

CGIA Board of Directors Meeting

September 13, 2018, 2:00 – 3:30 PM

AGENDA

[Click to enter WebEx meeting room](#)

*Join by phone: (240) 454-0887

Meeting #: 807 685 059

**instead of dialing in, you can have the WebEx call you after you enter the meeting room*

I. BOARD ROLL CALL

Officers:

- Chair:** Tia Morita, Principal GIS Analyst, County of Los Angeles
Vice Chair: An-Min Wu, PhD, Lecturer, USC Spatial Sciences Institute
Secretary: Norman Wong, GIS Analyst, County of Los Angeles
Treasurer: Mary Hurley, Executive Board, CIRGIS
Past Chair: Christine Lam, Principal GIS Analyst, County of Los Angeles

Directors Representing:

Federal Government

- Jayme Laber, Senior Service Hydrologist, NOAA National Weather Service (2nd year)
 Vacant (1st year)

Cities

- Steven Kincaid, GIS Analyst II, City of Redding (2nd year)
 Bond Harper, GIS Integrator, Beverly Hills (1st year)

County Government

- Dave Powers, GISP, IT Services Manager-GIS Division, Shasta County (2nd year)
 Steven Steinberg, PhD, GISP, Geographic Information Officer, Los Angeles County (1st year)

Regional Council of Governments and Regional Association of Governments

- Sonja Thiede, Associate Resource Analyst, Kings River Conservation District (1st year)
 Vacant (1st year)
 Vacant (1st year)

State Government

- Fiona Renton, GISP, GIS Programmer, Board of Equalization (2nd year)
 Ralph Jaggi, Research Assistant, CA Department of Boating & Waterways (1st year)

Education

- Jennifer Swift, PhD, Associate Professor, USC Spatial Science Institute (1st year)
 Vacant (1st year)

Private Sector Companies

- Denise Tober, Sr Mapping and GIS Manager, Parcelquest (2nd year)
 Melanie Rosenberg, GIS Analyst/GIS Consultant, NorthSouthGIS (1st year)
 Chris Robinson, GIS Project Manager, Michael Baker Intl. (1st year)

Professional Societies and Not-for-Profits

- Mary Hurley, Executive Board, CIRGIS (2nd year)
 Rachel Rodriguez, Vanguard Cabinet, URISA (1st year)

II. INTERNAL BUSINESS – Focus on CGIA’s Internal Organization

1. Roll Call
2. Welcome & Introductions
3. Meeting Minutes Approval – the last board meeting held on May 8th, 2018 were approved.
 - **BOARD MOTION:** Rachel made a motion to approve the meeting minutes. Steve Kincaid seconded.
4. Treasurer Report – Mary
 - Balance: \$16,881 as of end of August 2018. Biggest payment was for UC Merced Summit Day in April. (SEE TREASURY REPORT FOR DETAILS)
 - Mary: Some expenditures coming up for CalGIS, typically awards-related.
5. Standing Committees
 - a. **Overview of Committees for new members**
 - Tia asked that each representative from the standing committee give an overview of their committee
 - Ideally have 2 members on each standing committee.
 - b. **Membership – An-Min**
 - An-min took over membership committee from Christine last year. Tia asked who keeps track of new members. This Committee harvests names, tracks new members, sends thank you email along with appropriate links. Currently, once a PayPal payment comes in An-min checks to see if it’s a student or regular member. The CGIA membership list gets updated (on Google Drive). New members are sent a welcome email. An-min also mentioned that currently there is no payment mechanism to shift student members to regular members once they graduate.
 - An-min mentioned that there are some current board members who are past due. **ACTION ITEM:** These Board members need to pay their membership dues!
 - There are only 3 sustaining members (\$250/year) which entitles 10 memberships. Not clear on benefits of sustaining memberships. We need a better marketing strategy for retaining and encouraging sustaining members.
 - Denise volunteered to work with An-min on this committee.
 - c. **Website – Steve S. (Not present. Tia presented)**
 - Website is Wordpress-based. Update as needed. May move away from WP depending on needs to make it slicker and more modern (part of two-year strategic plan).
 - Norman will work with Steve on this committee
 - d. **Awards – Fiona (Joining later. Tia presented)**

- Fiona not present. Tia went over a summary that Fiona sent which included the award winners. (SEE ATTACHMENT)
- Award winners will be announced at the CalGIS conference in October.
- Student award will receive \$500 for travel at CalGIS. All others will receive trophies.
- Tia may not be at CalGIS, pending approval. If not approved, someone else will be need to present awards.
 - Jennifer: October 10 -
 - Mary: October 9 – October 12 (AM)
 - An-Min: October 9 only
 - Rachel: All week
 - Others.....
- Typical tasks for this committee: Nominations sent out, announcements for nominations for award, setting up poll, getting awards made. For this year, nothing more needs to be done. Next awards ceremony will be at the ESRI UC.
- Melanie and Chris volunteered to work with Fiona on this committee

e. **Elections** - Dave Powers

- Dave Powers: Several board vacancies still available. (SEE LIST ABOVE and AGENDA)
- **BOARD MOTION:** Rachel Rodriguez put forth a motion to nominate Shaonna Chase for Regional Gov. and Districts position (REFER TO ATTACHED NOMINATION FORM). An-min seconded. The motion was unanimously approved.
ACTION ITEM: Rachel will inform Shaonna of her new board position. Tia will send her a welcome email/onboarding information.
- Christine mentioned that she has to abstain from every vote as Past Chair according to Bylaws. Chairs cannot put forth a motion.
- Typical tasks for this committee: Get started on elections at the end of year, relay dates, send out nominations/announcements,
- Steve Kincaid volunteered to work with Dave P. on this committee

6. Special Committees

- **Social Media** – Jayme
 - Facebook <https://www.facebook.com/calcgia/>
 - Twitter https://twitter.com/cal_cgia
 - Jayme traditionally worked on it.
 - Typical tasks for this committee: post jobs, interesting content
 - Jennifer and Rachel volunteered to work with Jayme on this committee

7. Board Survey Results

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- (SEE ATTACHMENT)
 - Based on feedback, some ideas that came up were advocacy and creating an advocacy committee, updating the website to include a history of CGIA and keep it more updated/modernize. The website/mission statement is too general. Content should be more specific/direct.
 - Would be nice to put up a two-year plan on the website (under [Strategic Initiatives](#)) as was done in the past
8. 2018 – 2020 Planning
- (SEE ATTACHMENT FOR INITIATIVES)
 - Initiatives: Membership, Outreach, Website, Advocacy, PR/Marketing
 - Membership
 - Membership: Is there an inexpensive software to manage this?
 - Short term: Have WP extension to allow members to fill in more information since we don't have any idea. PayPal does not have this functionality
 - **ACTION ITEM:** Research membership management platforms
 - Outreach:
 - Invite board members to be on sub-committees. Good way to recruit new board members and give members experience working on a board. Maybe not appropriate for all sub-committees, but might consider for one, e.g., Advocacy.
 - Website:
 - **ACTION ITEM:** Identify new software platforms for Website modernization
 - Advocacy:
 - In the short term, can form an advocacy committee to work with grass-roots orgs, look at policies, sponsoring policy research, getting grants
 - PR/Marketing
 - Work on sustaining membership and advertise.
 - Instead of having separate PR/marketing and social media special committee, one suggestion that we put it under one umbrella.
 - Jennifer said that AAG already working on Advocacy. Jennifer can see what they are currently doing. We as an organization can put out a letter of support and put our name out there.
 - Bond Harper mentioned that advocacy is important and meets our mission even if other groups are already doing it.
 - **BOARD MOTION:** Melanie made a motion to form an advocacy committee. Bond seconded. The motion was unanimously approved.

- Members on Advocacy Committee: Melanie, Bond, Chris, Jennifer
- **BOARD MOTION:** Rachel made a motion to create a marketing committee which includes the social media sub-committee and marketing. An-min seconded. The motion was unanimously approved.
 - Members on the Marketing Committee: Jayme, Rachel, Jennifer
 - Credentials for the social media sites are located on Google Drive

III. EXTERNAL BUSINESS - Focus on Relationships with CA GIS Community – How CGIA's Initiatives Serve the Community.

1. Outreach/Initiatives

- [DISCUSSED IN CONJUNCTION WITH NEXT TOPIC]

2. 2018 – 2019 Sponsored Conferences

- Ideas for events:
 - Christine liked the JPL tour and would like to do that again.
 - Jennifer liked the tour of the LARIAC camera planes. Christine mentioned that the next LARIAC flyover will be in 2020.
 - Tia wondered if we could also do some tours at national laboratories (e.g. Lawrence Livermore, Argonne)
 - **ACTION ITEM:** Jayme will contact JPL to see if we can get another tour.
 - **ACTION ITEM:** Dave P. and Steve K. will see if there is anything CGIA can sponsor for talks in Northern California.
 - Tia brought up the point that since emergency response has been so prominent in the last 2 years, maybe we could sponsor a webinar to talk about how GIS is used in emergency response. A webinar also allows more people to attend than something like a tour.
 - Steve K. (Redding) can see if someone from NAPSIG (sp?) can talk about their work in public safety/emergency management.
 - Fiona: Ask CalFire (Tiffany Myers) – ESRI award winner for disaster damage assessment with Collector app
 - Chris Robinson: Someone in URISA can talk about NG911
- Christine mentioned that although we sponsor events year-after-year, we are not obligated to do so and it is incumbent on the event organizers to contact CGIA for sponsorship, which they do.
- Rachel asked if CGIA could sponsor appetizers at CalGIS event for young professionals. At most it would cost \$1000 and attended by ~40 people. The form of payment needed would be a check. The event will be on Monday (10/8/2018) 7PM – 9PM at Rocks Bar and Lounge at the Renaissance Hotel.

- Mary responded that in the past for CalGIS we've typically spent \$500-\$600 for the awards, \$500 for logo on bag. In other years, CGIA has purchased a non-profit booth space (\$800) with postcards and banner space. In past years when CGIA had more money, we've co-sponsored a social event (typically for CGIA and URISA members only). We have not sponsored events in the past because we would have to see what sort of recognition CGIA can get. For this year, since we are already a sponsor of the CalGIS conference, we do get some monies back from URISA if we're profitable. If the conference is not profitable, each sponsor pays a portion of the difference. As a result, we always ensure that CGIA has \$2500-\$3000 in reserve. Also sponsoring a student as we've done in the past. In the past, CGIA was more lucrative with sustaining members and grants. If we had more sustaining members, we could sponsor more things.
- Christine asked how this event would be funded if no one contributed.
 - Rachel responded they continue to look for other sponsors and as a last resort one of the URISA vanguard members will pay out-of-pocket and eat the cost.
 - Tia made the point that it's not a bad thing that CGIA as a sole sponsor. An-min mentioned that it would be a good marketing opportunity with students.
- Rachel revised the request to \$500.
- **BOARD MOTION:** Fiona put forth a motion to sponsor \$500 for CalGIS/GIS Pro Young Professional meetup on October 8th at 7PM. Melanie seconded the motion. Rachel abstained. The board unanimously voted to approve this motion.
- CGIA will put up banners and distribute marketing materials at event
- **ACTION ITEM:** Mary will mail postcards to Tia to give to Rachel. Mary will bill CGIA for shipping costs.
- Tia had an idea for tour: David Rumsey map library at Stanford.
- Melanie asked what the next steps are for the Awards committee. Tia will reach out if there is anything. The committee should work on next year's award.

IV. NEW BUSINESS

V. ADJOURN – END TIME 3:37PM