Montreal. Daniel will take care of making the cards again this year. It was pointed out that the postcards aren't recruitment as much as reengagement.
- We typically have about 50% new members at each conference. Tom finds that to be a high number. Susan confirmed that it was typical.

Executive Director Position | Tom

-His first NACIS was in 1986, in Philadelphia. He finds it extremely gratifying to see how we've grown and matured. He's pleased to see how well the spirit of the organization has been maintained, especially with our significant growth. He feels his role as ED is to maintain the good fortune and feel.

-Tom's notes on what he feels the ED might be. He had a good talk with Tanya about how she perceived the role, and how it has already evolved over the years.

1. What does the ED do? He's had a 20 year hiatus on the board, the organization has changed significantly since then. Do we need a strategist in the organization anymore? -we have a lot of members who are already qualified for this. Does the ED deal with strategy and NOT get involved? He thinks its better for an ED to be involved and hands on. He wants to jump in and help Daniel and Susan.
2. He's thinking more about NACIS and the challenges facing us in our future. One big and immediate concern is what do we do when Susan retires, and we no longer have a home office based here in Milwaukee. We have to start thinking about succession. It will be very hard to find a dedicated competent clone. Also hard to find an org that allows its employees to spend so much time towards NACIS. It's time to think about who might do this job in the future. Shared? Contract out the services? Are there companies that do this thing? That would involve money and raising dues.
 - a. Susan: she has Michelle to help her with contract negotiations, she's getting a good handle on how we work and how things need to go with the hotels. She is a help for sure. Susan assumed a lot of responsibilities years ago when she took things on, based on what she saw needed to be done in the organization. The role can change. She will never leave out of the blue, she'll give lots of notice and training.
 - b. Tom: does Michelle get paid? Susan: not by us, but through her organization Conference Direct and the hotels. Bob (Susan's husband) has familiarity with this, and in his opinion to do what she does it would cost about 20K per year.
 - c. Anthony: Doesn't CAGIS have a paid position?
 - d. Fritz: Their ED gets \$12K per year.
 - e. Daniel: it could have a mix of it. Get some compensation, and some work is pro bono.
 - f. In Tom's opinion, the succession of the home office is a big thing on his mind.

3. How do we make NACIS relevant during the rest of the year. Our Conference is great, but what about the other 365 days? How to keep it on our members minds year round? CartoTalk was one idea to do this, but what else can we do? One thought - maybe to rebrand Natural Earth as NACIS Natural Earth - have the traffic move through our website to direct those 5000 hits to our site. Its morphed to Nathaniel Kelso's pet project. Tom thinks it might be worth it to have more NACIS involvement and have a Natural Earth update committee.
 - a. Daniel has talked to Nathaniel in the past about having an ongoing fund to keep it updated. NACIS could be the fiduciary of that fund.
 - b. Natural Earth is still on the FSU servers. Not sure if they still know they host it. We bought the domain name. We have no one at FSU anymore, so our link there is very tenuous. Might want to find it a new home.
 - c. Leo: is this related to the cloud storage fund? (discussed earlier)
 - d. Daniel: We have no idea on the financial value of what FSU is even giving us - we'd want to learn this first.
 - e. Daniel would like to see Natural Earth institutionalized. What happens if Nataniel drops out or loses interest/ability to maintain?
4. One of the things attracting Tom initially, was we weren't the same as the other societies. We were a little rogue and eccentric, with a broad membership. This is still true and he wants to see it perpetuated in the future. Outreach to other groups that are underrepresented is a wise thing. Identify emerging fields in the discipline and get them pulled in.
 - a. Daniel: you mentioned strategic thinking. One thing that might be useful is to make sure the ED evokes this from everyone, and makes sure it keeps happening. Makes sure we keep having these conversations.
 - b. Tom: it's good to discuss ideas, but make sure they get actualized. Not just evaporate.
5. He's been thinking of the organizational culture of NACIS, which is pretty special. At an ICA meeting a lot of people pointed to NACIS as a model of what to do. It's great. We have a great young population. We have to not become complacent.
 - a. Susan: she gets asked a lot on HOW do we do it? What is our model? It's just the people that belong and participate. It's the culture of our people and our enthusiasm.
 - b. Tom: one thing that makes NACIS successful is we don't have an entrenched leadership,. New 3 people every year. Something you rarely see in other organizations is young people at the table.

Offshoot Discussion on CaGIS

- Fritz: he also sits on the CaGIS board. There has always been the suggestion from them that we merge. The only thing they have going for them is their journal, down to 100 members. There is no sense of community. They have Autocarto every even year. His question is, what are the thoughts on potentially having the two organizations merge?
- Tom: He would want us to subsume them? (that may be bad wording?) He can be open to potential alliances.
- CaGIS is mostly academic. Not a ton of overlap between our two organizations.
- CaGIS is being pushed hard as an academic group, on account of their journal.
- It's a deFacto part of the ICC. If we subsumed, that would be the part that NACIS benefits from.
- General discussion on various groups - ICC, CaGIS, etc. and how NACIS compares to others around the world.
- Fritz: his take from the discussion is: if this is something see as having value, it would behoove us to subsume them. We'd have to put the proposal on the table, as they won't. We'd be in the position of taking over CaGIS.
- Leo: if CaGis failed, we would be a welcoming body to their membership.
- Tom: if we did merge, there would be negotiation.
- Donna: could our two journals exist in parallel? Why not?
- Fritz: the only reason he brings it up, is his tenure on board ends soon, and he's the liaison between the 2 groups.

- Susan: a lot of people already have membership in both organizations
 - Tom: most appealing aspect of CaGIS folding into NACIS would be for us to have representation at the ICC.
 - There was a lot of conversation on the fact that NACIS is a multinational group, and therefore not represented at the ICC.
 - Tom: his response would be the following: If people at CaGIS are interested, then we would be open to talks and negotiating.
 - Anthony: he would like to suggest that we tell NACIS that we think it would be good to still have a liaison person between the two boards.
- c. Size of NACIS - has always amazed Tom. We're small but so dynamic. We have to be really vigilant on not overextending ourselves. One thing that often comes up is recruitment and growing membership. Is Bigger always a good thing? Is it possible to get too large, where we cease to have the culture we currently and have always had?
- Susan: We do what we do well, and we can still accommodate us, but growing any larger will be hard - from a meeting planning / hotel space aspect.
 - Anthon: Do we have to have a plan in place where we just decide to stop selling tickets at some point? When we reach the hotel max, we need to have a plan in place.
 - Daniel: it's hard to balance the size with being inclusive. Where ideas of streaming came from.
 - Demographics - a lot of our members don't make a lot of money, so we need to keep that in mind when discussing our expansion and membership

Term of Position: Tom just agreed to a five-year term. He will expire in January 2023.

General Conference Matters | Fritz / Ginny / Leo

2020 Conference Location | Susan

-Michelle and Susan have been looking into appropriate venues in the Midwest, and an email wet to board members for suggestions. Based on the results, and research/proposals to hotels, there were four new possible locations on the table: Birmingham, Little Rock, Detroit, and Oklahoma City.

-Birmingham: Maybe hold on to this one for when we want to go to the SouthEast again> It's a traditionally poor attendance area. The hotel might charge WiFi, it is still a possibility.

-Milwaukee: tried to see for our 40th anniversary - no hotels want us - we're taking up too much space for our room nights. Milwaukee is out.

-Minneapolis Depot - looked there again. They are enthusiastic, free wifi in meeting and guest rooms, waiving room rentals. Good with required our dates.

-Little Rock - same as Birmingham. Could defer for another year.

-Detroit - they only have first week available, room rate is high, over \$200, Charging for room rental plus F&B - so not a likely possibility - a lot of strikes based on cost.

-Oklahoma City has a low F&B but charge for peak day room rentals. Possible room for negotiation.

-Austin - was suggested, but it's too expensive for our meeting weeks, and we can't change that.

Susan's preference would be to go to the Minneapolis Depot again. She understands that people like to go different places, and not do a lot of repeats. Given the stress level of dealing with hotels, dealing with a known one is certainly beneficial.

-Daniel: Oklahoma City does have a lower room rate - \$149. Keep in consideration.

There was more discussion of the +/- of going to recurring places versus new places. Minneapolis will have been 5 years since we'd been there. We also need to keep in mid the costs of travel to some of the smaller plains states, and the membership numbers for people from them. We would likely incur a hit on attendance.

-We had a poll among present board members, and the consensus was that we would like to go back to Minneapolis. It is now official - Minneapolis for 2020.

Streaming Sponsorship Opportunities

-Anthony had agreed to call the people that were interested in sponsoring our video streaming. Avenza, Stephen Smith, and Esri. He contacted them all, and has heard back from Stephen Smith. Interested in sponsoring in the 'hundred of dollars' range.

-Video Streaming is a significant expense that we haven't managed to recoup costs for yet.

-About \$22,000 for entire meeting. There is no change in price between streaming and just recording.

-Just PCD steamsing was around 6K. It's more economical to do the entire conference, just PCD is inefficient. The incremental price is much more valuable to do the entire conference.

-Tom asked some questions on the use of the livestreams, and our post-conference hits.

-Anthony: we need to access the YouTube channel so we can analyze the analytics.

-The overall consensus from the members is that streaming is something they want. There are some decent numbers, but hard to analyze data on just one year. We had 10-30 people join NACIS just to get the streaming benefit last year. Attempting to save by filming it ourselves would be unprofessional and shouldn't be an option. The problem is the continual costs - how can we absorb this? What do we do to pay for it? We can't afford to keep paying for it without an increase in revenue. Or formal sponsorship efforts need more work.

-Anthony: An option to try, would be to tell membership that we can do PCD, but can't support more unless someone steps up.

-Tom: having the videos is a way to keep people engaged throughout the year.

-Daniel: can we do the smaller sponsorship level, of X hundred dollars sponsors 1 session?

-Tom: Suppose that Esri sponsors. What do they get for it?

-Anthony: they get a banner on the video

Daniel: We decided that in person NACIS attendance was an ad free existence. Videos have sponsor banners on them.

Ginny: We can have a spot on the registration form to donate for a sponsorship, but need to commit upfront to the idea.

-Fritz: Are we at a place to make some kind of decision? a) do we stream? b) how much c) do we put a spot on the registration form? d) or do we stream and solicit corporate sponsorship for future years?

-Susan: Can we pursue Esri for 2020, and limp along getting donations. Give it a couple more years to get a little bit of momentum. We'd aim for corporate for 2019 or 2020. Is a 2 year lag enough time to get corporate sponsorship.

-Martha: this can't be an initiative that lags and gets pushed off. It needs to be accountable to the board for getting results.

-Leo: Do we want to try the spot on the registration form for Norfolk? It can't hurt to try, and any bit of money helps.

-Fritz: It would demonstrate that people want to contribute to NACIS.

-Ginny: If we put an ask for donations in with the CfP, we might get a general idea of interest, plus we can put a donation box on the registration form.

-Fritz: For clarification, we've agreed to stream at Norfolk? Let's poll the board:

-In favour of streaming whole conference: 12 in favour

-In favour of just PCD - 2

-In some form, are we in favour of asking membership to contribute sponsorship? (buy a session option on the registration form)?

-yes - 14 in favour

-In favour of seeking out long term corporate sponsorship

-yes - 14 in favour

-It was established that the Membership Benefit Committee would be in charge of the Streaming Initiative, in regards to organization. The long term corporate sponsorship angle is more of an Executive Director thing. Tom will have the flexibility of being creative with this, and he can feel free to come to the board with any type of proposals.

Norfolk 2018 | Ginny / Leo

Ginny:

- The Call for Participation (CfP) has been printed. Thanks to Brooke for logo design and help. Aiming for a March 1 mailing date. Web version of CfP has been put together, will add the sponsorship donation information discussed this morning.
- Make your hotel reservation now, especially if you want to stay through the weekend, 40 rooms booked for Saturday night.
- Local arrangements. Lauren James will coordinate Tuesday night meetup, and vetting field trips.
- We compiled a list of 50 contacts throughout Virginia and northern North Carolina to target for attendance.
- Montreal Post-Conference Survey results and trends:
 - overall had a 94% satisfaction rate.
 - 96% happy with start time of 9am.
 - keep in mind that moderators need to give more time for Q&A sessions.
 - 91% agree that cost is worth benefits of meeting.
 - Map Gallery - 77% thought it was a good balance.
 - 66% didn't look at digital submissions
 - largest sectors were carto design and education
- Action items for Norfolk based on survey:
 - lot of comments on fun run, too difficult, and late to keynote. Moving fun run to Thursday.
 - GDCD - will now be called Map and Geographic Data Creation, Wyangal will be spearheading. It will now be a track on Friday with no separate cost. Planner is excited to have others available to see their presentations. They might organize a lunch outside for themselves.
 - Workshops - 1 so far - Molly O'Halloran watercolour hand drawn cartographer set up already. Not sure full or half day for this. If full day need to figure out their lunch options. We need to know this.
 - Banquet - lots of comments on how the speeches aren't that popular over the past couple years. Too much to sit through and too long.
 - Ginny wants to change tone so we only have thank yous and awards, and the Tacoma presentation. No swag giveaway, and no speaker. In general, it's been a little disruptive. Maybe work for more relevant donations relevant to the presenters. Maybe targeted to people doing their presentation for PCD. Still solicit donations for GeoDweeb.
 - How can we get away from collecting tickets, doing draws - they are a little disruptive during the banquet. We could put a winning ticket under certain plates or chairs, etc.
 - Why did we move away from demonstrating the SDMC winners? It was a technical pain to set up, and tended to be glitchy based on internet connections, etc. Less stressful to show screencaptures of the winning entries.
- A couple ideas for panels in already. Brandon Plewe contacted asking about the 10th anniversary of web mapping. Maybe a panel or feature at the Map Gallery. Tasked Amy Lee to work with Brandon on researching this. Talk to Martha if it involves Map Gallery space!
- NACIS Night Out is set - Are they still committing entire space to our group, and not limiting our space. Only because crowded NNO is a huge issue on the surveys. Can Susan please confirm this. Yes, we're buying out the venue. Will probably end up being subsidized.
- Volunteers - Hans will help with printed program. Brooke already has t-shirt designs competed.

Leo:

- Lunch Bunch: there is a bit of tension due to organization and popularity contests. Still thinks it's a good idea, but revise. Make it leaderless, just having sign up sheets. Limit numbers so groups aren't as big. Someone will be in charge of getting group together, and letting them get on their way.
- Ask the rock stars not to sign up to the end, so they don't influence the sign up sheets.
 - Leo wants it to be more conversational and less mentory.

-Tom: he'd been a leader on a number of them, and actually didn't get a chance to talk to many people, as the groups were too large. So he agrees that smaller groups are nicer for conversation.

-PCD: survey results generally very good. 1/3 of people were first-time PCD attendees. Overall quality rating for each presentation. 96% satisfaction rate. 78% liked both tool demos and project work equally.

-read a few more stats from the survey on what type of talks are wanted.

-One note that a significant number of people are interested in business end of cartography. Hold another Freelancer discussion roundtable. Hans volunteered to hold a panel. If you know of anyone, please send Leo and Hans an email of people that would be good to contact to be on the panel.

-22% like a mix of short and long presentations.

-He's got a team of Elaine Guidero and Katie Kowalsky.

Field Trips:

-Leo has looked into two different kayaking trips. They vary in location and full vs partial day. He will review costs and limitations with Susan and Ginny.

Awards Committee | Nick

- [Report](#)

-Ally has agreed to collect swag, but we're changing how we collect it. He will keep us updated. People who won the shirt-pint glass combo really liked it, so not a bad idea to give out NACIS stuff. We'll have a free table set up in lobby for extra swag or maps to give away. They will have donators just bring their own things to the conference rather than shipping ahead of time.

-Robin unable to coordinate the SDMC this year. Jonah Adkins has agreed to take over.

-Travel Grants:

-They had to give varying amounts last year because we had so many applications.

-Numbers are increasing, so consider new funding amounts.

-went from 17 student applicants to 29 from 2016-2017. 9 regular member applications.

CB Award - The winners will be coming to Norfolk and giving the keynote on Wednesday.

-Do we want to try and piggyback on enthusiasm and get nominees for future years.

-All past nominees have come from within, and maybe we should try to loop more people in and get them involved.

-This will require future conversation.

-What to offer for prizes for the CB Award? Should it be consistent from year to year? Is flying them in to present enough? Should we include a copy of the book each time? Think this through more.

-Nick needs to keep in mind that he's rolling off the board, and who will chair the committee next.

Analytics Revisited | Anthony

-Can Hans get a data dump from CartoTalk? Is there a way to get it?

-Hans needs to have another level of access than he currently has.

-Look for old membership survey data from past years - continuity portal?

His group has identified things that they want to track - retention rates, membership stats, etc.

Nominations Committee | Anthony

-They need to be finalized for ballot in summer.

-Usually at SBM it's a first pass at names.

-For VPE we nominate 1 person. They are arguable one of the more important roles we fill each year. They will be the person running the 2020 meeting.

-Treasurer - Mary Beth is willing to re-run.

-Student board Member- some years we have more than one run. Downside is that someone feels bad. Anthony needs us to float some names for him. He doesn't have ideas.

-Jenn Haas? Came to board meeting in Montreal.

General Board Member: MaryBeth nominates Sebastian Arraya,

-The current shortlist for Vice president Elect is: TIM Wallace and Mamata Akella. Tom mentioned Alethea Steingisser and Matthew Hampton. Anthony has also thought about Rosemary (not a good time in her life, maybe in the future). Rob Roth now that he has tenure, additional names are welcome for ideas.

General board ideas: Brooke Marston, Sarah Bell, Caroline Fish, Sarah Battersby (has CaGIS experience as past president), John Nelson. Lauren Tierney is interested in running again. Need to think about building a diverse pool for future presidential positions.

-Martha: brought up the need to make the Student Board Member more included, and give them more ways to contribute.

-Ginny: she and Fritz have discussed ways to make the board members more involved in the annual conference, Maybe make the student responsible for specific conference jobs. Make the t-shirts, maybe organize a panel from student's perspective, etc. Concrete tasks so they have direction.

-Rosemary: great ideas to have specific student functions at the meeting.

-Leo: thinks a student panel is a great idea. Have them contact students or teachers to gather papers on topics of their own interest. Not to separate them, but to encourage relevant topics.

-Mary Beth: in trying to diversify board and bring in students, she found it difficult to get first generation students involved.

-Tom: We have had 2 student board members that went on to become president - Eric Steiner and Nathaniel Vaughn Kelso.

-other nominees ideas - Lisa Charlotte Rost, Geraldine Sarmiento

-Intend for a space on the ballot for people to mention their ideas for future nominees.

Publications Committee | Daniel, Mary Beth, Laura/Alethea

Atlas of Design

-Things are going well, they are active, received about 200 entries, and are now set up for judging.

-Are wondering about republishing some back issues. There are about 400 people signed up for people interested in getting a copy of a back issue, and they anticipate demand spiking a little when they release the 4th edition. It would require a significant amount of upfront money to reprint., and the question is which volumes, or all volumes. Depending on how sales went, it would be around \$16-20K per volume, which would be hard on our budget.

-There was general discussion on the possibilities of printing additional copies. Print on Demand vs offset, value of doing a multi-volume edition, staggering volumes over different years, etc.

-They would want to re-layout Volume I to match the others.

-How many copies per volume? I of 600 each, II of 1200, III of 1000.

-Ginny is hesitant to make a decision without hard numbers.

-Daniel: we could put a placeholder in budget and move based on results of a press quote.

-Rosemary: tough without knowing demand

-Daniel: Keep in mind that even the originals are a risk each time, and note we don't have to sell them all to break even.

-MBC : she's hesitant to add another 20K on top of the video streaming.

-Ginny: we have a lot of new members that might want them now.

-Anthony: what about a Kickstarter for raising interest? Or using a similar venue that is designed to gauge pre-interest? If you don't reach your target, you don't pay, and there is no upfront money collection.

-Daniel: he will explore funding options to help with this and see what's possible.

Rosemary; are all of the process docs on Teamwork?>

Daniel: it's been continually worked on since we started. We're trying to get it put together and moving on have overlap in editorship.

Review 2017 Budget (finalize) | Mary Beth

- increase membership up to \$20K
- whatever money we net from T-shirts goes to student travel
- she has a blank for corporate expenses for IT position - added as a line in 2017, then money was pulled out.
- Tom is going to start looking into website services - both NACIS .org and admin side. He'll start exploring.
- Daniel: tech audit line under corporate expenses, we spent the \$2000 last year, it was a 1 time thing and can be removed.
- Anthony: conference survey software needs to be taken care of by someone else - he can't continue doing it with Penn State. That's where we came up with that number. Keep it in.
- Ginny: Do we need a line for meeting video expenses?
- Martha: nothing for right now. Trying to figure out an option for free in lieu of Skype.
- Cloud storage - \$150 per year for now.
- Editing for CP - can drop to 8K, as its 2k per issue and we'll only do 4 issues this year.
- Student worker copyright - can strike as it won't happen anytime soon, unless it gets a champion to the cause. Give it a \$0 line item.
- Cartotalk operating expenses- will spend some money this year, so leave it's operating expenses as is.

Membership Benefits | Brooke

- [Report](#)

- All discounts are to be removed from website, it was decided in a previous meeting to discontinue them due to lack of use.
- They have three designs ready for shirt, and are going with the company that made the Colorado springs ones. She described each design, and we discussed. If anyone has a strong preference, then talk to Brooke.
- They have ideas on membership retention - see notes in report

[Cartographic Perspectives](#) | Amy Griffin

- [Report from Editor](#)

- No real changes to the board since their fall meeting.
- They decided to institute a light peer review process for the Cartographers Corner after a piece went through with an error of omission. To reduce chance of it happening, they are sending those pieces to someone familiar with the technique or software to make sure there isn't anything flagrantly wrong or missing
- Submissions are doing well, and they have positive throughput - a good problem to have for a journal. They have lots of reliable content on hand for Visual Fields. Books reviews are in good shape. Carto collections were managing, but it relies on section editor or Amy to contact people. It's okay.
- PCC is one of most read sections but it's a problem. People just won't contribute. They almost need to commission people to do stuff for it. If anyone has ideas for how to improve this section, please let her know. It's holding up publication of the journal.
- Nick: Maybe start with the most viewed PCD videos from past 2 conferences,. And ask those people to write up their talks?
- Amy and Alex wrote up a short list of people from this, and they got 1 response already. Not sure if there is any other progress. She just doesn't have the time. Does Alex even have the time any more? They need a person to do this. He's committed to trying to improve his availability, but not sure he's been able to do this. She needs somebody reliable.
- Fritz: Does she have anyone in mind other than Alex?
- Amy: No. One problem is that people don't contribute as they don't know how to do it. A lot of people feel rusty about their skills in writing up things.

-She has talked to Leland Brown about contribution, but he hates writing.
-It can be hard to receive critique on your written work if you don't do it regularly, and we don't want to scare people off.

-Student Paper Competition - no new activity until they publish last issue of 2017. It should be published soon.
-They hope to get 2018-1 out at end of April.
-2 special issues are pencilled in for later this year, and things are tracking reasonably for them to publish.

Other Business

Future of the Director of Operations Position | Daniel

-His term is up at end of calendar year. He plans to move on from this position. We should talk about the nature of his role, and what it entails. He feels we do need someone to carry on in the position. They need continuation in some capacity, for long term maintenance tasks and institutional knowledge.
-We had some discussion on what Daniel has contributed over the past few years as part of this role, and what may or may not need to change.
-Discussed a possible candidate for the role, but logistically she would not work out at this time due to other commitments.
-Daniel: Valuable to have DoO on site at meetings to be hands on to assist with behind the scenes and putting out fires.
-Anthony: He thinks that Tom needs to have the ability to parse this out, and contribute his thoughts and ideas to the role, since those two Director positions have previously been so closely entwined.
-Rosemary: How much have the two roles intertwined in the past - quite a bit with Daniel and Tanya working together, but is that necessary?
-Ginny: It will change depend on how we define the roles.
-It's a big commitment - a 5 year role. Would be good for someone to have more experience with NACIS and exposure to the board before taking on the role.
-Tom: There was similar conversation back when Lou became ED. Board accepted it only by having him a co-director for first year.
-one possible solution is to have the ED as a primary position with Daniels role as secondary position.
-Daniel likes ideas of having someone in younger half of membership.
-Tom: would appreciate someone in position who is more tech savvy.
-Ginny: next steps are to get a good idea of all the things that he gets done.
-Anthony: teamwork is a big one, along with general website and registration.
-Nick: we need to let Tom help with this decision
-Tom: sidebar conversation - Nick - would you be interested at all?
-Fritz: suggests that Daniel rough out a list of his tasks that define his responsibilities, share his list with board, and have discussion then determine who to talk to.

Cartotalk proposals? | Daniel

-We sent out an email about CartoTalk proposals. No replies about this.
-Closed session: talking about general ideas for CartoTalk progression.

Budget Approval:

MaryBeth posted changes discussed throughout the day and they were reviewed. New budget is on Teamwork.
-Leo moved we approve the 2018 budget as amended. Donna seconded the motion. All voting members voted Aye. Budget passed.

Resolution of thanks to Tanya | Daniel

Daniel would like to suggest that we as a board offer a resolution of thanks for her terms of service and years of thanks. We could give a moment at Norfolk.

-Susan didn't want her leaving to go unacknowledged, so she bought her a vase and took her to lunch. She also contacted the 10 presidents that served under her, and had them all write a note. These were all delivered to her. Jenny and Martha also wrote notes.

-At the banquet we could acknowledge her. We could also draft a letter for CP.

-Susan should get reimbursed from NACIS for her expenses on this.

-Meeting adjourned at 4:55pm.