

NACIS Spring Board Meeting

3/12/2022

Milwaukee, WI

9:00 am - 5:00 pm CST

Attendees in person: Nick Martinelli, Susan Peschel, Amy Griffin, Mamata Akella, Mary Beth Cunha, Ginny Mason, Kate Leroux, Travis White, Hannah Dormido, Vanessa Knoppke-Wetzel, Vicky Johnson-Dahl, Elaine Guidero, Denise Lu

Attendees remote: Hans van der Maarel, Pat Kennelly, Brooke Marston, LaToya Gray-Sparks

Executive Office (non-voting)

Susan Peschel, Business Manager

Martha Bostwick, Associate Business Manager

Ginny Mason, Director of Continuity

Nick Martinelli, Director of Operations

Executive Board (voting)

Mary Beth Cunha, Treasurer

Hans van der Maarel, Secretary - **Online**

Mamata Akella, Past President

Pat Kennelly, President - **Online**

Travis White, Vice President

Brooke Marston, Vice President Elect - **Online**

Board of Directors (voting)

Hannah Dormido

LaToya Gray-Sparks, Student Board Member - **Online**

Elaine Guidero

Vicky Johnson-Dahl

Vanessa Knoppke-Wetzel

Kate Leroux

Denise Lu

Ex-Officio (non-voting)

Amy Griffin and Jim Thatcher, *Cartographic Perspectives* Editors

We reached a quorum with 13 voting board members in attendance, either in-person or via Zoom.

To Mask or not to Mask? (Vanessa, 5 mins, 8:55-9:00)

Welcome (Pat, 5 mins, 9:00-9:05)

Land Acknowledgement (Vanessa, 5 mins, 9:05-9:10)

- <https://uwm.edu/eqi/about/land-acknowledgement/>

Team-Building Activity - Building leadership, relationships, and support (Vanessa, 9:10-10)

Why did I become a Board member, and what does it mean to me? Hans noted that he likes the idea of putting this q & a in NACIS News as a regular thing

- the feeling of (finally) belonging to a community, finding a (cartography) home, the 'community of my people'
- sharing cartography with others
- sharing professional advice and perspectives, personal and professional development, seeing good leadership and professional ethics in action
- creating the "Melting Pot": encouraging others to join, building and diversifying the community, fostering networks, giving a voice to others, removing barriers to meeting other cartographers and learning from them regardless of age or background or professional experience.
- "paying it forward:" giving back to the society, mentoring others and finding mentors
- maintain a cartography-specific space, a collegial space where frank yet polite discussion is encouraged
- uphold openness and access to the field and to the community
- bring different perspectives to the board (other than a north america-centric viewpoint)
- celebrating the community
- "keeping it going" with 'Day 0' involvement. So much goes into the running of NACIS—helping program planners is important for ensuring the longevity of the conference and the society

We know each other, but not our histories. NACIS is a community; as Board members it's our job to cultivate that. Maybe we could share these stories in the newsletter.

What is your communication style?

- I am someone who takes in a lot of information: I sit quietly listening & analyzing, until I formulate a response and then talk when I have something to say, otherwise I can stay pretty silent
- processing thoughts out loud as I have them
- Sit and process until it's time to speak
- linear thinker and speaker, bringing along people to the conclusion
- Talking things out, working out problems verbally with others
- one-on-one or very small group discussion instead of public/one-way talking
- usually will not share personal things or will stay quiet even if wanting to speak up, but can help others communicate who also feel this way
- do not like spontaneous speaking - create talking points in advance

- listen and process, then very direct communication after careful analysis and thought
- dislike public speaking (many)
- enjoy public speaking, but will ramble without advance preparation
- say supportive and positive things up front, keep difficult content to one-on-one meetings
- listen and process—maybe speak at the end or do written communication after...gender bias issues with women in tech and their communication unfortunately
- economical with words, but can be too cautious to speak.
- not economical with words, but enjoy linear communication with advance preparation

It's important to understand different communication styles, or understand why people are less likely to speak up (often due to DEI issues, lack of accessibility). Check in with others, use alternate comm methods for those who don't want to speak. Welcome all communication styles to encourage all the voices to be heard.

Other questions that we didn't get to:

What assumptions do we individually have of what the Board is and what it is meant to do? Vanessa noted: save this one for the future as I would love to have time for us to discuss our communication styles, as that is very important for all discussions!

How do you as an individual deal with conflict and work through conflict?

How can we better support each other in the future?

What are our individual highest hopes and dreams of what the Board is/does/will do?

Morning Break (10:05-10:15)

Approval of minutes (Ginny, 10:15-10:20)

- Jan. 28th Board meeting (online)
- https://docs.google.com/document/d/1tSgoz2gY23Ab1Salk-OXZ3YJXKNqX04V_v8tUIQGETA/edit?usp=sharing
- Mamata - **motion** to approve minutes, Denise seconded
 - **Vote** to approve was unanimous (no discussion)

Report - Financial Committee (Mary Beth and Susan, 10:20-11:15)

- 2021 Approved Budget versus End-of-Year Actual 2021 Spending (Mary Beth)
- <https://drive.google.com/file/d/1I-Oi14Quea5ORxtDdxsfo-FARIsB-Fs5/view?usp=sharing>
 - Issues with Eastview invoicing on time for shipping and for previously unbilled warehouse storage fees dating to 2017, causing cash-flow reporting issues.
 - **Proposal** to delete line item 72 (line 71 in 2022 Proposed), website flat-rate charge , not needed anymore. Objections: none

- AoD Fulfillment manager dropped duties after one month, but still needs to be paid (2022 budget)
- Separate out video streaming as a line item out of conference expenses
- OKC Conference Financials (Susan)
 - Conference is not a money-making venture; profit made forms most of the operating expense for the next year
 - Tacoma was an outlier due to high attendance; OKC outlier because of hotel forgiveness of some expenses
 - Don't want to price registration too high to keep people from attending, OKC was on the high side
- Proposed budget for 2022 (Mary Beth)
 - set price of new AoD at \$25 to increase access
 - International shipping (and double billing) is an issue with Eastview
 - AoD vol 3 reprint - 2 copies left!
 - CP is behind an issue. Historically we put out 3/year, should that be in the budget? Amy has content for 2 issues to go - **let's stick with 4 in 2022**
 - Amy has a short list of people to talk to for guest editors
 - Travel DEI awards were already in the allocation for general travel awards. For 2022, we have 20 student travel grants allocated: 15 of these in standard awards category, 5 in DEI category; **and 10 members travel grants allocated: 5 in standard awards category, 5 in DEI category**
 - Discussion on DEI grants and invited speakers:
 - Last year DEI reached out to people to mention we have travel awards, worked with people to apply for and receive grants. We didn't know last year how many people we could support. Awards were given on the fly. There's no limit to the number of speakers. The travel grant money target is very high and we rarely use it all, we don't max it out.
 - We asked invited speakers to submit a paragraph, seems weird to do this. Mamata: we did this because we didn't have a plan in place, we had to have them submit something through the travel grant application to help us keep track. There was a coupon code for online registrants.
 - Invited speakers are not in the awards budget line item.
 - A subset of travel grants & some small amounts from President's discretionary fund were put into land tenure donation and DEI travel grants.
 - We have to make sure recruited speakers recognize that this is an *invitation* and not an instruction to apply for a grant. **MB: we may amend the 2022 line items for this—not the amount, just how the process is done.** That process needs to be in place before people start to cycle off the Board.

- offering people \$ (reg fee) to give talks could be seen as awkward or sensitive. Maybe say “we want to invite you to speak and if you need support with registration we can help.”
 - The vision of *recruited speaker* turned into *invited speakers* and then we realized we should comp their registration if they are *invited*. This year our wording will be more thoughtful.
 - This is also a thing with PCD. PCD worked in the past by recruiting industry people to give talks, but blowback from having them pay despite being recruited was not insignificant. Vanessa: PCD is different, we are trying to cultivate diversity of thought in the main conference - don't need to emphasize this in the wording, more like “offering \$ to offset travel costs” and this seemed OK at first.
 - DEI also means having documentation in place for future committee members!
- Operational gain and loss
 - Or proposed operating gain or loss is always way off from actual previous years. We keep adding expense line items (streaming, DEI grants); while we can afford for things to go wrong, we need to be aware of the total expenses.
 - The production of AoD shifts our expenses, in a production year expenses are much higher. Without that add'l expense, numbers would be less in the negative.
 - We do seem like we have a lot of money in the bank but it can be eaten up quite a bit. We have two accounts we haven't touched.
- Of the 120K conference revenue, what's the in-person v virtual split? Roughly 40K in person, 80K virtual (registration fees including PCD). But offsetting by the 70K original hotel contract wipes out much of our revenue.

Director's Report - Operations (Nick, 11:15-11:20)

- Continuity planning for this role
 - I have 2 conferences left; after Mpls see if a new or existing Board member is interested in taking on the role. **Call for interest or float names of candidate**
- Role definition and clarification
 - This role is reacting to what the org needs. Ideally, the role is to ‘keep the ship running;’ the virtual conference handling took up much of the duties. What does the org need from this role? Someone who has a 5-year perspective of the Board? **Nick will send out a position description.**
- Online meeting support role/organizer
 - Will discuss during conference section of SBM
- Web updates: keep decentralized or centralized in comms?

- Cadence of updates varies, and duties are spread out with various board members; include form creations for nominations, abstract submissions, page updates and edits.
- Kate: people can make their own updates or send to the website committee.
- Travis: keep updates decentralized to avoid loading work onto one person

Report - Communications and Outreach Committee (Mamata, 11:20-11:25)

- [Updates](#) and future efforts
 - Mamata is interim chair, **will meet with Vicky and Hannah to discuss comm strategy**
 - 2 volunteers (Alex and Bill) help with twitter and slack
 - NACIS has many comm channels now with Slack, and needs to be examined. There is no clear sense of the committee responsibilities and workflow. This year we will work on a better strategy for outreach both external to and leading up to the conference. What is our role and how do we work better?
 - Additional outreach pieces: what do we do with new contacts found by Molly O'Halloran? What do we do with DEI-specific communication? Do we need to collaborate with conference planners and DEI to cast a wider net to get more conference awareness and attendance?
- **Report - Website Sub-Committee (Kate)**
 - Updates and future efforts - [see first page of report](#)
 - Artwork was updated for Minneapolis

Report - Diversity, Equity and Inclusion (Vanessa, 11:25-11:40)

- DEI Board Workshop ([link](#), originally shared in January)
 - More info on [workshop](#), high level summary; see [budget summary doc](#) for more info on why workshop is worth the cost
 - An expert instructor helps us align on language about DEI, because we aren't DEI experts and we want to embody DEI values and embrace those with different perspectives/life experiences in the conference (and community)
 - Cost would be \$5k for us. This is standard for DEI workshops; lower than std corporate rates. Instructor has 17 years of experience, and is only interested in orgs that are serious about DEI, and is equipped to do repeated workshops/refreshers/etc for perhaps an annual onboarding process with new Board members, etc.
 - This is a time investment both inside the board and for NACIS in general - getting budget approval for a workshop, gathering cartographic accessibility standards, documenting these procedures for future DEI committee members.
 - Nick: we have \$ for this, but we are spending membership dues and spending on training for ourselves; this is a fine line to straddle. \$5K goes a long way in other

direct member benefits, recruited speakers, etc. The direct benefit to the society of a 2-day training just for Board members is iffy.

- We can open this training to members, as attendance is capped at 70. The value of the training is that it will help us overcome biases to fundamentally change our recruiting in the first place.
- Some other ideas: a train-the trainer situation for the DEI committee, so that we can commit to having in-board training in board meetings or supplemental board meetings? Or offer this training at the conference to get as many people as possible? We then avoid the additional expense for people having to travel just for a workshop, and reach not just current but also future Board members. Not necessarily an add-on for board members just for leadership—as leadership is for everyone, maybe we just keep it the same for everyone.
- **The idea of holding the DEI workshop at the conference and inviting attendees gained significant traction.**
 - Fall is harder for the workshop instructor.
 - Could this be considered a workshop or a conference session
 - Employers may be happy to pay for this training as well, could be very attractive.
 - This is an investment in NACIS' future.
 - Vanessa: from personal experience, people of all backgrounds have been grateful for formal training in DEI. But we don't want DEI just to be under the purview of the DEI committee.
- Whether it's the Board inviting people, or an open workshop at the conference, it's still an expense in the budget. **The DEI recommends this cost be approved.**
- Continuing to support BLM & LGBTQ+, support internships (posting on website)
- Captioning to be discussed by Travis under conference section)
- Plans and ideas
 - *This year:*
 - recruiting speakers
 - helping create an accessible education module based on our youtube videos #NACISSyllabus
 - think of creative funding solutions for recruiting
 - *Future:*
 - (bigger project) Begin conversations on how NACIS can help eventually provide standards for "cartographic design best practices for accessibility (ADA and 508 compliance, for example)" by helping to gather the information somehow
 - Define actionable work/items for BLM and LGBTQ+ support
 - Supporting internships in some way for minority serving institutions (MSIs)
 - Help connect folx from underserved communities and MSIs
 - Feedback was more DEI centered panels and talks are wanted

Ginny left the meeting; Amy will be absent until lunch break.

Break (11:45-11:55)

Report - Membership and Analytics Committee (Elaine, 11:55-12:00)

- Idea of a member spotlight
 - Could tie in with the student poster gallery?
 - Do a side-by-side feature in the newsletter: new member highlight with a q&a with a board member , a juxtaposition
 - **We will work with Travis and Vanessa on identifying people to approach for a member spotlight.** List of recent conference presenters, award winners, gallery entrants.
 - Could tie in with welcoming new members and make NACIS less imposing
 - Vicky discussed this with Pat & Travis. Approach members, short interviews, couple questions, put in newsletter and highlight on social media
 - Next step: find members, go beyond the usual known folks.
 - Use the student poster gallery to identify folks
 - Brooke suggests: Combine board member and new person, side by side
 - Travis has a short list from which we can build with award winners, gallery participants, etc
- Book club: **Elaine and Vicky pick a book, arrange with local bookstore for discount, lead a discussion in a slack channel** (asynchronous, no time pressure).
 - Quarterly
 - Requires no financial support from the Board
 - We can have a submission portal for people to suggest books.
- New Member Ambassador (Vicky)
 - Has been a NMA for the past 2 conferences. The new members appreciate having an ambassador to ask questions of, help them out, guide them, and welcome them.
 - It's fun to be an ambassador, and it's nice to be guided in a potentially overwhelming environment (esp as a younger student).
 - **Vicky, can you document what you do, how it works, so people who want to be a NMA know what to do?**
 - Josh Ryan, Dylan Moriarty, and Katie K have been great NMAs last year
 - Is this a duty of Comm and Outreach, or M&A? Could fit in lots of categories.
- Analysis of membership trends
 - Committee can access the data, but avoid sharing personal information (names, addresses)
 - First we want to see the data, then see how we might go about analyzing
 - **Erin Greb could help us understand membership trends as she likes analytics**

- Survey responses are a small portion of attendees and membership, but we can do a demographic analysis of virtual attendees with the 2021 survey.
- Wenfei did this analysis of the 2020 Virtual Conference and previous years, but survey qs were not standardized, and analysis was hard to do.
- **Committee needs to identify essential questions to carry over in future years.**
- Survey modifications for the future
 - Standardize the short survey for future committee members
 - Survey will remain duty of the M&A committee
 - **Vicky and Elaine will put together a concrete list of recommendations soon for the program planners**
- Summary of NACIS 2021 survey results (Thanks Erin Greb!)
 - <https://docs.google.com/document/d/11wbnmelHSrxyVys2a7WMxvYg8sKj-EiQe6h8nGf2W4Y/edit?usp=sharing>
 - Discussion of Question 15 (the problematic q for one person on the survey): Brooke thinks maybe they saw it as a form of segregation.

Report - Awards Committee (Mary Beth, 12:10-12:30)

- Updates and future efforts
 - Last year's student travel grants: 8 in person, 7 virtual. Half identified as minority or underserved
 - Member grants: 3 in person, 7 virtual. 6 identified as minority
 - Total \$ given was way less than allocated due to hybrid attendance
 - **It's time to start looking at the recipient of the next Corlis Benefideo award.** Think about who we've seen on the fringes of our field who has been doing interesting things! Not necessarily a cartographer by title. Anyone can nominate for this award, not just the board. But a member of the awards committee can start running this process, asking for nominations, etc.
 - **MB will write up a description of the award and share.**
 - **Add a reminder of the student awards to the call for participation to get more nominees.** One is awarded every year to an undergrad and a grad. Even if there's only one nomination per year we still grant it?
 - Fritz has an email going to universities; he's still listed as the contact for nominations.
 - DEI invited speakers last year: main conf registration got a coupon code; travel awards went through the submission process
 - Do we have registration comps in the budget? It's a line already in the conference spreadsheet.
 - MB: no change to the 2022 budget, but Nick says need to track in-person registrations b/c of additional cost of food related to in-person attendance. But this is a conference expense or a separate expense?
 - Mamata: say we have a cap of X speakers whose registration we can cover, and then go from there, see how much travel grant \$ can be given.

Denise: it's all based on a target number; don't reach out to more than that number. Vanessa: we could try to find other funding options, donations to a specific grant perhaps, etc.

- Nick; what's the DEI travel grant for? Because generally "invited keynote speakers" are well-known and don't fit into the category of "invited people" DEI is trying to reach. So DEI grants are for people maybe outside the field, people who didn't know what NACIS was, who ordinarily wouldn't attend. Vanessa: NACIS isn't sponsored, but what if it was for a DEI-specific grant? Maybe orgs would be happy to donate in this case? Mamata: video streaming also helps with accessibility. Maybe we bring the two together, sponsor video streaming for accessibility. Dollar matching, too. This would free up funds for video streaming for other purposes.
- MB: we like the ad-free nature of NACIS, no sponsor tables, etc, let's keep it that way. We don't have to agree in advance to put up a logo or something. We can acknowledge it without it being a focal point.

10 minute buffer

Lunch (40 minutes, 12:30-1:10)

Report - *Cartographic Perspectives* (Amy and Jim, 1:10-1:30)

- Updates and future efforts
 - Jim is incoming CP editor, learning from Amy and will take over January 2023; has guest edited before.
 - Section editor changes: Margot Carpentdale will provide a more expansive view of what a cartographic collection is, including online collections. First piece will be in the first 2022 issue.
 - Still need a PCC editor with the absence of Sarah Bell; forward possible names to Jim and Amy. Travis volunteered to be editor after his VP year is finished.
 - 6 submissions in review/revision; more content waiting after that
 - Planned special issue on diversity in cartography with a team of editors in progress; Amy has ideas for further special issues
 - Competition for student papers: student first-authored papers are automatically entered into award nomination \$1350 prize. However, declining student submissions for the past ~4 years is an issue. Can the awards committee spread the news about this to attract more student submissions?
 - Jim introduced himself to the Board and his vision for CP. CP is more of a community than other academic journals and orgs, with a much wider field than many. 1) increase general submissions to the journal 2) make CP an inclusive and community-driven search for submissions, inclusion of more early-career people. Reach out to students with good papers who haven't taken the step into

publishing it formally. CP should encourage, solicit, find people in this situation. Useful for people without traditional formal support networks who typically submit to peer-reviewed journals. CP can use the conference to do this. 3) 1 organized special issue each year, particularly one on indigenous cartographies. People unused to professional or academic settings, or ESL people, may struggle with paper review - get them to submit to alternative pieces such as to PCC. Try to get scholars outside of traditional 4-year universities, too.

- Past efforts to get students to publish in CP sometimes succeed, sometimes don't. Use the editorial board to matchmake with authors/future authors to mentor them through the process of academic writing and publishing, and we can reach people in a way that commercial journals don't do. This is an opportunity to build the journal and integrate it into the community more. And we go further toward getting people published than just suggesting they submit and leaving them.
- Hannah - get people to author other kinds of pieces, such as a writing about a panel discussion, that don't require the full on peer review process and academic style.
- **Nick - can we have a panel discussion with people who have published through/written for CP previously?** Let's try to engage the community in CP in a larger way with this. Amy: for practicing/non-academic cartographers, writing can be daunting and an obstacle—find ways to help people surmount that barrier.
- **Hannah will discuss with Amy and Jim the idea of pairing writing with non-writing people** (grad student who likes to write, with a senior professional who doesn't like to write but has specific topics to share).
- [Report to the Board](#)

Report - Business Manager (Susan, 1:20-2)

- Attendance fee structures for NACIS (with Mary Beth)
 - Sustainability of a hybrid model... Susan does not like a hybrid model; there's little to no incentive for in-person attendance. We sign a contract for a certain # of attendees, amount of food/bev, and we are obligated to the contract whether people attend or not. We could be on the hook for significant fees (60K-70K) without the revenue to support it, if we are under a certain threshold of in-person attendees.
 - No 2023 contract yet. RFPs for a traditional conf have been floated; if we want hybrid this will require Susan to write a new RFP or we consider a totally new conference model.
 - We still need to charge people for virtual attendance due to the cost of video streaming that supports the virtual attendance.
 - Is there a minimum number of in-person attendees? Susan starts with a base number of 150 to see what things cost; more attendees = per-person cost goes

down. But at the minimum number, our registration fees would be way too high to support.

- 2021 virtual attendees felt the lack of an online social scene; it's just not the same with half the attendees elsewhere.
- Employers balk and sometimes refuse at sending people to conferences if a virtual option is offered; Esri has outright refused to send people to NACIS in the future if it's virtual. Yet we like video streaming to reach those who can't attend or need to see the conference in alternate ways.
- E3 worked extremely hard with the confusion of split virtual/in-person speakers in single sessions; they charged us less last year but will definitely charge more next time.
- There may be too many papers delivered in person, period - maybe we don't need to fill the space if we cut out some talks. The hybrid conference was draining—there's just so much to do unless we hire someone. We almost need a second team to handle only the hybrid stuff.
- Vanessa shared a document with a compiled list of conference types and costs. Hybrid is the most expensive (generally).
- Can slack discussion take the place of the live hybrid part? People enjoyed the slack communication between virtual and in-person people. It opens the discussion to people who aren't there.
- Can we do a NACIS video release day? A NACIS watch party? Like a panel with speakers and discussion, a "fireside chat." This allows people who cannot attend to still participate, within a reasonable amount of time post-conference. We could release specific sessions bit by bit, to encourage discussion and make it digestible; release other sessions in bulk. It could help people meet outside the conference with little watch parties. But you still have the incentive for people to attend as they would have to wait.
 - Curating what to release and arranging a chat with the speaker takes effort to coordinate, and doing it slowly, could be an issue. But we can't make everyone happy.
- Can we stream but still have everyone present in person as we used to? If you register you can access the stream. But we don't advertise it as a hybrid option and the speakers still have to attend. If most of the attendance is made of speakers, and speakers still have to attend/pay (as they did in the past) it could work.
- Last year's fee structure was higher than comfortable, but do we keep it at that level now and forever, or reduce prices now? And make the conference look like a bargain. Question remained unanswered.
- Venue for NACIS 2023/Future venues
 - Doesn't exist.

- Susan's go-to conference planner who has worked with us for years pro bono, hasn't made any money in the last 2 years, and now has to charge us ~10K; the work she does is substantial and Susan doesn't have the time to do it.
- Previously Susan has balanced cost per room with # rooms (conf pays for it regardless), but we take up the entire hotel convention space with not enough
- It's easy to throw out considerations for hotels, but we need 4 meeting rooms every single day, which is hard to find and get hotels to accept. Plus balancing travel access.
- A 3-city rotation could be possible, because we have so few hotels that work for us. But if we move around a lot, we have to find cities on the East Coast, West Coast, and Midwest and Susan "reinvents the wheel every single time." With a constant 3-city model, it might reduce our planner costs; some up-front work but once it's set, we just repeat every year.
- Should we have a subcommittee to explore 3 cities? Susan said **just find an East Coast city and we can do the rest**. Vanessa noted we could add a wild card city in Canada and Mexico too.
- The business manager position may have to be split—it can't be done by one person with a full-time job.

Report - Conference Planning Committee (Travis and Brooke, 2-3)

- 2022 overview: conference site, attendance & speaker #s over the past few years
 - Mpls is well-suited with light rail, an excellent conference space (newly renovated and larger).
 - We need to recruit as many map gallery participants as possible. People tend to only submit their best, showcase, 'pretty' maps, but we should encourage submission of workaday maps—what do we do on a daily basis. Let's have a broad representation of the cartographic work we all do
- Conference format: in-person v. hybrid v. virtual question remains
 - CFP is almost ready, will go out this week, once we decide on conf format
 - **Decision: it will be an in-person meeting. (discussion leading up to this decision is detailed below)**
 - Enforce a limit on virtual talks for both conference and PCD if we accept them this year "to provide a balance". The high level of pre-recorded talks was less good for in-person experience.
 - Require an explanation from those who submit virtually to justify it?
 - Uncertainty has been a challenge with planning; we allowed submitters to be unsure if they would attend until end July/early Aug—which caused scheduling issues, etc.
 - Travis showed a nifty table with various in-person and virtual options
 - What about alternating full virtual with full in-person each year?
 - Generally, negative feedback amongst board members on this.

- We don't want to lose the benefit of remote attendance. We could experiment with the watch party idea for only a few sessions and see how it's received by the community, gauge interest level
 - A virtual option could be the option for the wild card in the 3-city+ rotation, but the VP/Pres during that year will probably lose out on a significant experience (Mamata, Brooke)
 - We are all virtual anyways in between conferences; maybe we focus on virtual events throughout the year to avoid the stress of hybrid/remote for the annual meeting
- Returning the conference to a full in-person event and saving the virtual stuff for something separate can reduce the level of uncertainty associated with an already stressful and busy conference planning experience.
 - We also still don't know about the course of the pandemic but we don't want to bake the uncertainty into the site or the submission form.
- We don't want to eliminate attendance/engagement for those who can't attend or for whom in-person attendance is inaccessible - can the watch parties cover that?
- Are we locked into hybrid? Are we locked into providing live virtual engagement? Susan advocated for going back to the standard model. The sooner we get the registration info out, the sooner we can see trends of what people are doing, when they register, if they are making a decision. We could pivot again to full virtual if we absolutely had to, although not ideal.
- Mamata: **we need to decide on 1) the plan for live streaming, and 2) whether we allow pre-recorded presentations or not.**
 - Can we live stream without it being 'hybrid'? Members will understand if we don't provide a hybrid experience, but have live streaming and later 'watch parties'. The important point is to be transparent with them. If we raise member fees and tie the access to live streaming that could work? But then we still will have employers who won't pay.
 - We could downplay the live streaming and not mention it until they register.
- If we have any separate product from the conference that takes away from the conference, it would be good to cut back (like the online social events). We want to encourage people to come in person to socialize.
 - The Remo NNI and the Virtual Lunch Bunch may not have been worth the cost of Remo.
- Do we have stats on student status v. registration type in 2021 (i.e., cost)? Students benefit more from in-person attendance. Vanessa mentioned to push the mentorship angle and student travel grants, to increase student attendance in-person.
 - Amy suggested why not add a button on the site - if you're a student, do you want a travel grant? (Similar idea, add a checkbox to the submission

- site - if submitter is a first-time/student attendee, we could offer more grant \$ to them)
 - LaToya noted it would be very helpful to advertise the student grants. We want to know if attendance diversity increased because of the hybrid option, but without stats on registration (which we don't collect) we can't say.
 - Is hybrid about keeping the speaker pool diverse, or providing watching convenience?
 - Travis - it's not about watching convenience, it's for providing the means for people to participate who otherwise could not. We have to limit the number of remote presenters, however
 - Vicky suggested a NACIS curriculum - how to submit and give a talk etc - which could be under the role of New member Ambassador.
- Online coordinator position: Slack, social, moderators, point of contact for tech issues
 - This may be a diminished role in 2022
 - But if we have this, it needs to be a board member, a single POC for these things. Not a simple task
- Publicizing the meeting: scheduled reminders, links to YouTube talks, recent CP articles
 - **Travis will ramp up advertisement**
 - Alongside the member spotlight, every week on social media, pick out a CP article, see this talk from a past conference, look at this previous map gallery submission (pending permission) etc,
 - This requires coordination with the Comm & Outreach committee. **Set up a social media blast schedule in advance and the committee can just do it.**
- Enticing in-person attendance: on-site amenities
 - Highlight on conference: travel grant support, child care, interpreting accommodations, covid/masking, updated code of conduct
 - Offer more field trips & workshops
 - Highlight tactile mapping, do a tactile workshop, there may be a gunpowder mapping workshop
 - Vicky has a friend who does walking tours in Minneapolis and will get in touch.
 - [It's this guy, Andy Sturdevant](#)
 - Thumbs-up emoji
- Map gallery—voting complications, virtual format, increasing entries
 - If we have a virtual gallery, what do we do differently? Discussion for a future board meeting. 2021 gallery was tricky for viewing and voting.
 - If we aren't doing hybrid, just post the gallery entries on the site instead of a Remo gallery.
 - Can we have the UW-Madison Cart Lab to print and bring maps? Will cost \$ but will increase the gallery size
- Board requests/concerns? None

Afternoon Break (3:00-3:15)

Report - *Atlas of Design* (Nat Case, 3:15-3:55)

- [Proposed budget](#) - similar to previous round, lower print run, no shipping cost as printing will be done in Mpls
 - Keep the BF position on the 2022 budget, Cath will not charge for her time
- Shipping, handling and overhead costs:
 - Eastview issues discussed earlier in the budget portion of the meeting
 - Eastview will start sending monthly consolidated invoices including warehouse fee
 - We may be overcharging for shipping now, Nat will investigate per-piece costs
 - Paper costs have increased 10-15% over past 8 months + supply chain issues (2-month order delays); we have to buy the paper now to lock in prices and have the inventory ready for printing in September.
 - Brooke - will we change fulfillment providers? Nat - they are the best deal. Amazon resulted in lots of damaged copies. Smaller independent distributors are most for wholesale use/qty. Could investigate in the next few years.
 - Brooke - can we negotiate on the 6-year back billing? It seems extreme. Susan already paid the bill.
- Business and Fulfillment Manager position
 - Alternative - Series Managing Editor - would replace the Business Fulfillment Mgr position (and keep the BF duties),
 - Currently the editorial team has to handle reprints, and the 2-year cycle makes this hard to do
 - CP has a long-term editor, why not copy this for AoD? Not in charge of editorial content (belongs to editorial team), but handles the financial and logistical elements of fulfillment, printing/binding for reprints, but also handle board relations. **This would be a long-term volunteer position similar to long-term exec board positions and not paid.**
 - Ideally someone who's been on the AoD editorial team so they understand the process and timeline
 - Nick: term time? Nat: perhaps 4 years. Keep it an even number to stay in sync with AoD production cycle.
 - **Vicky: action item** make a gantt chart of different position term lengths
 - Brooke: why does reprints need additional work? Nat: arranging printing is different from shipping/distributing. Person needs to understand printing, paper, etc. This is more of an executive function to make sure things get done—not a creative position, this feels necessary. Reduces the ad-hoc nature of successive production cycles as new people come on and learn the ropes.

- Brooke: reprints doesn't mean changing the tone of AoD—why can't the paid position also take on managing reprints then, as the existing time commitment is low? I don't see adding another layer to the team as necessary
 - Nat - there's an odd hierarchy that develops as those who have done it before have more 'authority' and has created the need for an exec type position
 - Vanessa: has AoD experience, but felt like never knew what was going on, and needed someone consistently around to help or guide with editorial stuff, it was stressful having to figure it out. A mentor type position would be helpful
 - But if we don't pay them we risk the burnout that's happened to daniel
 - Vanessa: position would have an allocation similar to that of CP editor although as MB pointed it it's very, very, small
 - MB wants to hear from AoD people.
 - Nat will put together a more formal job description for the board and collect feedback from AoD team and former AoD team.
 - Nat taking on the work of the position for now as Cath ____ had to drop due to health issues
 - Get the two out-of-print editions into print
- Sell AoD to institutions via fulfillment group
 - We want to get AoD into libraries
 - We don't have ISBNs and libraries really like them. Buy a pack of 10 ISBNs from Bowker, apply to previous volumes and keep some for future editions
 - Libraries have byzantine procurement policies, recommend going through established book vendors that have existing processes and accounts with libraries. Easier for us and libraries to go through a vendor.
 - Eastview is one of these
 - They would 25% markup the AoD cover price; we put a link on the sales page for institutional buyers (we have a workaround for sales tax) who would then buy from Eastview.
 - No opposition from the Board; **Nat will continue with this through Eastview**
- Daniel has talked with libraries and buyers in the developing world who would benefit from AoD but can't afford it. What about establishing a scholarship fund (more or less) for acquiring AoD? Ask people to consider donating to the fund in small increments when they purchase.
 - We also have to decide how much discount to provide. What does the awards committee think?
 - Mary Beth - we just have a checkbox on the form for donating to the travel grant fund, nothing else

- Susan - what are the numbers? How many times has this happened? Nat - we don't have a record, just anecdotal
- MB - seems like a budget line item or it comes out of AoD profit rather than a sponsor-seeking setup with monitoring, etc. MB will send more complete budget data/cycle to Nat; will work together to identify production costs and possible profit that might allow for this.
- Vicky: regarding donations; the Map Projections for Babies author Dan J. Ford had a buy 1, give 1 [setup on his Kickstarter](#). We could do something similar.
- Nick - could be a good use of the President's Discretionary Fund to get copies to people who can't afford it.
- 200 entries for AoD Vol 6. Judge decisions due March 23. Front-loading as muchwork as possible to make sure book is ready to print by late August due to printer/binder lead times.

Report - Nominations Committee (Mamata, 3:55-4:15)

- Updates and future efforts
 - Noms committee can run nominations how they want. Selecting nominees before presenting a list of noms to the membership was a committee decision, not a by-law
 - Committee recommends putting everyone on the ballot, no culling of nominees pre-election
 - Really push voting this year
 - Finding a VP-Elect to make a 4-year commitment is difficult. It's hard to find someone who is organized and consistent and can manage the process.
 - Mamata is working on convincing Rob Roth to be VP-Elect. Rob said he was hesitant to take the role because he'd be taking that opportunity away from someone else. If he says yes, Mamata will ask him to write a bio.
 - This nomination was discussed with the group.
 - No student nominations came through the form. Nick: in the past, student nominations came from academics who were on the board. MB: harder to find cartography professors as carto departments are turning into GIS depts, could explain lack of representation on the board (and thus nominations of students)
- https://docs.google.com/document/d/1T49Qyynw0_MbSeHizPibe9pWT9Irvz9mtOf0qZwrnFY/edit?usp=sharing

Proposal - Student board member term (Kate, 4:15-4:25)

- [Proposal document](#)
- 2 years is a long time for someone transitioning from school to the working world
- LaToya noted that after 1 year, she is still learning the ropes and feeling guilty for not being able to contribute in a way that could be done in a 2nd year. It would be beneficial to have an extended period of time to serve.

- Susan to LaToya: could you commit to 2 years? LaToya: 1 yr sounds appealing on paper, but in hindsight I do want to contribute more and have more time
- Nick: would you have been less likely to agree if it was a 2 year commitment? LaToya: it's less appealing, and I'll be graduating and so couldn't abide by a requirement that a student be a student for the second term. Kate: we make it clear at nomination time that the first year is to learn the ropes. Hannah - with the overlap, it would be less daunting as you would have a student-level mentor for the role.
- Vicky: how would we start the process if the by-law change is approved? Extend LaToya's term then elect a new one? Or at first one student signs on for 1 year, and one for 2?
- Mamata: board could vote to extend LaToya's term IF/WHEN the bylaw change is passed. And then the new student signing on would have a 2 year term starting October 2022.
- **Informal vote: unanimous. Kate will push the by-law change at the annual meeting**
- **This will require a budget change for 2023 to accommodate an additional student at the SBM**
- Vicky: keep Kate's proposal as a template for other board proposals. **Action item Elaine**

Other Business (Everyone, 4:25-4:50)

- Raise membership rates? Current membership dues are \$50/year. (Elaine)
 - Higher dues give us the ability to give more grants, maybe eliminate asking for donations for video streaming? We ask for donations for travel grants, video streaming.
 - Donations allow people to contribute more if they feel the membership fees are too low.
 - Couch raising rates as supporting recording talks as that is a member benefit, if we go that way.
 - Because we don't have a significant membership base, raising rates may not be worth the increased cost to members esp who may not be able to afford it.
- # of conference tracks? (Brooke)
 - Keep 3 or go down to 2
 - There are always too many talks to see! Even with recorded talks
 - This would reduce the number of registered speakers. Some funding is contingent on presenting for students and professionals.
 - Would save us hotel space, may increase our contract acceptance rate
 - Reduces some of the E3 cost (not by a third)
 - We would have to jury the submissions, we have not done this previously, and we would have to have a process
 - If we hit previous attendance numbers, 400+ is a lot for 2 tracks.
 - Susan: we could adjust depending on submissions we get
 - Decision is up to the program planner
- Latin American outreach (Vicky)
 - Mamata added this to the C&O committee collaboration with DEI notes

- Goal for the website committee to have a landing page in French and Spanish
- Travis is putting the CfP in Spanish and will do for French

Approval of the 2022 Budget (Mary Beth and Susan, 4:50-5:00)

- Review changes
 - Page 1: no changes
 - Page 2: delete line 71
 - Page 2: add line item below #53 for \$10K for ConferenceDirect fees (conference hotel contracting services)
 - Page 3: line 99 is the expense for purchasing ISBNs
 - Page 3: line 121 change to \$1200, show in notes for 4 issues
 - Page 3: line 122 change to \$400
 - Page 4: line 156
 - We usually donate to a local organization, the Indian Land Tenure foundation, while located in Mpls, works all across the US.
 - This amount is low enough that we could do each year
 - We can ask the ILTF to direct the donation to specific efforts local to that year's conference city
 - Discretionary Fund can be used for additional local donations each year
 - Page 4: line 157 clarification request from Mamata
 - This is for registration fees, not travel. DEI Committee works with this budget and allocates at will
 - Page 4: line 158 is new. Rename to DEI Workshop
 - One-time expense for a workshop (at the conference, open to members, cap attendance at 70)
 - Future versions could be smaller and targeted at the Board, although this was not part of the current plan/budget
- **Motion** to approve: Elaine, Vanessa seconded
- **Vote** was unanimous

Supplemental discussion: concerns with future venues

Political concerns rule out some states

Weather concerns rule out others