

AGENDA
MN GIS/LIS Consortium Board
Friday September 17th, 2010
10:00 a.m. to 12:00 p.m. Board Meeting
Location – Ewald
1000 Westgate Drive, Ste. 252
St. Paul, MN 55114-1067

To: **2010 GIS/LIS Consortium Board Members:**

Board Directors

Jesse Adams – Secretary
Steve Benson – Board Chair
Tim Loesch – Treasurer
Heidi Gaedy – Private Sector
Kari Geurts – State Government
Josh Gumm – At-Large
Dave Kelley – Higher Education
Tami Maddio – Conference Chair Elect
Sarah Schrader – Board Chair-Elect
Stacey Stark – Conference Chair
Adam Snegosky, Local Government

Ex-Officio Members

Rebecca Foster – Past Chair
Nancy Rader – MnGeo

Committee Chairs (Non Board Members)

Mark Kotz - Awards
David Kelley – Scholarship
Gerry Sjerven – Web Administrator
Ben Richason – Education
Sally Wakefield – Prof. Development

From: Steve Benson, Chair

If you are unable to attend or will be late to this meeting, please call Steve @ work (218) 327-4149, or cell phone (218) 259-0919 or send an e-mail to: steve.benson@state.mn.us

AGENDA

Approval of Agenda / Additions to Agenda	Benson
Secretary's Report Approval of Minutes	Adams
• Review of action items	
Treasurer's Report Approval of Report	Loesch

Action Items\New Business (09:30-12:30)

- **2010 Conference** Stark
 - 1. Precedent for guests at conference (no fee)
 - 2. Workshop numbers vs. cost to us, waiting list, difficulty monitoring registration
 - 3. volunteer sign-up (Tuesday, Wed registration, aquarium)
 - Consortium booth sign up, booth specifics
- **Spring Workshops** Maddio
 - Issues with Arden Hills site and booking
 - Workshop chair
- **GIS/LIS website review and assignments** Geurts
- **Bylaws review** Benson
- **MAGIC** Benson
- **Polaris Award wording changes** Benson
 - Existing wording:
 - The Polaris Leadership award **has been established to recognize mid-career GIS professionals** who demonstrate a beacon of energy and creativity that inspires and guides the rest of us.

- Proposed new wording:
- The Polaris Leadership award **recognizes active, established leaders in the geospatial community** who demonstrate a beacon of energy and creativity that inspires and guides the rest of us.
- **Committee Reports**
- **Round Robin**
 - Issues in general
 - Any Ewald issues for the next monthly follow up request from Scott?

***** REMINDER TO COMMITTEE CHAIRS *****

Committee reports are 5 minutes in length, and are intended as a **summary only**. If you have more than a summary (i.e. this is going to take more than 5 minutes), please let me know and I will add it under Action Items/New Business. If you are planning to call for an action item, or just a long discussion, it should be done prior to the summary reports

Conference Call Instructions:

Dial: 1-866-394-4146

Participant code: 11191230#

Board Chair: 11172589#



Minnesota GIS/LIS Consortium
1000 Westgate Drive
Suite 252
Saint Paul, MN 55114
www.mngislis.org

Committee Reports – September 2010

Awards

- Polaris purpose wording change
 - Bylaws (Section 1.2 in Committee area) and web site

Conference Committee Report

Program –

We extended early registration to Sept 15. As of September 10, we were at 300 registrants.

The draft on-site program is under review. We have cut the program by about 10 pages and are eliminating the folders this year (pocket on inside cover instead).

I received an AV bid from a local company here and they basically gave us a quote that was 1/2 (that's right, 1/2) of Innovative Solutions that we have used for years. Scott went back to them and they reduced their quote by \$1600 (new bid \$4741). The other company is still \$1300 less than this original one (bid \$3471). I consulted a couple of past conference chairs and Ewald and the decision was made to stay with Innovative Solutions.

We will have blue colored name badges for students, and yellow colored for any other registrants that are guests that are only attending a couple of sessions, or have only paid for the keynote (i.e. no food)

The promotional code was put in place on registration – I have not had feedback on how it is working.

Ewald has been monitoring to catch anyone from registering that still has a balance due (no one yet). The system has missed a couple of workshop registrations because of “corrupt” records.

Tami Maddio is coordinating Birds of a Feather Sessions. They will be held the hour before beer tasting in the Holiday Inn Ballroom. So far we have one on LiDAR.

Workshops -

As of 9/15/10 we have 328 half-days equivalents, 101 concurrent hands-on (total last year was 355 half day equivalents, 45 of them ‘late’ registration, so we are at or ahead of where we were last year).

Our net is about \$40/day/person for every hands-on registration (instructor and computer cost only). All hands-on workshops are full – morning slots were closed early so as not to increase the total number of computers needed.

An announcement was sent to schools announcing the mentorship program. Another one will go out next week, then matches will be attempted to mentors. Retired Lifetime Achievement Award winners were sent a letter offering free registration. Letters will be sent to local Duluth businesses about keynotes with flyers (about 20)

Sessions –

There will be a poster competition. Details tbd.

Entertainment –

An e-announcement went out on Tuesday regarding guests at the Aquarium. We want to encourage guests, but we are charged per person and there is a food cost. We came up with a pricing structure to reflect this.

Wristbands will be provided to identify conference attendees and will be your pass to enter the Aquarium, swiftly and at no charge. Guests are more than welcome to attend and with their entrance fee will be able to partake in all the fun activities while enjoying hors d'oeuvres and beverages. Below is the pricing structure for guests and will cover entrance to the Aquarium and food costs.

Adults & Children 10+ - \$12
Children ages 4-9 - \$8
Children 3 & under – Free

Education

- Update of the *Minnesota GIS Educational Sourcebook 2010* has been completed and the draft is being reviewed before submission to the Mn GIS/LIS website.

MnGeo State Government Geospatial Advisory Council

- The next meeting will be held Tuesday, September 21st at the Centennial Office Building, St. Paul from 10:00-Noon.

MnGeo Statewide Geospatial Advisory Council

- The next meeting will be held Wednesday, September 29th at the Centennial Office Building, St. Paul from 1:00-4:00pm.
- All meetings of both councils are open to the public and meeting materials and presentations are posted online. For more info, see: <http://www.mngeo.state.mn.us/councils/index.html>

MnGeo

- **2010 FSA Photos:** The last areas of the state are being flown for summer 2010 FSA NAIP imagery; see the status map at:

http://www.fsa.usda.gov/Internet/FSA_File/naip_10progress.pdf Once the photos are processed, MnGeo will receive 3-band natural color compressed county mosaics. Data will begin to arrive early this autumn and will be available via MnGeo's website:
<http://www.mngeo.state.mn.us/chouse/airphoto/naip10.html>.

- **LiDAR Plans:** The Minnesota Elevation Mapping Project has revised plans for which areas of the state LiDAR will be collected during 2011 and 2012. See the new map of anticipated collection dates:
http://www.mngeo.state.mn.us/committee/elevation/project_phases_proposal.pdf
For more info on the project, see:
http://www.mngeo.state.mn.us/committee/elevation/mn_elev_mapping.html
- **USNG Location Marker Proposal:** A standardized system for marking locations with U.S. National Grid coordinates is being considered. The proposal has been developed by MnGeo's Emergency Preparedness Committee after discussion with experts within and outside of the state. For more information, see:
http://www.mngeo.state.mn.us/committee/emprep/download/USNG/USNG_location_marker_proposal.html
The deadline for comments is **October 21, 2010**.
- **Proposed Stormwater Data Exchange Standard:** The MnGeo Standards Committee is requesting that stakeholders review and comment on a proposed new draft standard – the *Digital Stormwater System Data Exchange Standard for Minnesota*. The standard was created to help when data is shared between adjacent owners of stormwater systems and when data from multiple organizations is compiled into a single system. More information is here:
http://www.mngeo.state.mn.us/committee/standards/stormwater/stormwater_standard.html
The deadline for comments is **December 15, 2010**

Membership Services

Database\Website

- The Committee meet on September 8th to discuss Website Advertising
 - Affiniscape is charging a \$350 set up fee to implement the Rotating Logo on the left side of the Homepage under the Site Search. After implementation Gerry will be able to maintain the Logos.
 - A preliminary Website Advertising Contract has been drafted
 - Fees have been established
 - Need to set up a new Income Code/Class with Ewald to track the Ad deposits. The goal is to sell enough ad space to pay for our annual Affiniscape Maintenance Fee and Webmaster contract.
- The Committee requested Ewald to get quotes from our Printer to find out how much it would cost to do a colored logo "Thank You" page/s in our Onsite Fall Conference Program. The Conference Committee has the final say on how to proceed with the quotes.
- The Committee would like to delay the transferring of the Membership Database Affiniscape 24/7 to 360 since the Board is uncertain about their future with Ewald. If we do stay with Ewald the costs incurred will be:
 - Transfer Database Approx. 27hrs x \$85hr = \$2295
 - Annual Maintenance fee increase from \$2000 to \$4500
 - Best time to convert Database would be Dec 2010 - Jan 2011 due to no events occurring.
 - A Consortium Member is allowed to sit with Ewald and Affiniscape to help map the new database correctly.

Follow up from the August Committee Report. Please review the list of questions the Consortium asked Ewald and their answers in blue:

1. Make sure that ALL necessary information gets into the database for on site registration including Name, Address, Phone, Email, credit card information. *At the registration table (on-site) there will be registration forms that will have all of this information on it. Once the conference is over, these On-Site registrations will be brought back to the office and entered into the database. Neither Staff nor any GIS volunteer will be allowed to fill out any part of a registration form moving forward. This is part of the PCI Compliance certification process that we have gone through.*
2. How should the workshop waiting list be handled? There was an issue at spring workshops with over booking and not taking the people on the waiting list first. Also, the online registration allows registrants to not complete the registration (without paying) and still holds their spot. Ewald should provide a process to be used. *I would like to say that this be handled internally (at Ewald) and that no one other than Scott or I make any sort of change to the workshop registrants. What has happened in the past is that other Admin users may have made a change, told someone in the office to increase the room limit, or some other change, and any waiting list was not consulted. One problem that this poses is that we have been working hard on getting the GIS Members to register themselves (for data accuracy) and having an admin add someone to a workshop can be tricky. Bottom line...Scott and I should be the ones to maintain the waiting list and to determine when to add someone as well as change any room caps. This to me is a timing issue. As a note, I was able to add two individuals successfully today to the Python class, but was on the phone with each of them and manipulating the room caps at the same time. This was something that had already been approved by the instructor.*
3. Discussed the outstanding payments from the 2009 conference and figure out a way to not allow those people to register for 2010 until paid in full. Ewald should provide a process to be used. *Staff has the ability to pull a list of non-payees from 2009 and compare it to 2010 registrations. If we find a match, then we can contact them to inform them that we are still awaiting payment from 2009 and that they will need to pay that balance before we can allow their registration for 2010 to go through.*

Newsletter

- **Fall issue:** Being copyedited. Aiming to publish a week before the conference.

Outreach

- The Committee meet on September 8th to review the Consortium Website and assigned specific WebPages to subcommittees for updates
 - Agenda Item & Handout

Professional Development Committee

- No Report this month

Scholarship

- Vendors have received the letter soliciting items for the scholarship raffle.
- The raffle tickets have been approved and will be printed by Ewald. Enough tickets have been printed that we may have enough for next year as well.
- We have enough volunteers to help with sale of Beer Tasting event tickets

- Working with session's committee, space and times for student competition have been set. Two community college students will be presenting posters during the poster session. Six undergrads will present in two sessions and four graduates will be in one afternoon session.
- The four Graduate papers will need to be submitted to judges for review by Sept. 24.
- Seven competition judges have been identified, but we would always welcome more. Any suggestions should be directed to David Kelley.
- Chad Martini has agreed to procure the certificates for the scholarship winners.

MN GIS/LIS Consortium
Ewald Consulting
Considerations for Increasing Net Income for the Annual Conference

The following is a list of potential projects for consideration to be implemented in an effort to increase net income for the annual conference.

Note these are a variety of projects that have worked for other clients of Ewald Consulting. Because every association and their industry's culture, financial abilities, membership type, etc. are unique, there are no guarantees these will work for GIS/LIS and others may work but over a longer period of time. Every effort will be implemented to ensure the highest likelihood of success.

Specific development for any of these ideas would be a cooperative effort. Ewald Consulting would be responsible for implementing these projects unless the GIS/LIS Board or planning committee determine otherwise.

Potential Short Term/Immediate Return:

- Contact the DECC re: renegotiation of current contract. Attempt to get a lower rental rate and/or lower amount on food & beverage & AV. **Scott Franzmeier will proceed with these negotiations the week of June 14.**
- Annually increase registration by a small percentage to offset annual increase to expenses. In our experience, we almost never receive negative feedback from government employers or private companies about regular, small increases. In fact, most do not even notice or consider the increases if they are modest. Please note that almost every expense related to planning and implementing the conference increases annually. **I do not believe we have yet published the rates for this year. If not, should we consider a modest increase to help with expenses?**
- Go paperless as much as possible. The GIS industry is very technically savvy and advanced compared to most of our clients. Yet it has one of the highest uses of paper/printing costs for the conference. In 2009, the conference printing costs accounted for almost exactly 10% of all conference costs. The anticipated costs for 2010 are 7%. If we can get that number to below 4%, it will translate into an additional \$3,000 - \$4,000 in savings. There are many ways to still provide the information to members via email, the website, flash drives (sponsorship opportunity), etc. We have used each of these methods with other organizations with great success. **Scott Franzmeier will continue to discuss these options with Stacey Stark and/or the committee and report back to the Board.**
 - o For paper mailings, reconsider who you are sending to. There is currently a list of approximately 2,500 people in the database. Should this be a more specific list of only people who have participated in a workshop or conference in the last three years or some other standard? **I will need some assistance in determining who we actually send to. We had discussed this previously but I think we need to review this issue again.**
- Immediately consider and determine (we can have one of the Ewald attorneys on staff, at no cost to GIS, provide an opinion) what types of sponsorships are allowable under state law governing state/county/city employees. Consider sponsorship opportunities that are allowable. An example may be the flash drives listed above. It may be allowable for us to provide participants

a flash drive with the onsite booklet information because it includes information specifically needed for the conference and does not have propriety information from the company sponsoring the flash drives. Other considerations could include the offsite events (opening reception and beer tasting event), name badges, lanyards. **This will be in process as of next week.**

- Consider advertising in the onsite booklet and/or on the website/enewsletters. **Whether to consider this should wait until we have the legal opinion on the previous bullet point.**
- Develop and provide a “take home” item or information that would allow a participant to go back to their employer with a tangible benefit from the conference. **Will work with the committee.**
- Consider hosting a bookstore with GIS specific books. Usually a 10% royalty fee is paid back to the association for all purchases made at the conference. **I have had preliminary discussions with a book company we have used for other clients. The company would need additional information to determine if there is a true market for them to participate. How would you like to proceed.**
- Provide only beverages during breaks, no food. **To be determined.**
- Consider a one day only fee. **To be determined.**
- Consider a corporate registration rate AND a government/non profit employee rate. **To be determined.**
- Determine and develop online registration for conference by June 1 each year. Therefore, if funds are still available at the end of the budget year, some people might be able to get approval prior to the end of the fiscal year. We would recommend a registration rate for June 1 – July 31, then a slight increase until through mid September, than a more significant increase for the last month of registrations – three different tiers to create incentive for registering early.
- Improve marketing. Determine who should be receiving press releases and/or other information about the conference who are not receiving it now. Consider inviting local media outlets for the exhibit show.
- **Therefore, contact the Duluth media with some pre-prepared sound bites and fact sheets**
- Increase contacts and then develop a plan to inform the new contacts of the benefits of GIS/LIS. This would require a collaborative and concerted effort by both volunteers and staff. Additions to consider:
 - o Improving and updating the list of current vendors.
 - o Focus on counties. As counties hire more GIS specialists, we need to improve our contact lists with counties in particular.
 - o What additional organizations and/or web searches could be researched to increase contact lists?

Potential Long Term Return:

- Consider a different conference rotation and/or location schedule. Because of the cost difference between cities (St. Cloud – least expensive, Rochester – more expensive, Duluth, most expensive), we currently have four consecutive years of higher expenses. Our recommendation would be to consider one or several of the following options:
 - o Consider holding conference for only one year in each city
 - o Consider holding the conference at a location closer to or in the Twin Cities for one year in rotation. Although costs are higher, potential benefits include higher attendance due to population base and the fact that city/county/state employees in Twin Cities area would not need to request lodging. If we planned out a specific location schedule including the Twin Cities, it would also allow us to negotiate many years in advance and therefore get better deals on rental, food and AV.
 - o Consider Mankato
 - o Consider negotiating out of Rochester (2014) and St. Cloud (2012) and replacing with Mankato and/or Twin Cities.
 - o Consider one location for annual conference – St. Cloud – Centrally located, least expensive.

Minnesota GIS/LIS Consortium
Treasurers Report for September, 2010
Date of Report: 10/20/2010
Prepared by: Tim Loesch

Account Status as of 9/31/2010

Account	Balance	Description
General Fund	\$72,12443.43	General operating funds.
Reserve Funds	\$45,071.09	Funds in reserve for emergency purposes
Accounts Receivable	\$3,190.00	Unpaid invoices
Other Assets	\$8,150.00	Prepaid expenses, Inventory, Undeposited funds
Balance	\$128,854.52	Total Assets
Deposits	\$64,025.55	Registrations and interest
Expenses	\$32,928.65	See August Check Detail
Scholarship Endowment	\$25,486.98	

Treasurer Comments

There is a lot of activity during September which is typical for this month prior to the conference. Otherwise there are no other issues or concerns with this budget this month.

Once the financial activity surrounding the conference settles down I will complete the move of the General Fund and Reserve Account over to the Affinity Credit Union Accounts.