NACIS BOARD MEETING AGENDA - JUNE 2026
Date: June 4, 2026 Board Meeting
Time: 7 PM Eastern
Location: Online

Executive Office (non-voting)
X Susan Peschel, Business Manager *(Central time)*
X Martha Bostwick, Associate Business Manager (*she/her, Atlantic time*)
X Kate Leroux, Director of Operations *(she/her, Pacific time)*
Jenny Marie Johnson, Executive Director *(she/her, Central)*

Executive Board (voting)
X Hannah Dormido, Past President *(term expires 10/26) (she/her, Eastern)*
X Vicky Johnson-Dahl, President *(term expires 10/26) (she/her, Eastern)*
X Nick Lally, Vice President *(term expires 10/26) (he/him, Eastern)*
X Jen Mapes, Vice President-Elect *(term expires 10/26) (she/her, Eastern)*
X Josie Sajbel, Secretary (term expires 10/27)
X Neil Allen, Treasurer *(term expires 10/26) (Pacific)*

Board of Directors (voting)
X Jessica Breen *(term expires 10/26) (she/her, Eastern)*
X Silas Hill *(any pronouns, Eastern, term expires 10/26)*
X Lily Houtman *(term expires 10/26, they/them, Eastern)*
X Mike Foster *(term expires 10/27)*
X Kelsey Taylor *(term expires 10/27) (she/her, Eastern)*
Deondre Smiles *(term expires 10/27)*
X Zhaoxu Sui, Student Board Member *(he/him; Eastern; term expires 10/26)*
X Alexis Wood, Student Board Member *(term expires 10/27) (she/her; Pacific)*

Ex-Officio (non-voting)
Jim Thatcher, *Cartographic Perspectives* Editor
X Nat Case, *Atlas of Design* Series Editor *(he/him, Central)*
Daniel Huffman, Volunteer Coordinator

Guests (non voting)

Welcome and Approval of Minutes
- We'll discuss, amend if needed, and vote to approve the following minutes
  - April Board Meeting Minutes
  - May Board Meeting Minutes

Jen motions to approve both rounds of minutes
Martha seconds the motion

No discussions, edits, or comments noted.

- 11 Ayes
- 0 Opposed
- 0 Abstentions

Motion passes

Vicky: The website vote via email went well, thank you to everyone who voted, the motion passed.

Website vote via email:
Martha moves to accept the website rebuild proposal from NextByte and move forward with this website redesign on 5/9.
Silas seconds the motion.

- *11 Ayes*
- *0 Opposed*
- *0 Abstentions*

Motion passes on 5/12.

Conference Updates
Nick: Jen and I spoke with Susan and we have some ideas for NACIS Night Out. There's a big market, we're hoping for a free night out in a big open space, and have a second part of the night out at some nearby bars, close to the conference venue. We had a question about the Tuesday night meetup, who usually organizes this? Should we get a venue for that?

Vicky: This is usually done by the conference co-chairs, they organize with a bar or venue. It's a smaller event and hard to get an exact number, being the night before PCD. There's usually not a head count for it. In the past we've had a local or someone who wants to volunteer to "host" who walks there or organizes. There's no tickets or anything formal. It's a courtesy to call and confirm beforehand on having 30 to 40 people there, can be the day before.

Nick: Okay cool, if anyone has any strong feelings on this, let me know. There are a ton of spots around the hotel, which is great. A lot of possibilities of bars and restaurants.

Mike: I would be happy to help find a good place.

Kate: (in chat) The start usually conflicts with our Tuesday board meeting, which is why a local or non-board-member can be helpful.

Vicky: It could be a good opportunity for those looking for a more public-facing volunteer role.

Nick: Everyone is confirmed for the keynote. We have a panel celebrating Karen Wynn Fonstadt's work who did the Atlas of Middle Earth. We have a Tolkien scholar at UW-Milwaukee, the curator of maps there, her son, and Judith Tyner. We don't have a moderator yet. If anyone knows someone in the fantasy mapping community, let me know.

Nat suggests Vermont-based NACIS member who has presented on Tolkien previously.

Nick: That's great. Saturday's field trip will be to the UW-Milwaukee map library to see Fonstadt's maps.

Martha: If the keynote is a panel, rather than an individual, how will we handle the arrangements we typically make for the keynote speaker, such as paying for their airfare, hotel, etc.?

Nick: No one has asked for anything yet. I put a note in the proposal that there is a small fund for those who might not have institutional funding. My next step is to touch base with everyone on this.

Nick: For the conference, we have 81 applications for talks. Last year we had 125 at the end, and we still have 11 days until the deadline. Now is the time to publicize, we appreciate you sending this to your networks.

Martha: That seems pretty on track for the initial cutoff, then we get a surge before the submittals close.

Hannah: Yes, you will get more the day before closing. Do we have data on this?

Vicky: We have the submission day and time on the export. The deadline is always extended.

Nick: I'm not sure on the next steps but it sounds like registration and travel grants will come next.

Martha: I'll start putting the registration form together now. I usually start it in early June. Are you planning anything different than usual for events, or event timing, or if these will be standard? And will include what we have for workshops and field trips, those are usually the last things that get added to the registration form. Susan and I will meet and go over food and beverage costs.

Nick: I will get a lot of work done on the schedule in June, we'll be in touch.

Vicky: Conference-related Slack updates
(Discussion on who will make conference updates in the Slack Channel) I have posted updates in the past but it could be a conference co-chair responsibility moving forward. Nick, Jen, do you want me to keep this task, or would you like to take it over?
Nick: I'm happy to take this over.

Website rebuild check-in
Kate: We have initiated the first payment to NextByte. They have access to the back end of the site and they are starting to gather information.

E3

- E3/YouTube conversation
    - Paywall
    - Sponsorships on title slides
    - Pay-to-stream

Martha: Neil and I had a meeting with E3 and we discussed a few ideas, what has worked in the past, what has worked with other clients and generated revenue. He thinks we can leverage our content more and we have valuable content that is going to waste. He likes the idea of the paywall, that content is available to NACIS members for a certain amount of time and isn't released to the public until whenever we decide. It could be good marketing for registration timing and call for participation. He thinks this should increase our membership. Also discussed sponsor names or logos on slides. As he pointed out, many other Youtube channels have sponsors or supporters. Doesn't have to be verbal. It drives traffic, could include a link.

We also discussed the pay-to-stream idea, we have been concerned in the past that if we do livestream the conference, people won't come in person, and then we can't meet our hotel commitments. We wondered if there was a way to pay to stream, similar to the cost of the conference registration cost.

Neil: He was also wanting to, at no additional charge, to take video onsite during the conference for promotional materials for the next conference, to show people having fun, going to sessions, etc. It would require an agreement at the time of registration that you would appear on film.

Martha: E3 said they do it for most conferences they attend and don't charge extra for it. It would be great for Kelsey to put clips on social media.

Neil: I wrote an email up that I sent to the Web Development Board, but I can send it out to the broader Board. Martha covered it, the other short term thing was that we should turn on the advertising monetization on Youtube. There will still be advertisements, we would just be monetizing them, it would be seamless.

Susan: If there is going to be filming, there needs to be an understanding amongst everyone.

Neil: There would just need to be a checkbox at registration saying you consent to the filming.

Martha: There's discussion in the chat about a ribbon on the registration tags, that could be hard to see, but we could do a separate lanyard color. Like a red lanyard to indicate you'd rather not be on film, something that would stand out.

Susan: There could also be a designated filming period of time.

Neil: My understanding is that they wanted free reign of the conference for filming and then cut it later.

Kate: If the decision is made to turn on ads in Youtube, just let me know, I can do that. As far as the filming, I'm not sold on the value. We run the risk of alienating people. There may be curiosity about how it will be used. I think it's risky.

Neil: He sold it on the charm of having marketing value for next year's conference with more animated activity. We still need consent regardless, in order to cover the organization.

Martha: It sounded more like short clips, not a long film. We can discuss the positives and negatives of it.

Vicky: Do we need a vote to flip on the monetization switch on Youtube?

(discussion on the amount of money it would yield and scale of subscriber amounts)

Hannah: It depends on views and followers, Youtube will give us a rate based on this. It depends on how popular the videos are.

Kate: Our account has 3,000 subscribers, we got almost 3,000 views in the last 28 days.

Hannah: We can build the account and ask people to subscribe, have professors show videos, etc.

Mike: Are we talking about the standard ads that Youtube offers? How does it work?

Neil: It's going to be seamless, Martha's class already sees ads when she shows the videos to her class.

Hannah: I wanted to circle back on the waiver. I see the value in the promotion, but there may be more to permissions to having people sign at the front desk. The person should agree on where and how their likeness will be used. I would suggest we get advice on how this is written, as it could open us up to issues. I like the idea of the lanyard or something physical being shown for editing purposes. That should be communicated to our members. It has to be well-written in case someone is filmed, that their face will never be used. Did E3 provide these details?

Martha: We didn't get into details about it, just that we have to sign disclaimers.

(further discussion on filming permissions)

Neil: We can ask for clarification on what this looks like. There is a standard in place that we could possibly leverage since they've done this for other conferences.

Vicky: To confirm, we will flip a switch to monetize the Youtube videos. Does someone want to volunteer to look into video release options?

Neil: I'm going to go back to Tim to ask where he suggests we start, or if he has available templates.

Kate: We also have NextByte as a resource now who can provide guidance on this.

Atlas of Design
Nat: Books are at University of Virginia press. All switches are on, but we are on a brief hold. Very shortly we will be switching off big cartel and Amazon and all will go through University of Virginia Press.

Cartographic Perspectives
Vicky: Jim is not here, he emailed that Issue 108 will be out next week, it's waiting on the final layout. They have content for the next two, so it will be a three-issue year.

Volunteer Coordinator
Daniel (not present): Put together a form to collect data. So, if folks could fill the form out, and answer questions about their volunteer role, **OR** any volunteer roles they know about, that would be handy.

Shop Update
Lily: I sent an email May 21 about shop updates. I didn't see any comments in email aside from confirmation from Martha. This person used to do screen printing, and they've switched to digital printing and have been able to compare the two. Digital saves time and they sent photos showing the shirts after three years and weekly washes and they still look pretty good. There's a bit of care that goes into it to help it last a little longer. I felt comfortable with this option from this vendor, worthwhile to reassess with a future vendor to see if their digital prints will be as good. It's a small business and not mass-produced. Any other comments? If we go with this vendor, it would be nice to include a link to preorder shirts with the registration link and prevent over-ordering. I would need to find someone else pretty quickly.

Vicky: I don't think we need a vote. Thank you for the research. You can make the call as head of the shop and let us know. Any other comments or thoughts?

(none)

Nominations Committee Update
Replacement board member next steps - Deondre resigned for personal reasons.

- Bylaws: From Article II, Section 4 of our bylaws:
  "In the event that a vacancy occurs on the Board, a replacement shall be elected by a majority vote of the remaining members of the Board to serve until a new member is elected by the members of the Society."

Martha motions to move in camera.
Neil seconds the motion.

12 Ayes. 0 oppositions. 0 abstentions. Motion passes.

(in camera discussion)

(returned out of camera)

Martha motions to accept Deondre Smiles resignation from the board.
Hannah seconds the motion.
12 Ayes. 0 oppositions. 0 abstentions. Motion passes.

Governing Documents

- Progress update

Martha: Based on the schedule from the Spring Board Meeting. We need to develop language for proposed revisions. July/August will involve revisions and board approval. We're on time, but starting to get slightly behind. If anyone has anything else they want us to look at in addition to our existing list of concerns, let us know. Thank you.

Fundraising/Development

- Sponsorship prospectus

Vicky: We are getting close to being able to reach out to actual sponsors.

Finance

Neil: Nothing to report. I filed the taxes on May 4th, they were accepted.

DEI

- DEI Speaker Series Update

Zhaoxu: I will report on the progress of the speaker series. All three speakers said yes to our invitation. They will submit their abstracts by June 24th. I will collect them for Nick and Jen. Thank you Hannah for meeting with our third speaker. We had originally planned to have the fourth speaker from our regular conference attendees. I reviewed the approved budget for speaker registration. *(shows budget spreadsheet)*

Zhaoxu: We are hoping to compensate the fourth speaker fairly. In terms of selecting the fourth speaker, I will reach out to Nick and Jen to review the submitted abstracts to see if any fit into the theme this year which is Urban Cartography, Identity, and Community resilience. Then we can invite that person into our session.

Vicky: That's great, thank you for reviewing this. The schedule is not set yet and abstracts have not yet been reviewed, so the conference organizers might not know who to recommend for that just yet.

Martha: I wanted to point out for the budget that we don't have conference cost set for this year yet. It will likely be slightly higher than you had estimated here, since we know they will go up this year. It will also depend on how much of the conference the speakers want to register for.

There could be variability. In previous years I've issued them a coupon code for the discounted registration fee. If they are students, we may be able to get a set amount off the registration fee. We will see what works.

Lily: Zhaoxu and I were talking and we had to set this budget not knowing what the registration fees were going to be. Is there any wiggle room, especially since the website budget is much healthier now? If DEI needed a small amount of extra money, would that be possible?

Nick: There are some discretionary funds for the conference, we can discuss this.

Martha and Neil both confirm the budget is a general outline to follow and it depends on the scale and the amount.

Nick: Do you have a vision of what you want that session to be? I can keep it in mind when reviewing abstracts.

Zhaoxu: I will email you about it.

Communications & Outreach
Kelsey: I'm always on the lookout for content. We've been doing "map of the week". If you have one and you'd like to submit it, I would encourage that. We got a lot at the beginning and it's trailed off a bit since then. If you have students who might want their content to be featured, this would be a great opportunity. Anything related to sponsorship, Cartographic Perspectives, Atlas of Design, let me know. I'd like to have a good variety. Engagement has been good despite not posting a ton. We are almost up to 400 followers on Instagram, started the account in January. Vicky, Lily and I will be at State of the Map (SOTMUS). We will be promoting NACIS conference and society with printed quarter sheets.

Vicky: We will have a quick vote on this since it is NACIS content. I didn't see any comments or edits come through.

Jen motions to approve the quarter sheet flyers.
Nick seconds the motion.
12 Ayes. 0 opposed. 0 abstentions. Motion passes.

Awards: Jessi: No updates until after registration starts.

Other matters

- Conference Planning 2027

Martha: Sent eleven proposals, we narrowed it down to three locations. One was [city]. Our week got booked while we were debating. We are still considering two locations. Susan will visit one and I will visit the other, and we will decide which will fit for us. We are hoping for a signed contract by the end of the month.