

NACIS: December 13, 2017 - Meeting Minutes

4 pm Eastern 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:

- Invite Tom to Spring Board Meeting
- Martha to update pertinent info on website, including home page carousel for video streaming, awards, and trying to fix broken links on People and Alumni pages.
- Martha to investigate better meeting solutions for our audio calls.
- Anthony will reach out to our three prospective sponsors and gauge interest.
- All board members to take a look at the conference possibilities, and put forth some suggestions to our list.

Communications and Outreach:

- Send Martha promotional materials for expo at her school.

CartoTalk:

- Daniel to draft an email asking the membership if there is any interest in assuming ownership of CartoTalk.

Motions Approved:

1. Meeting Minutes from the August 2017 Skype call were approved.
2. Meeting Minutes from the October 9, 2017 meeting were approved.

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

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

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) *(regrets)*

Nick Martinelli (term expires 10/2018)

Donna Genzmer (term expires 10/2018)

Brooke Harding (term expires 10/2019) *(regrets)*

Amy Lee Walton (term expires 10/2019) *(regrets)*

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)

Hans van der Maarel | Editor of CartoTalk (term expires 12/2018)

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

Welcome | *Fritz*

-Welcome to the meeting. Sorry for the delay in getting the call up and running.

Minutes | *Martha*

- August
- Monday October 9

-We don't yet have enough people on the call to make quorum, so let's move minutes to the end of the meeting.

Montreal Post Conference | *Fritz & Ginny*

Fritz gave a brief summary of the post-conference survey. Humorous comment - someone was annoyed by hotel elevator buttons.

-He wants to focus on the live streaming. The question on the survey was worded as:

- Should NACIS stream or record the entire conference?
- Should NACIS stream or record Practical Cartography Day?
- Nothing should be streamed or recorded.
- NACIS should do something else.

-120 people commented on this series of questions. 64% of respondents want us to stream and record entire conference. 15% want us to record PCD, and 17% responded that they wanted us to do something else. 3% said no streaming or recording. What's interesting, is that comments have a lot of people that think there should be no streaming, but it should be recorded and made available for later viewing. Interesting dichotomy. Let's mull over this.

-How to pay was the next series of questions. 74% of respondents were in favour of sponsorship. But, in answer to the question of "Can you help NACIS secure sponsorship?" 97% said no. Four people said yes and supplied emails for contact.

-Will you attend even if you knew it was live streamed? 80% said yes. Only three responses were no.

-Martha: great that people still want to come to conference. Proves our point that people share there for the interaction with their peers, and not just for the content of the presentations.

-Leo: to what extent do we need to do a cost/benefit analysis, as this is a really big hit on our budget. If it costs roughly \$22,000 to do this, then is there a way to set up a way to analyze the metrics on this? Number of logins, etc. So that we can anyone the actual benefit/worth?

-Martha: I think that Andy is tracking the numbers on that? Didn't he supply us with various numbers on last years PCD streaming?

-Fritz: the recording definitely needs more investigation.

-Leo: Anthony and Daniel indicated that we did attract new members during the live-streaming. How did that happen?

-Susan: People bought NACIS memberships just so they could use the members login to the livestream.

-Leo: The report Daniel sent out on numbers was very positive.

-Martha: I think we should all see Daniel's report on streaming numbers, so that we can all comment.

-Fritz: The first option would be to contact the three people that mentioned they were interested in sponsorship, and go from there. Could the members of the Outreach committee take that on?

-Susan: for the time being, I believe that's Daniel and Tanya?

-Donna: I think I was on the Outreach committee, but due to other circumstances I don't feel able to take on any tasks for at least a month.

-Fritz: any money we could raise would be beneficial to help with sponsorship.

-Susan: yes, we need to contact these three people right away. Daniel had a letter prepared that we

could send to these people right away.

-Martha: will look into seeing what committee that would be a part of, and who is on it.

-Anthony volunteers to send out an email to gauge the seriousness of these three prospective sponsors.

CartoTalk | *Fritz*

-We need to discuss and reach a consensus on how to proceed with the offer from Avenza to take over ownership.

-We all feel that NACIS membership should have a chance to weigh in.

-Daniel will draft an email later today to send out to the membership.

-Hans thinks that there will need to be some technical details supplied in the email.

-Fritz thinks a general call needs to go out first, then the technical details can be supplied to those interested.

Executive Director Position Update | *Fritz*

-Fritz: Heard through sources that Tom Patterson may be interested in taking on the role of Executive Director. He called him and set up a meeting to see if he was really interested. He did express an interest and is very excited to step up into this role for his post-cartographic career (he will be retiring in July). They had a lengthy talk about the roles and duties of the position. He was encouraged to come to Spring Board Meeting, and we should set aside time to have discussion on what we feel as a board - how we see the position and role evolving. This gives him time to gather his thoughts on what he sees the position being.

-We can pencil him in as a new board member.

Update on Norfolk '18 | *Ginny and Leo*

-Corlis Benefideo winners are going to be our Opening Keynote speakers.

-Based on feedback, we won't have a banquet speaker this year. Instead, we'll have the normal speeches, awards, Tacoma promotion, etc. and that's it. Too many people think the banquet is running too long. How do we all feel about that?

-No opposition to this from board.

-Anthony asked about a pecha kucha? No. Not this year.

-Ginny is checking into Call for Participation costs from printer.

-Local arrangements will be Lauren James. She will do the local map and Tuesday night meet up.

-Leo has Practical Cartography Day organizers set - Elaine Guidero and Katie Kowalsky, with Leo as a backup.

-Brooke has promo materials put together already. Files for these are on Teamwork.

-They have started to put together the AV documents. It's the same AV company so same terminology and business practices should translate easily.

-They are starting to compile the list of local schools and businesses to be added to our mailing list for participation.

-NACIS Night Out has been arranged already. It will be across street at Harbour Club.

Tacoma '19 and Beyond | *Fritz, Leo, Susan*

-Leo: Council on Geographic Names Authority is meeting there in the spring, he's going to try to go so he can get feet on the ground and investigate the city a bit.

Beyond Tacoma:

-Fritz had a brief conversation with Susan about returning to Midwest / Central location.

-Susan: she hasn't had an opportunity to look into Milwaukee, there are a number of new and updated hotels there she wants to look at. Someone contacted her about Chicago, which will be most likely too expensive. They asked if we would go in another month, but that isn't a possibility for our group.

-Fritz: Is there a consensus that we should stick to the Midwest?

-Donna: It would stick to the trend of moving regionally.

-Daniel: Around this time of year is when we usually send out the spreadsheet for board feedback on location possibilities.

-We had some discussion on the worthwhileness of Susan getting this list

-Susan: in some cases yes, it does help if we weed things out ahead of time.

-Everyone please take a look at the document on hotel requirements and research some possibilities for Susan. A link will be sent by email.

Video Streaming Presence on nacis.org | Fritz

-We have the videos uploaded, but how are people finding out about them? Are they being seen? How do people find these videos once they are on the NACIS website?

-We need to get them advertised on the website.

-Who is in charge of getting things updated on the website? Daniel?

-Daniel: it has reluctantly fallen to him to make some changes and updates, but he doesn't really want to be doing this. He has also tried to update the banners in the past with problems and little luck.

-Martha will look into updating the website home page with this information, as she's also trying to update some other info on the site as well.

-GInny: We don't have a dedicated web person anymore? What about Sam?

-Daniel: He asked Sam to help out a number of years ago, and he agreed for a time. He has since changed jobs and had other things in life crop up, so it no longer taking on an active role in website updates or maintenance. When serious emergencies come up, Nathaniel Vaughn Kelso is available to help, since he was involved with the original site creation. We can also contact the contractor for large items. But, mostly it's a free-for-all. We've been trying to come up with someone with the right skills, but it has become entwined in a deeper discussion on the failings of the website, some of the technological problems, whether we need to look into having the website redone. It's a bit of a morass.

-Fritz: this is a big roadblock, that we can't make edits because we don't have people with the right kind of skill set.

-Daniel: we can update basic stuff. There is an administrative manual linked on Teamwork. So going in and changing content is fine, overall, but we have deeper structural problems with the database. In terms of changing day-to-day text, we're okay.

-Fritz: in terms of this, getting something done quickly and correctly, we're at a bit of a loss. Is that his understanding?

-Daniel: For adding a banner, you mean? That could just be Daniel. The larger issue might be that it's not clear who is responsible for updating what section.

-Martha: She has a short-term suggestion. Seeing as she is trying to figure out this stuff anyway due to some other things that need updating, could anyone that sees outdated information let her know and she will take care of it? She will send out an email asking for update requests, reply to her and she will try to hammer through the list of needed updates right away. She can be the website content person - SHORT TERM, in order to get things up to date. Then by SBM we can re-establish who does what?

-Fritz: Is there a larger need to have the website redone, and do we need to find someone for the more technically challenging tasks on the website?

-Martha: In her opinion, this is a giant yes. This has been discussed in past meetings for a long time now, and some action gets taken, then it falls to the wayside, then it gets discussed again, with maybe a little action, and it just keeps getting pushed back. I think we will regret this soon and greatly if we don't get a move on it and make some progress.

-Fritz: Any other thoughts?

-Leo: when he joined the board a few years ago, it was during the big re-design, and it seemed that it went pretty well. It appears though that rust never sleeps and you've got to keep on top of technology. IT would behave the board to find people that do have the needed skills, and are able to make educated pronouncements about what we should do in regards of the website. He thinks we need to corral someone in the NACIS membership, or more than one someone, who agrees to helping out with this.

-Fritz: He agrees with Anthony (via the chat) that the more immediate task is to get something on the NACIS webpage in whatever form or format that allows people to see where the recordings are. That should be the main task right now. We can save the broader discussion for the SBM. If someone can step up, that would be a good immediate first step.

-Martha: She can do it, but not today or tomorrow. Next week she can start looking into it. She will try to get on it before the new year. She will send out the email asking for content updates.

Other Business?

-Martha: there is an Industry Expo in February at her school, and she was asked if NACIS wanted to put up a table (no cost). Could she please get some of our promo materials sent to her for this?

Minutes Revisited

-We now have a quorum, so let's take a minute before we go to vote on the past meeting minutes.

-Ginny moves to approve the minutes from the August 2017 meeting. Amy seconds the motion. All voted Aye. Minutes are approved.

-Donna moves to approve the minutes from the October 9, 2017 meeting. Leo seconds the motion. All voted Aye. Minutes are approved.

Meeting Adjourned at 5:00pm Eastern.