

## **NACIS BOARD MEETING - APRIL 2026**

**Date:** April 2, 2026 Board Meeting

**Time:** 7 PM Eastern

**Location:** Online

### **Executive Office** (non-voting)

- X Susan Peschel, Business Manager
- X Martha Bostwick, Associate Business Manager
- X Kate Leroux, Director of Operations
- X Jenny Marie Johnson, Executive Director

### **Executive Board** (voting)

- X Hannah Dormido, Past President (*term expires 10/26*)
- X Vicky Johnson-Dahl, President (*term expires 10/26*)
- X Nick Lally, Vice President (*term expires 10/26*)
- X Jen Mapes, Vice President-Elect (*term expires 10/26*)
- X Josh Ryan, Secretary (*term expires 10/27*)
- X Neil Allen, Treasurer (*term expires 10/26*)

### **Board of Directors** (voting)

- X Jessica Breen (*term expires 10/26*)
- Silas Hill (*term expires 10/26*)
- X Lily Houtman (*term expires 10/26*)
- X Mike Foster (*term expires 10/27*)
- X Kelsey Taylor (*term expires 10/27*)
- Deondre Smiles (*term expires 10/27*)
- X Zhaoxu Sui, Student Board Member (*term expires 10/26*)
- X Alexis Wood, Student Board Member (*term expires 10/27*)

### **Ex-Officio** (non-voting)

- Jim Thatcher, *Cartographic Perspectives* Editor
- X Nat Case, *Atlas of Design Series* Editor
- Daniel Huffman, Volunteer Coordinator

### **Others** (non-voting)

- X Josie Sajbel

## **Motions Approved**

- Motion to approve Josie Sajbel as Secretary in place of Josh Ryan when the April minutes are completed passed
- Motion to approve the February and Spring Board Meeting minutes passed
- Motion to approve the slate of keynote speakers for invitation passed
- Motion to approve the graphics package for Milwaukee passed

### **Welcome and Approval of Minutes (Vicky)**

- Welcome Josie!
- Secretary update & vote
- Volunteer Coordinator update
- We'll discuss, amend if needed, and vote to approve the following minutes
  - [February Meeting Minutes](#)
  - [SBM Meeting Minutes](#)

Vicky - Welcome Josie. There is a new face on your screen. Josie has been recruited and graciously accepted to take over as secretary as Josh is leaving. We talked about this at the Spring Board meeting. As happens when you vote on someone, it's inappropriate for them to be present. So Josie will leave and then come back. And then shadow Josh and take over on his departure.

Josh - I motion that Josie takes over my spot as soon as the April minutes are completed.

Jen seconds

12 ayes

0 opposed

0 abstentions

Motion passes

Vicky - Daniel could not make it today. They intend to attend future meetings. I put them under ex-officio on the attendees at the top. All systems go there.

Josie we are delighted to have you here. If you have any questions, everyone is here to make sure you are up to speed. Thank you for taking this on sooner than initially discussed. Your flexibility will serve you well.

Jen motions to approve the February and Spring Board Meeting minutes

Mike seconds

12 ayes

0 opposed

0 abstentions

Motion passes

### **Nominations Committee Update (Vicky)**

- [Bio/candidate statements](#)

Vicky - The bio and candidate statements are in except for Neil. We can reuse yours from a previous year if you'd like. Take a look at the statements and reach out to the committee if you have any questions/comments/concerns or other thoughts. It's a good slate.

#### **Fundraising/Development Committee Update** (Vicky & committee)

- Update: we've met twice
- Website Content
- [Sponsorship Comparison Chart](#)

Vicky - We've met twice. We'll be putting another meeting on the books soon. Two major things to discuss - content on the website about the benefits of NACIS. We want to make sure we are adequately conveying NACIS benefits and sponsorships. I put together a sponsorship comparison chart. There is a reasonable path forward with these examples. There is a pretty set tier level with benefits. Most or all of these organizations have a nicely designed sponsors prospectus. That is a nice design opportunity. If you have any thing that you would like to contribute to that chart, you can add it yourself or let me know. We are full speed ahead on this largely thanks to Jessi's experience in fundraising.

Martha - Somebody has asked me, since I was in contact with Tim from E3: they have something on their website about ways to leverage the content that they film. I reached out about that. We have a meeting for some day next month. Who on the committee would want to participate in that meeting? I'll send the committee members that information.

Nat - I've been working on ideas how to integrate fundraising into web content. And here we are revising the web content. I want to make sure we coordinate with Kate about this.

Kate - There are other people who can update the website, not just me. Is it too soon to have a vague idea of what is possible? Any ball park figures?

Vicky - I think it's too soon? We're getting there. A lot of our initial discussions is just about how fundraising works. The minutes from those meetings are on the drive if you want to get a sense of where we are. I would love to have you involved if you would like to be on another committee?

Kate - With the website rebuild, most of my time will go to that.

Vicky - With the content, I can update it. Several of us have website permissions. Stuff like "Why NACIS" pages, we'll make sure you have eyes on it.

Kate - Make sure we provide Gecko with the sitemap so it makes it through the rebuild.

Neil - The gist of it is trying to balance messaging with need. We aren't in dire straights, but we need to take these operational costs like video streaming and be able to somehow monetize them on a more stable basis. What happens if you do throw out a fundraiser of \$25k, and what

happens if you don't make it? One thing that directly relates to Kate - monetizing the YouTube page. We qualify to do that - turn ads on. We are able to accept those funds. We can make money even though we are a not-for-profit. Do we need to update the membership even though we don't know what that windfall would be?

Kate - I can flip the switch if and when we decide to do it on YouTube.

Lily - We also discussed upping registration a bit. That would net us a good amount. We will be reviewing the costs and analysing the need for registration.

### **Presenter Guidelines Update (Vicky)**

- [We're working on it](#)

Vicky - Draft is there. Thank you to Lily, Alexis, and Zhaoxu for offering comments. One of the notes that changed how I viewed this process is: is anyone reading these? The document has not substantially changed in the 10 years since I made my first NACIS presentation. Even though we've made updates - seasoned presenters might not be looking at it. New presenters might be looking for more detailed information than the bog-standard "People in the room are looking at your slides." I think this is another design opportunity for somebody to put together a visually different presenter document. "Our presenter guidelines have changed, make sure you look at this document". We should put 5 key points at the top. If nobody is looking at the whole document, they will at least see those.

Martha - I'm not 100% sure it's possible, but in the registration system I can integrate whether you are presenting or not, and then on checkout you have to click a "I open and accept the guidelines" checkbox so they have to open and acknowledge the presenter guidelines. There are a few more things in our registration software we can integrate if we wanted to.

Jessi - Don't the Google captions require you have an internet connection? We have a note in there about don't be able to count on having captions.

Martha - We do have a dedicated presenter wifi.

Jessi - The document contradicts itself by saying that you should be using the live captioning, but also says don't count on having wifi - but you need wifi for live captioning. We should address that.

Mike - I'd be willing to help you out and take a design swipe at this. I've made one of these 10 years ago back when I was teaching.

### **Coordination with other orgs (Vicky)**

- SOTMUS: What can we do here, their conference is in Madison in June.
  - Promoting NACIS \*at\* SOTMUS (Kelsey & Vicky attending, possibly others?)
- Agreement with IMIA (Neil's email from earlier today)

Vicky - I'm helping out with State of the Map conference in Madison this June. They have reached out and offered some cross-promotion. They offered a discount, I was straightforward that we can't do that. I'm hoping that someone creative can offer some ideas for cross-promotion. If anyone has any thoughts on this, message me. There is usually a table we can put out flyers. It's an opportunity for us to try to take advantage of.

Kelsey - I was going to suggest a flyer. You and I can handle printing that and putting it in the exhibition room.

Vicky - Agreement with IMIA. Any thoughts?

Neil - This was just a timely reach out. They have other affiliate partners as well. This isn't a high bar. It's a no cost. We were talking about reaching beyond just our membership email database. This seems like a pretty good group of people who are more business minded, more marketing oriented. This could be a valuable resource.

Nat - Do you have a sense how BCS and IMIA is related?

Neil - Essentially sharing the marketing calendars between the organizations. When are you promoting stuff? Could be as simple as the NACIS news coming out once a month. We can put a byline about an IMIA form that is coming up. It's pretty low bar in terms of commitment. It's essentially finding a handful of NACIS people who would want to rehearse or regurgitate past talks. It's a different channel in the mapping business.

Vicky - This sounds reasonable to me. There doesn't seem a significant downside or cost us anything.

Neil - It's just sweat (not mine). I don't want to volunteer anyone. It's their outreach committee that takes care of this.

Kate - Someone at NACIS would have to own the commitment.

Vicky - That would have to be someone who has a longer term...?

Neil - The MOU is pretty non-binding. "Let's do these 3 things". If we want to reach out and find out what the actual commitment is, we can get it ported to a longer-term person/committee.

Vicky - Since we don't have a MOU from them yet, should we hold off until the next meeting?

Neil - I hesitated to take an MOU from them. They have a template. First steps could be to ask to see exactly what is in the MOU.

Nat - I wanted to go back to two SBMs ago. Cross-promotions at other organizations. Promoting at ICC. It's worth us considering as a way to grow membership and support. This is them reaching out to us. Having yet another committee or person to handle relationships with other organizations, with the target of increasing membership. Our plate is full at this point as a board. Thinking of this in the future as a task worth taking on. Whether it's cross-promotion at other conferences. It's something we haven't really done proactively. It would be a useful thing to think about doing sometime in the future.

Neil - Their next virtual event is in September. I can think of no more opportune time to get the word out about NACIS.

Martha - Executive Director or Outreach

JMJ - I can be the point of contact.

Vicky - I think it makes sense for the Executive Director to be the point of contact and collaborate with Outreach to ensure consistent messaging.

*(discussion on who is reaching out to who, and when)*

#### **Website rebuild check-in (Kate)**

- How do we feel about Gecko's current proposal?
  - 2026 cost: **\$20K** (half due July 1 and October 1)
  - 2027 cost: \$TBD pending final project cost, anticipated to be in the range of **\$17,800-\$29,800** (due January 1, 2027)

Kate - While I was gone, Martha followed up with Gecko. And talked them into shifting the existing project a little later. And splitting the cost to \$20k and close to that next year. This is the same proposal that I shared before. The full project. Some other people have raised some alternate proposals. Bring those up now if you would like?

Nat - This is proposing significant expenses for 2027, to be paid before we have a budget for 2027. So that would mean radically changing our budgeting process.

Martha - We spend money on other things before we have a budget approved. We don't have a history of not spending money in January/February/March.

*(discussion on whether it's fine to spend money before the budget is approved)*

Nick - I think it would be irresponsible to not reach out to other places to compare. Part technical and part financial. Since the timeline is pretty drawn out, we have time. Someone showed me a similar organization to ours and their redesign was a fraction of the cost. We're working on WordPress. Our backend is a third party that isn't going to be touched. Stuff isn't updated on the backend, we can do that ourselves. Messing around with the website I see the frustrations with

updating, but on the other hand, we have a functioning WP install. We can simplify those pages. The overall cost doesn't make sense to me without comparisons.

To me, this is a big design project. One of the questions, and the thing we haven't talked about, are we really excited with Gecko's designs? I looked at their portfolio. Their designs don't make my heart sing. I'm still not sold on this, even though I see the necessity.

Martha - We just said related to a much smaller time commitment, that nobody has the time to do that. And you're proposing that we do all of this in-house ourselves. Does anybody have the ability to give up their time to get this done?

Nick - I'm not suggesting we go do the work. I think at the minimum our due diligence is to get a quote from someone else.

We're going to have to put in a bunch of labor with this proposal. Because we have to move all the content. That isn't super dissimilar to fixing pages. We haven't talked about how we are going to migrate all this content. That's a huge amount of labor we haven't talked about. I'm not convinced this fixes all our problems.

*(discussion on what the scope of the work actually is)*

Kelsey - Have they provided any baseline options? For the look and feel of this site? We're a creative bunch of people who design as part of our jobs. Is there room for us to take on some of the design?

Kate - That's the sort of thing I would want to meet with Gecko and you about. They haven't provided anything yet since that would be paid work.

Neil - We talked about this at the Spring Board Meeting. It isn't feasible to go out and get out another quote.

Kate - Nick, if you have the time to go another quote before our signing deadline at the end of April, we could consider that.

Nick - Did we ask them about just fixing our membership management as a short-term solution?

Martha - I asked if it would be a feasible workflow so we did the membership database first. And put the other portions off till next year. They came back with a way to redistribute the funds.

### **Mentor Program Update (Zhaoxu)**

- Update

Zhaoxu - We launched our mentor program. Sent out the announcements last Sunday. 21 mentors and 33 mentees. Success because we felt we were short of mentors. We have several people who volunteered to be mentors at the last minute. Traditionally there was going to be a kickoff meeting. I'm thinking this year we'll do office hours if they have any questions. Another

part, since we are short on mentors, I'm thinking if there is some potential for in the future, people can volunteer to be a mentor for multiple years. We send our confirmation emails every year to confirm, but they don't have to put in the information every year. I will come up with more concrete thoughts about this.

### **DEI Committee Update (Zhaoxu)**

- Speaker Series Invitations
- Accessibility guideline collaborations

Zhaoxu - For the speaker series. We have confirmed speakers which requires board approval. We have 3-4 speakers.

*(discussion on the actual speakers and approving via an email vote)*

Zhaoxu - We have a lot of speakers on the last page, so if you have people you want to prioritize, reach out to us. These speakers are all from the nearby area.

Vanessa sent out an email to us asking for two volunteers to collaborate with them to developing an accessibility in mapmaking guideline. Especially representing the ICAA committee: ICAA Working Group on Inclusive Cartography. They want to find volunteers from NACIS to document best practices. We sent out this message in our DEI committee. We found 2 volunteers. Do they have to collaborate on behalf of themselves? Should I forward this to the Outreach committee?

Vicky - I think you can just do it. You don't need to involve the board.

### **Shop Update (Lily)**

- Pre-orders: yes, but needed one month in advance (Sept 20)
  - Additionally, will want to detach this from registration, given that people's employers will not want to pay for their shirts
- Let's think about which color shirts!
  - Final design from Nick?

Lily - With the local printer in Milwaukee. They can do preorders. They recommend that. The deadline that they would want is a month before the conference. That doesn't line up with our early-bird deadline. It isn't going to align with other common NACIS timelines. September 15th or 20th for the pre-order deadline.

Jessi had pointed out in the fundraising committee, a lot of people's employers who pay for their conference are not going to be able to pay for the shirt at the same time. As soon as you receive your email confirmation of registration, you would get a link for pre-order tshirts and donations.

Kelsey can also do it on the Instagram for preorders. We shouldn't assume that the only shirts are going to be pre-orders. We should print a few extra. I don't know how many just yet.

These are the potential shirt colors. Once we vote on the logo, I can place it on these variations of light blue.

Nick - Are we totally sure they are screen printing?

Lily - I will double-check.

*(discussion on whether it's screen printed and checking up on it)*

### **Proposal Template & Lab Page Update (Alexis)**

- Taking comments and suggestions on this [proposal template](#) (commenting is turned on).
- Could use some clarifying points on procedure (e.g., how far in advance to provide the proposal to the board, process, etc.)
- About half-way done with [university lab updates](#); emailed a few contacts on this page for updated info, but very few responses. Please check any of the labs you have affiliations with and let me know if you have updated contacts.

Alexis - We were working on a proposal template. We need some clarifying points from folks who have seen more proposals. Clarifications on how far in advance to provide the proposal. What is the process to propose to the board? Who does it have to go to and through? It would be fantastic if folks could comment on the document and then we can edit it based on your comments.

I'm halfway done with the university lab updates. Some of the contacts are gone, some of the labs aren't on the internet. If there are any labs you know or are affiliated with, let me know.

### **Conference Updates (Nick & Jen)**

- Keynote invitation proposal
- CFP (is live and ready to publicize)
- Graphics proposal:  
[https://docs.google.com/document/d/1vKY3oKyz1dl1NgoiNTG8Qli10HJL1G4-F7\\_5Avinjn4/edit?usp=sharing](https://docs.google.com/document/d/1vKY3oKyz1dl1NgoiNTG8Qli10HJL1G4-F7_5Avinjn4/edit?usp=sharing)
- Sponsorship proposal (okay, I didn't get far on this, but it looks like others are doing some research, but what if we made named student travel grants? I'm not sure how to handle the night out sponsorship suggestion and am open to ideas...nick)

Nick - We invited Margaret Pierce. She can't do it this year, but could do 2027. We want to get approval for other speakers

Jen motions to approve more invites

Mike seconds

*(Nick and Jen talk about potential keynote speakers)*

12 ayes

0 opposed

0 abstentions

Motion passes

Nick - CfP is up. We can publicize it at any point. People have tried it.

Kate - Let me know when you think it is ready to go out.

*(discussion on the process for getting the CfP out)*

Nick - Logo is there.

Lily moves to approve the graphics package

Kelsey seconds

12 ayes

0 opposed

0 abstentions

Motion passes

#### **Social media update** (Kelsey)

- Planning to promote CfP once graphics/content is approved
- Coordinating with AoD team this month
- Other topics welcome

#### **Other matters**

- Future meetings (Vicky)

Vicky - Can we set this meeting for 1 hour and 30 minutes? I'm going to start with the conference stuff. Pre-populating the agenda with every committee, so it's easier to get things in order.

I've been reviewing previous agendas and minutes. We are doing so much more than previous NACIS boards have done. Thank you all for your dedication and commitment.

- Award winners on website (Vicky)

Vicky - Who needs what on this?

Jessi - All the content has been made. It's been a matter of not being able to create a page in the right spot. It all exists, and most of it has been uploaded already.

- NACIS news timing

Kate - I'll be putting it together over the weekend. If you have anything else that needs to go out, send it to me by tomorrow.

- AOD

Nat - May 1 is our target to send stock to UVA Press. A lot to do with labeling. One of the things going out in the newsletter, is a "last chance to get the cheaper price" notice. We're working on some publicity. Put a call out for publicity help. We're working on stuff.

Vicky - I'll send out an email about voting on the DEI speakers.

*(discussion on when Josie can vote)*