CGIA Board of Directors Meeting

March 12, 2019, 10:00 – 11:30 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)
☒ Shaonna Chase, GIS Coordinator, Yurok Tribe GIS Program (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 & Activities

1. **Roll Call & Welcome**

2. **Meeting Minutes Approval**

   - Jayme mentioned that the previous minutes did not indicate his attendance but was present. Tia will make the correction.

   - BOARD MOTION: An-min made a motion to approve; Steve K. seconded.

3. **Treasurer Report (Mary H.)**

   - $20,224 in bank

   - Big increase due to check from URISA/CalGIS ($3,464)

   - The only time we would have to pay is if CalGIS does not make a profit. CGIA should always have $3,500 in reserve in case something happens (i.e. we don't do well at conference)

4. **Standing Committees:**

   A. Membership (An-Min, Denise)
   - Demo'd Membership Works and Wild Apricot
   - ACTION ITEM: Norman will contact SoCal URISA via Steve S. to ask about their experiences with Wild Apricot (e.g. WordPress integration)
   - Need to check to see how PayPal is integrated into payment plan.
     - Note that Membership Works only works with PayPal Pro (additional cost)
     - Question: How do we import existing membership base?
     - Norman will check with SoCal URISA to check how PayPal shows up on payment page (e.g. separate PayPal option as dropdown redirecting using away and back to organization page).,
   - We are looking at $600-$720 per year for membership software
   - Steve S. mentioned that for SoCal URISA they need to be actively clearing out expired members to keep costs down and within the limits for the package purchased.
   - CGIA has ~100 members
     - 3 new members in the past 2 months
   - Mary says that we are OK with costs
     - ACTION ITEM: Membership Committee need to check with membership software companies to see how they charge since CGIA does not have a credit card. Denise will check with Wild Apricot and Membership Works and get back to Mary.
   - Next steps for next meeting in May:
     - ACTION ITEM: Membership Committee to present to board reasons why we choose a particular membership software (pros and cons) and go up for board vote; also start thinking about transitional/migration period and rollout plan
   - An-Min: one more thing with payment, if we go to Membership Works, we have to go through their "Stripe" platform.
   - Question: How does Stripe work? Is it transparent to user (i.e. do users need to setup a Stripe account)? ACTION ITEM: An-Min to follow up on this

B. Website (Norman, Steve S., Sonja)
- Last month had a call with Mary to discuss history of CGIA to put this info up on our site; understand how our history relates to our mission, and how to link this info to our strategic objectives moving forward
- Norman summarized CGIA timeline call with Mary, Tia, and Sonja.
  o Notes available on the Google Drive under Websites folder
- Found a "NewFlash" that went out in 2009-10; maybe we should revive this? Perhaps not on a weekly basis, but at least lets our members know that we're active, doing/planning/looking into good stuff around the State
- Norman starting adding/completing award winner info to our website
- Norman stated that he added a new plugin to WordPress to bring back the Classic Editor which allows more editing control
- At least every board member should have author access to website to publish with ease
  o Bond is on the advocacy committee and wants to update certain pages
  o ACTION ITEM: Norman will go through users list to ensure that all board members have at least the author role and remove older board members' roles.
C. Awards (Fiona, Melanie, Chris)
  o Awards Committee does not have editing access to Google form for nominations
    o ACTION ITEM: Tia given access to Melanie and Chris
    o ACTION ITEM: Melanie will connect with marketing team (e.g. linked-in, flyers, social media) to get the word out about awards.
    o Christine asked when voting occurs for CGIA members
      ▪ Typically, we give 3-5 days to vote so voting
    o See Awards 2019 task list and timeline on GDrive
    o Revised timeline
      ▪ 3/29: Announce awards
      ▪ 4/5: Awards open
      ▪ 4/8: Announce awards in-person at CalGIS conference
      ▪ 5/10: Awards close
      ▪ 5/17: Extension of awards close
      ▪ 5/17 – 5/25: Members vote
      ▪ 5/24 – 6/1: Review award winners and contact nominees and nominators to clarify spelling of names on trophies.
      ▪ 6/1: Order trophies
      ▪ 7/8 – 7/12: Present awards at ESRI UC

D. Elections (Dave, Steve K.)
  o Nominations
    o Open: 5/20
    o Close: 5/31
  o Elections
    o Open: 6/10
    o Close: 6/14
  o Announcement
    o 6/17
  o ACTION ITEM: ALL Encourage others to join our board

- o Chair not up for election since An-min will take over
- o Look on CGIA website to view current members and vacancies
- o Anyone who is currently in their second year will be up for re-election

E. PR/Marketing (Jayme, Jennifer, Rachel)
- Rachel reworked the Postcard
- Christine: Should we hire a professional to rebrand, rework our look/feel?
- Christine asked if the board would be open to hiring a professional designer to re-do
- Tia: Maybe if we decide to go to that effort, we should just get a whole branding package of templates we can use for flyers, ppt slides, postcards, etc.
- Norman: this would help on the website end of things
- Steve: does anyone have any idea what kind of branding campaign is worth? Our logo was $500, and timing… by the time we get this done will we have this done in time for UC, etc. this year?
- Melanie: I have a friend who can give us a sense of cost
- Bond: I have experience using fiver.com where you can get postcards/posters for $30
- Rachel: we're scraping for an identity for our look and feel; but what have we done that speaks to our mission? We don't do what these things…
- Tia: This is all valid, but the point is we are working to get back to what our original mission was and establishing a foundation so we can get back to things like advocacy, etc.
- Rachel & Shaonna has started looking at marketing items for giveaways.
  - o Shaonna created a spreadsheet with swag options under the Marketing folder on GDrive.
  - o Have a couple of options including some higher quality items to entice people to sign up on the spot.
  - o IDEA: Have website up at events to easily sign-up users (e.g. iPad stand)
  - o Branded challenge coins
- Long-term commitment membership with multi-year discount
- Melanie suggested looking for something more relevant to what we do…more map-centric.
  - o Glass tumblers
  - o Voucher for training, digital skills
  - o Sign up now for discount off first year's membership
- IDEA: Bond suggested a 'game' like pin yourself on the map to entice people to come to table at events
- BOARD MOTION: Rachel put forth a motion for $300 to buy swag. Steve S. seconded.
- Mary (30), Christine (some at home), Tia and Steve S. (50) have postcards. These will be combined and given to Rachel.
- BOARD MOTION: Christine put forth a motion to give $50 for Vanguard cabinet social event. Melanie seconded.
- ACTION ITEM: Christine will look into fiverr.com
  - o May need to call a separate meeting to talk about potential designers/marketing rebranding.

F. Advocacy (Melanie, Bond, Chris, Jennifer)
- Added GIS-related groups
  - o Not specifically all GIS but other orgs and industries who have a large GIS component (e.g. NG911)

- Where are the opportunities? Think about how CGIA can offer training to that world (e.g. pointing to resources)
- As a next step, identify policies and areas where we can involve CGIA as an integrator and policy collaborator role.
- Rachel has been appointed the NEXTGEN911 liaison
- Next time the advocacy committee will talk about webinar to engage membership

5. **2018 – 2020 Planning Check**

   - No time remaining to talk about this topic

   - Tia will extend subsequent board meetings because we are currently running over due to activity on all committees.

6. **Misc. Chair Items**

   A. Board member acknowledgement/certificates

   - How do we acknowledge members so that they can add recognition to their portfolio?

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

1. **Confirmed 2019 Sponsored Conferences/Events**

   - ~~USC Geospatial Summit – Friday, February 22, 2019 (Downtown LA)~~
   - NOAA – March 22, 2019 (Oxnard, CA)??
     - o Jaime offered to give tour of NOAA. Max 20 ppl
     - o Tia will see about postponing tour
   - CalGIS 2019 – April 8-10, 2019 (Fresno, CA)
     - o Attending: An-min, Dave Powers, Shaonna, Rachel, Ralph Jagge
     - o An-min will work with Rachel to get marketing materials to her
     - o Tia can give more buttons to Rachel to take to CalGIS
   - JPL – May 3, 2019 (Pasadena, CA)
   - Esri UC 2019 Meet-up and Awards Presentation - July 8-12, 2019 (San Diego, CA)

IV. NEW BUSINESS

V. ADJOURN

END MEETING: 11:33AM

Next CGIA Board Meeting: May 14th, 2019