

NACIS Board Meeting

Topic: December 16, 2023 Board Meeting

Time: 11:00 AM Eastern Time (US and Canada)

Location: Zoom

Executive Office (non-voting)

X Susan Peschel, Business Manager

X Martha Bostwick, Associate Business Manager

Nick Martinelli, Director of Operations (term expires 12/23)

X Kate Leroux, Director of Operations (incoming)

X Jenny Marie Johnson, Executive Director

Executive Board (voting)

X Travis White, Past President (term expires 10/24)

X Brooke Marston, President (term expires 10/24)

X Hannah Dormido, Vice President (term expires 10/24)

X Vicky Johnson-Dahl, Vice President-Elect (term expires 10/24)

X Josh Ryan, Secretary (term expires 10/26)

X Neil Allen, Treasurer (term expires 10/24)

Board of Directors (voting)

X Sarah Bell (term expires 10/24)

Bill Limpisathian (term expires 10/24)

X Becca Ramsey (term expires 10/24)

Chelsea Nestel, Student Board Member (term expires 10/24)

X Carl Sack (term expires 10/25)

X Joanna Merson (term expires 10/25)

X Nathaniel Douglass (term expires 10/25)

X Michael Sparks, Student Board Member (term expires 10/25)

Ex-Officio (non-voting)

X Jim Thatcher, Cartographic Perspectives Editor

X Nat Case, Atlas of Design

Public (non-voting)

X Rick Lederer-Barnes

Approval of minutes (Brooke, 2 mins)

* Tuesday, Oct. 10, 2023 (Pittsburgh)

* Friday, Oct. 13, 2023 (Pittsburgh)

Brooke - Moving on to the approval of the two board meetings we had in Pittsburgh. Do we have a motion to approve the minutes from both of those meetings?

Vicky - Yeah. I put forward a motion to approve the minutes from both of those meetings.

Travis seconds

No discussion. All present approved. No abstentions and no disapprovals. Motion passes

2023 Conference Finances (Susan, 7 mins)

Susan - We had 391 attend. Which is always good. The higher the number the more likely we will cover our expenses. The end result was a profit of over \$40,000. Always a surprise given the expenses that we anticipate and some that are surprises. We saved a little money on the Wifi aspect. I'll continue to do that until I can't. We did well and I expect next year will be similar.

Martha - Does anybody want to know the actual breakdown of attendees? Can also send the breakdown of attendees by event?

Vicky - I'm interested. But I'll message you separately since I'm interested in comparison with the post-conference survey

Susan - We can tell you right now:

- 253 General Members
- 6 Affiliate Members
- 62 Students
- 61 Non-Members
- 3 Guests

Travis - What are our target numbers for 2024?

Susan - For Hotel attendance? We had to agree to an uncomfortably high hotel room block. In order to get all the space in the hotel. We really do need to have all the space to give us the flexibility to expand. If it's like last time, we expanded daily. Martha and I talked a lot about reducing the room nights, but then we had a lower attrition number. I think we'll make it.

Sarah will be our cheerleader. I have every confidence she'll do that. There will be no question about people having to go to another hotel

Martha - Our room block number, with attrition added in: so the absolute lowest room block number we can go without having to pay penalties, is 450

Travis - Is that per night or across the total time?

Martha - All nights. Our number this year was around 370

Susan - So come early, and stay late. It's a very art centric hotel. An artist featured on every floor. It was amazing.

Sarah - What was the number last time in Tacoma? Did we make it?

Martha - We made the rate that time. We had the highest attendance ever there.

Susan - High 400s, yeah. It was crazy. We were blowing out the walls for the banquet. It's the Hotel Murano

Martha - Unless there are significant world events this year, I don't have any concerns about hitting our number

Joanna - When does that become public so it can be put on the blog? I know of some people who booked the moment the hotel became public.

Susan - That won't be in our block though. I can reach out to the hotel after the 1st of the year so people can block early

Spring Board Meeting (Susan, 6 mins)

Brooke - Had quite a few emails going back and forth. In order to keep things a little cleaner, I asked if you could stop sending dates you couldn't make it, and focus on the dates you could. Looks like we are in the last two weeks in April I believe?

Susan - We have a bunch of options. We didn't settle on the last two weeks in April. We've never met that late. On the positive side, the weather should be better so there shouldn't be weather delays.

Do you want to do a Google Doc with April options? To see who can make it? The first weekend in April I probably wouldn't be available. Before you start booking tickets, I need to get a confirmation that we can again meet at the AGS library.

Brooke - I couldn't meet the first two weekends in April. So that would leave April 20th or the 27th. I agree is pretty late. But it seemed March was pretty much off the table for the majority of people's schedules. I'll send out a Google Doodle with those two dates and see which one comes out as the preference and we'll decide from there.

Susan - Once I know the dates, I can organize it with the AGS library. Don't book your airline tickets until I have it carved in stone.

Brooke - I'll send out a link to a survey for that

Joanna - For those of us who are new. We're booking our own? How much is on individuals? Anything organized by some committee?

Martha - You book on your own. Susan has a good rate on the hotel. We voted at the Spring Board Meeting last year to raise the stipend for board travel. We raised it to..?

Neil - I'll look that up

Martha - Typically people fly in Friday afternoon or evening. Susan hosts dinner. A little more social but we do get some work done. Saturday we go to the library and meet 9-5 or so. Then go out for dinner. People fly out Sat night or Sun morning

Neil - 400/board member. 1000/student board member. Up to 2

Susan - I'll send out a detailed email once we settle on a date

Martha - In the past we've made a point to use the entire budget. So if someone drove over and didn't have flights, we'll distribute the leftover funds to the rest who need it.

Susan - Some people have institutional support so they don't need it. So that goes to the rest who don't get it

Martha - I have a wacky-ass excel sheet that apportions it out correctly

Brooke - If you haven't ever been to the AGS library, it's really cool. It's a really great time to get together in person and talk about things, which is always, at least for me, easier done than virtually over zoom. It creates a more collegial atmosphere and it's easier to have discussions

DEI & Analytics (Travis & Vicky, 18 mins)
2023 member census results prepared by Erin Greb

Travis - As all of you are aware, Daniel Huffman put together a member census. The last one that occurred was in 2013. In the last 10 years the only information we have received on the membership comes from the post-conference survey. Daniel wanted to gather some more meaningful information. A cross-section of the membership, demographics, satisfaction, any concerns, any sort of feedback.

Erin Greb prepared this document. This one is just for the board. We would like to communicate these results. Ideally Brooke as President you will go through this and determine how to disseminate this information. Probably in the NACIS newsletter or email.

There is a lot of good stuff in here. I would like you to go through this on your own to get a sense of where we are at. Erin did a wonderful job aggregating and explaining all of this information.

You can see, there are some issues here. Particularly issues that DEI has been concerned with. When it comes to nominations and ballot, we have a lack of diversity. Or people who are able to commit to putting their names on the ballot and doing a full 3 years (or student term).

This doc is helpful to get a breakdown on gender, race, ethnicity, disabilities, primary language.

The younger membership population is much more diverse. As it gets older, the numbers are a little more homogenous. So as we're looking at elections, in the future, we need to make inroads into representation just to match how our membership is growing

A handful of people, white males, who were unhappy with DEI efforts. Very small but very vocal minority. However, the majority of comments were very positive

Suggested changes were by and large smaller and easily achievable. Conference location in a different location is not one of those. That is a very difficult and time-consuming undertaking. But things for, suggestions like creating affinity spaces, changes to social events, these are all changes that we could discuss, and figure out a good way to implement them if we decide that they do need to be implemented.

Positive feedback is heart-warming. By and large, we do a good job of organizing the conference and giving spaces for cartographers to get together and map out

Again, this is all the information. What information do we want to present to the membership and how do we want to disseminate that information. That will shift over to Brooke. This should come from the President. It carries a lot more weight if it comes from you Brooke. Plus, we don't know the correct timetable to release this information. Next NACIS newsletter or what...?

Jim - What does "declare an affiliation" mean in this context?

Martha - That's on the registration form. It's for the nametags. Who you work for or whether you are a student or something? I can make changes if we need. It's required, but in the past some people have written "None."

Travis - Now that we have all this information. What do we want to, and what do we need to do with it? That requires a lengthier board discussion. There is a lot of valuable information in here and the post-conference survey. Our suggestion is to release some of this information in the next newsletter, but then by the time of the Spring board meeting, will have time to do a deeper dive into what we can do with this information. Any questions?

Brooke - I have a question. About the affinity groups. That has come up a couple times. When I'm attending a conference, it's jam-packed. 8am till 6pm or 10pm. When are we suggesting some of these extra activities occur? NACIS already does so many activities. I don't want to pull people out and away from the sessions. The whole point of the conference is to attend these sessions. So I'm curious when we are going to do these in the 2 ½ days that the conference takes place?

Neil - I would suggest NACIS night out. It's usually a common gathering. It could be more disseminated

Susan - Not a bad idea since NACIS night out has gotten way too big for just about any place we could find. Or a facet of lunch bunch? But that's only an hour

Carl - I was going to suggest the banquet. Have certain tables reserved for affinity groups. Instead of creating something new in terms of time. Could put up signs that say "Sit in this area if you would like to chat with other early career professionals". Stuff like that.

In terms of how to disseminate these results. It's worth highlighting in the next conference program, "these were changes that were made based on your feedback in the survey".

Brooke - I agree with the NACIS night out comment. It has grown beyond what we can manage as an organization. It's becoming more and more of a challenge for us to organize this one get-together for everyone in the conference.

Sarah - Second what Carl has said. We also have Slack. Maybe someone from a particular group or representation could manage a channel. On the survey, somebody mentioned finding folks in their own age group. Just saying there is this informal group of people that you might have an affinity with, or people of particular interests. Just knowing it exists can organically blossom a group without having a formal activity.

Nathaniel - I like the sound of this. A lot of affinity spaces could and probably should be member led instead of trying to create said spaces, from the people "above"

Joanna - I'll just add to that. It could easily piggyback on lunch bunch. There could just be blank sign up sheets. As well as self-organized affinity tables at the banquet. The idea of using the slack to self-organize and to get word out early that there is going to be opportunities. Instead of people realizing in Day 2 or Day 3 that this had been happening around them. Whichever we do, communication is going to be the key

Travis - I would like to remind everyone, especially for the new people on the board. Last year at the Spring-board meeting. Chelsea put a proposal together and was going to do something at the Pitt conference. They were not able to attend. Chelsea's document is worth reading because it is related to this conversation

Martha - From a logistical standpoint. We probably can't get hotel space for designated meeting space. At least not till 2 years out. We already have our contract built for this year so we can't add on to that at this point. Physical spaces can be an issue

Brooke - Along those lines, Lunch bunch takes a lot of organizing to do. It requires making reservations at multiple restaurants. It's not really fair to just say figure it out yourself. Need some more organizing. I agree with the comments that it should be member led. But the members will look to the board to organize it. At the onset, the board needs to have more of a role, then once it's established, let the members carry it into what it will become over time.

I would like to coordinate the release of the DEI report with the DEI committee. Sharing the positive feedback is great, but what members are mostly interested in, is what people want to see done differently. So how to communicate that. Not negative comments, but constructive comments. Communicating the plan with the results is a helpful thing to do.

Travis - This is less of a DEI effort and more of an analytics effort. So all the props to Vicky
Vicky - Props to Erin Greb who did the actual work

NACIS Watch Party (Travis & Sarah, 12 mins)

Travis - First of all. I have to start by apologizing to Vicky since this was her idea years ago. I blocked them out. I unintentionally shut Vicky out and I'm sorry for that.

The first watch party occurred on Nov 29th in the middle of the day. We have to play around with different times of the day and days of the week.

All it was, you watch the YT video and showed up in the Slack and asked a question. The speaker then wrote a response. We lined up Frank Elavsky for an hour on that day. From noon to 1 EST. It was not heavily attended. Only 21 members in the Slack channel. About 13 participants across the hour.

Frank gave such detailed questions that he was busy writing and responding the full hour. It generated a lot of useful context to his talk. It'll only be on Slack for 90 days before being archived.

The only work from Sarah and I was just to get it started and boost the conversation along.

The next one - Jen Mapes on Jan 11. Different time. 3pm EST. Playing around to see what times and days work best for the audience. Again, it will be an hour long.

13 participants the day of. 100 additional views of the YouTube video after the watch party

Sarah - It was great. He was fantastic. Super engaged.

McKayla lined up for Feb 11. That's the third and final one I'm organizing. McKayla is the one who presented on the eclipse map

One thing I want to be sensitive of, I wanted to make sure Frank knew he could leave after the hour. Be respectful of his time.

Joanna - Totally love and support this initiative. A lot of us have recurring schedules. Regularity is nice for predictability, but unfortunately that becomes conflicts in schedules so I wanted to note that

Sarah - Suggestion about calling it a watch party but not actually watching it. Now we're saying, watch this video. We are alternating days and times, Joanna, for that very reason

Vicky - Any reason why you haven't put out a full calendar? Here are the 3 watch parties, and here is when they are going to be. This one just sort of showed up?

Sarah - I was just kinda of given this task. I just pinpointed McKayla's schedule a few days ago. It's a good thing to consider

Hannah - How did we end up with a Slack discussion? Frank typing the whole hour was probably too long. Can it be a Zoom, Hangout, Slack Huddle, etc...? Audio is faster and more interactive. I don't know if that is harder so I'm floating that question

Let us know how we can help. A lot of us are academics, there might be classes that can be involved

Can anybody join the NACIS slack? Is it public, or do you have to be a member?

Travis - Anybody can join the Slack. The argument for Slack vs audio is that if the conversation is in text, and you can't make it for that hour, you can still see it hours/days later. You can post your questions at any time. Including for Jen right now.

This is the lowest effort to do a Slack conversation. We don't have to coordinate video or a hangout. It's lower effort on our end.

Sarah - This is a learning process. This the first time it is happening. So all these suggestions are great.

Hannah - Is it a security thing to invite anybody on Slack?

Travis - That is a question for comms and people who hold the keys for Slack. Do we let non-members join our Slack? Yeah. For the conference they do.

Vicky - Non-members can join the slack. They do for the conference. It's not something we've had an issue with. Maybe no bad-actors are trying to join a cartography conference?

Committee Sign-up (Everyone, 7 mins)

(new signups in **Red**)

- Nominations Committee
 - Chair: Travis
 - Members: Bill, Sarah, Vicky, Jim
- Awards Committee
 - Chair: Bill
 - Members: **Martha, Michael**
 - Map Gallery and Student Competition Coordinator: Amy Rock, **Michael**
 - Corlis Benefideo Award subcommittee: Nat Case and Molly O'Halloran
 - Student Undergraduate Scholarship subcommittee: Fritz Kessler (?), **Michael**
- Communications and Outreach Committee
 - Chair: Brooke

- Members: Bill, Becca, Carl, Kate
- Social media subcommittee: Bill
- Website subcommittee: Kate, **Joanna**
- Outreach subcommittee: **Joanna**
- Mentor Program: Kate, Becca, **Nathaniel**
- DEI Committee
 - Co-chairs: Travis & Lourdes Ginart
 - Members: Carl, Nathaniel
- Finance Committee
 - Chair: Neil
 - Members: Susan, Martha
- Membership Analytics Committee
 - Chair: Vicky
 - Members: Brooke
 - Volunteers: **Erin Greb**
- NACIS Store
 - Chair: Rebecca
 - Members: Vicky, Bill, **Josh**
- Conference Committee
 - Chair: Hannah
 - Members: Vicky, **Michael**
- Ethics Committee (limited to the Pres, VP, and Exec Dir)
 - Members: Brooke, Hannah, Jenny Marie

Brooke - We discussed this a couple of times in Pittsburgh. The awards committee has only Bill as a member, as the chair. I don't know if we need anybody else as a member. Anyone's welcome to join and it's highly encouraged. Especially for some of our newer members. We have pretty good coverage for the chairs. But we could always use more help.

Please join some of our committees. They each have their own schedules. We'd really love each of the board members to participate.

Michael - Is there anything more official than typing my name in the Google Doc?

Brooke - Nothing much more. Reach out via email to the committee chair. You can also sit on some initial meetings

Joanna - There were multiple I was interested in. Is there particular committees where people feel there is a lack of help? I want to help where it is helpful

Brooke - I always think the outreach one needs more help. Especially looking at some of the feedback in the surveys about not necessarily being as inclusive with Canada and Mexico, or reaching out to more universities to get better student engagement

Vicky - Just a note about DEI. It's a really well run meeting. Lou and Travis get it done pretty regularly. It is important for the board to pop in every so often to see what is being talked about. It's a great meeting because it's member led. It provides a very different perspective. Do attend.

Lou and Travis are very good about posting in the Slack about when those meetings are happening.

Brooke - If you're curious about multiple ones, reach out to the chair for more information. You can always email the chair if you have more questions. We're a very easy group to talk to, so I recommend reaching out to the chairs to see what they need help with.

Committee Updates (Various, 13 minutes)

* Communications and Outreach Committee

* Mentor Program Update

* NACIS Store 2023 End of Year Updates

Becca - With regards to the Mentor Program. I've already sent the changes/updates of our application for next year to Kate. Some small changes to questions that were recommended to include. The option of mid-career. Mentor to early/mid/either career. Application will open in Jan. Communication in the newsletter. Open for a month. We'll start making the matches in Feb. The program will start in March (notifications and kick-off meeting). That kick-off meeting is very broad. Basically it'll be a zoom instance discussing the outline of the program, narrow in on the expectations.

Onto the NACIS store. That link (*in the Agenda*) will take you to the update to where we left off. Sales at the conference. We got hit pretty hard by not selling about half the shirts. I'm going to recommend we only order 50 shirts and have those for sale in person.

Susan - If we setup a broader schedule of sales. If we have more people at the desk, including the registration desk when things calm down. We could have sold more.

Becca - Overall, the budget of everything. We requested \$2000. We recouped that money. We made about \$180 after everything.

On that update. It is the breakdown of all the Shirt sizes we did sell. Tendered type (cash vs Credit Card).

Every file related to the shop is on Teamworks. Every svg/png. NACIS shop documentation is also on there. Also has all our inventory. So we can predict/plan in the future. In the past we had shirt sales, but not sizes or type

We'll have a proposed budget before the Spring board meeting

Tyrannosaurus is our top seller. And the 1980s mug. Dormidots mug.

Overall the shop raised about \$510 to go towards NACIS initiatives.

Josh - Becca mentioned Teamworks. I'm not on Teamworks and I wonder if any of the other new board members were given that either? That would be something to get out to all of us.

Brooke - There is a bigger question on the status of Teamworks at this point. I got the impression that we weren't really using it. I know Martha took a big effort to try to redo it and get it up to where we needed it to be now. And I know Nick and Kate had a role in it too.

Susan - It's not accurate, so it hasn't been used. If someone is willing to take the Herculean task of updating it, you'll get assignments sent to you weekly via email. It's very complex but it is useful.

Kate - I had a chat with Nick this week about the transition of Operations Director. I will be the one to go in there and sort it out. Nick suggested it could be simplified a bit, at least for most people and most committees. I'll spend some time the week after Christmas.

Martha - Can I meet with you about that? I started going through it last year but didn't finish. I agree, it got way way too granular, so I have a bunch of ideas of how to make it a little more simple and what not

Susan - I have a few comments, but I'll work with Martha on those

Jenny-Marie - I'd be happy to work on this also

Susan - When it works, it's really helpful. But it needs to be maintained and that's a big big job

Brooke - I tried to get Teamworks. But at some point it was too complicated and I went with an Excel spreadsheet. If we can centralize things, that would be great. We've tried it in the past, but it just got too granular.

Kate - It would be helpful to share those out of Teamworks resources you used. What people are really using is what I want to work from

Membership and Analytics updates

Vicky - Whoever gets notifications when someone joins NACIS, please pass on new members email so I can send a welcome email

Susan - That would be Martha or me. I'm not sure if we can tell renewing or new. I'll have to look into that

Vicky - Renewing members would be fine too

Martha - I look into how to do that more easily

Cartographic Perspectives (Jim, 5 mins)

Jim - I just wanted board feedback on this in general. CP is doing really good. Spent the year working on building up our peer-reviewed articles. We now have triple last year. 12 out for review which is the highest I've seen in CP. So that is great.

So what we discovered was a brittleness in the process of how it comes into being into the world. Daniel Huffman (I've asked their permission) has been really ill the past month or so. I'm a competent editor, but I can't do layout. Without them to do the layout, we haven't been able to publish another issue. We still are going to get 2 out this year, we aim for 3 every year.

This isn't a new thing. It's a hiccup though. If one person goes ill, the entire process grinds to a halt at this one specific stage, because we don't have any redundancy there. I'm not sure how we address this redundancy. So I wanted to bring this to the board because it's something we just discovered

Vicky just offered to help. If anybody knows of anybody else who would be willing to help. Nat, I see your hand up

Carl - Jim and Vicky I could probably pitch in a bit if needed. I have some experience with InDesign.

Martha - I've also got experience with layout and print production, InD, etc

Nat - Atlas of Design. We've always had someone on the team who knows InDesign and print production. But that isn't guaranteed. I wonder if adding to the volunteer pool, people who know how to do print production and layout could benefit both of our things

Joanna - Alethea trains students incredibly well in print production. I'm wondering some way to volunteer my students to you. Connect with me on that

Jim - This is wonderful. I think we have a bunch of solutions to try. Nat, I'll follow up with you about building that volunteer pool. Hopefully next year goes really well.

Brooke - That is also why the proposed volunteer coordinator position that was put forth as an agenda item for today's meeting was taken off. Daniel does not want to engage with it at this time. Until they are interested in leading that initiative again, it will be on hold for the time being

2024 Conference Updates (Hannah & Vicky, 11 mins)

Hannah - Not much yet. On my list is to get a pool of volunteers. A local coordinator. I have Jim on my list. You don't have to do everything, but if you can like see...

Jim - There are a bunch of people I know in Tacoma that really wanted to be involved last time. I am going to reach out to them and put them in touch with you.

Hannah - Looking for keynote suggestions. If you have ideas, send to me and Vicky so we can add it to the list

Vicky - I'm ready to die on the hill of double-sided nametags. I will personally pay for and stuff them.

Susan - You'll have to talk to Neil about how he can do double-sided printing

Vicky - It doesn't have to be double-sided. I was just thinking a second copy.

Susan - A name sandwich

Neil - That's fine. We just have to print twice as many. But then you can't have pencils :) We can probably make that work. I just found a bunch of nametags, so we don't have to buy extra paper

Nathaniel - Maybe we can offer premium nametags? An extra charge on our fees

Hannah - Brooke can sign them

Nathaniel - I would pay for that

Joanna - Are we going to have a Tacoma pin?

Becca - We would like to have one again. With whatever the tshirt design is. Maybe tweaked because the fine lines didn't show up well on the buttons

Martha - People were so desperate for those

Brooke - A lot of people collect them. Those are really popular. Hannah, we do have a list of historical volunteers. A couple of them have a right of first refusal (like the map gallery with Amy Rock). I'll share that with you so that you have a history of who has filled certain roles. I will share that at the end of this meeting

Susan - There was a patch created by Rosemary Wardley last time in Tacoma. We can revisit that if anybody is interested.

Susan - If any of you are sending things out using the Fedex account, please let me know. We are getting charges that are not Atlas of Design or business office. I have no idea who is sending things and where to track it. The amounts vary, but they are not insignificant.

Nat - They are being billed through the NACIS CC, but NOT the Fedex account.

Susan - Then they are all going to be put in dispute until I can figure who's doing that. The CC will expire in June, so that will work itself out if we can't figure it out before then.

Kate - If there is anything for the newsletter, let me know. I'm not currently planning one immediately. I'm going to wait until I have enough content to send one, probably in January. But let me know if you have anything.

Susan - My two lost and found items

Brooke - Travis and Vicky did a presentation on the survey results. We might want to present those to the membership and NACIS news is one of the methods to do that. I need to work on that, but just to put it on your radar.

Closing (Brooke, 3 mins)

* Next meeting

Brooke - Thanks to Nick (who is not on the call) for all his hard work that he has put into NACIS over many many years. As Director of Operations for the last couple of years. We're happy to have Kate fully stepping into that role. Thanks to Nick on behalf of the board.

We don't normally have a regular schedule for the next meeting. Do we want to have a meeting in Jan or is that too soon?

Susan - If you have agenda items... Maybe we can talk about the NACIS spring board meeting then?

Brooke - Stay in touch. Happy Holidays to everyone