CGIA Board of Directors Meeting

May 14, 2019, 10:00 – 12:00 PM
MINUTES

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Meeting #: 807 685 059
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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

1. Roll Call & Welcome

   - This will be Tia's last meeting as Chair. An-min will be chair in July when new board is elected.

2. Meeting Minutes Approval

   - BOARD MOTION (Approved): Ralph J. motioned to approve the meeting minutes. Denise seconded

3. Treasurer Report (Mary H.)

   - Mary will present later.

   - Healthy balance and does not include potential members from CalGIS

4. Standing Committees:

   A. Membership (An-Min, Denise)
      - An-Min, Denise, and Norman met to narrow down potential membership management software options. Membership management is currently handled by manually entering into Google Sheets. Data comes from PayPal email notification and is prone to errors. We want the ability for members to see their membership profile on CGIA when logged in and have them renew online.
      - Narrowed to Wild Apricot and MembershipWorks. The latter was demonstrated to the membership committee in a prior meeting. The main functionalities that we need are present in both options; however, MembershipWorks is less expensive.
      - Norman had a conversation with Russell Mercer from SoCal URISA, which has been using Wild Apricot since 2010. Some takeaways were that they are very satisfied with the software and use it to mainly manage their membership and organize events. They are not using the software to its full potential such as performing analytics (e.g. who is attending events). Russell also mentioned that Wild Apricot will be adding a 20% surcharge for organizations using PayPal as a payment option as opposed to Wild Apricot's own credit card processing system. MembershipWorks is more integrated with WordPress and other content management systems since it's newer while Wild Apricot is less so and have the ability to log into the site separately.
      - Current transaction fee between 2 membership software.
      - Wild Apricot is $50 / month while is MembershipWorks $29 / month for no contract. There is no membership fee for either. If membership software is not up to par, we can switch software.
      - The membership committee recommended that the Board select MembershipWorks.
      - ACTION ITEM: The membership committee will meet to plan and introduce implementation and rollout plan at the next board meeting in September. The committee will also talk with Mary on how to pay for software when ready.
      - Jennifer suggested paying for software via a check from CGIA and that the company will bill CGIA on a monthly basis as opposed to reimbursing a member paying by credit card. As an example of the latter, Mark Greninger was paying for the website and when he was no longer a board member we ran into an issue.

- BOARD MOTION (Approved): An-Min made a motion for the board to approve selecting MembershipWorks at $29 / month. Fiona seconded the motion.
- Mary made a point that we will need to re-link members once we start using membership software. We will need to notify our members.
- Jennifer wants to move from marketing to membership committee

B. Website (Norman, Steve S., Sonja)
- Norman updated links and consolidated pages pertaining to the awards so that they are consistent. Also made the pages more generic and evergreen by removing all dates. This way, we can refer to the same page without updating dates. The only page which should change is the nomination page.
- The StoryMap category was added back in.
- ACTION ITEM: Tia will update RSVP form for upcoming CGIA and SoCal URISA Social
- Norman tested MembershipWorks integration with the CGIA website using a sample and it seemed to work OK.
- ACTION ITEM: Since we will be processing credit card information, we need to ensure that the CGIA website has an SSL certificate installed. Melanie mentioned that it looks like it's installed but not fully validated. Website Committee to investigate.
- Norman gave Author role access on CGIA website to all board members and removed inactive members.
- Norman placed Wild Apricot call notes with SoCal URISA under the Membership folder in Google Drive.
- Norman noted that while testing Wild Apricot's registration process on SoCal URISA's site, the user is navigated to PayPal's page for payment and brought back to the organization site after payment is completed. This is the big difference between PayPal Standard and PayPal Pro. With the latter, the user can remain on the organization's page. This difference was also mentioned in MembershipWorks' FAQ page. The additional cost for PayPal Pro is $30 / month more.

C. Awards (Fiona, Melanie, Chris)
- Fiona mentioned that we only have 4 applications for awards and nominations close on 5/17. Noted that one of the nominees won the previous year.
- We had fewer applicants this year and may be due to the larger CalGIS/GIS Pro conference last year and the shorter time frame from the last CGIA awards were given in October.
- Fiona suggested giving an award for a different category even if they didn't check that option. However, we shouldn't be giving awards just to give out all the awards.
- The nomination deadline was extended to Monday 5/20.
- Tia asked Steve to have SoCal URISA and other GIS groups to re-post awards announcement
- Melanie recommended that we should incentivize award submission like membership discounts. Currently, the only additional incentive we offer is for the $500 student travel stipend.
- BOARD MOTION (Approved): Melanie made a motion to offer a free CGIA membership to all award winners going forward including this year's. Steve seconded.

D. Elections (Dave, Steve K.)

- Dave mentioned that elections will open on Monday, 5/20. On 5/29 Dave will resend announcements for nominations. If need be, will extend through 5/31. Elections will be open on 6/10-14. Election results will be announced on 6/17.
- Like the awards, we do not have many nominations for elected officers.
- Tia suggested that we need to actively and selectively reach out for nominees for elections. For example, we have Education and Federal Governments slots that have remained vacant.
- ACTION ITEM: All Board members should actively recruit 1-2 new people to be nominated to the Board.
- In many cases, most were asked to be on board not because they received an email.
- Dave mentioned that elections will be via Google Form as it has been previously.

E. PR/Marketing (Jayme, Jennifer, Rachel, Shaonna)
- Jayme has continued posting jobs
- Rachel has continued tweeting, posted items on website, particularly about the awards (50+) but has not garnered much attention.
- Rachel indicated that our members are not avid social media users
- Tia suggested that CGIA setup a LinkedIn account since it's more professional and we are not yet on it. Ralph and Rachel want to work on this. ACTION ITEM: Rachel will create group and add current membership to it.
- Tia mentioned that we should have more swag since the ESRI Social is coming up.
- Rachel has most of the swag from CalGIS. Tia has more buttons. Ralph will mail swag to Tia who will email her address
- Christine suggested ordering magnets from Sticker Mule
- ACTION ITEM: Shaonna will order more straws. Previously it was $302 for 150 (included rush processing, which we do not need this time).
  - BOARD MOTION (approved): Steve made a motion to spend up to $600 (buttons and magnets) on swag in total. Ralph seconded.
  - Christine will work with Shaonna to ensure that we do not exceed $600
- Christine wanted to use FiVeRR to produce marketing and business materials such as PPT template, postcard, letterhead, and flyers timeline for infographic.
  - Total package $175+ service fees (premium version for unlimited revisions).
  - Tia will work with Christine. Tia will work on infographic and come up with deadline. If nothing comes to fruition then we can just have the PPT template, postcard, and letterhead created.
  - We currently know nothing about our membership base (e.g. which sectors do our members come from?). The membership software will help with this. Christine will come up with some statistics for the infographic
  - BOARD MOTION (approved): Ralph made a motion to ask board for $250 for infographic and other marketing materials. Chris seconded.

F. Advocacy (Melanie, Bond, Chris, Jennifer)
- Norman granted Bond editor access to update Advocacy page
- ACTION ITEM: Bond will update page to include blurbs for organizations.
- Jennifer reached out to Michelle Kinser at AAG. Looked into WGIS (Women in GIS), which has a professional development committee. Both have an advocacy component.
- Jennifer mentioned, another organization on the Advocacy list, NSGIC. Mary was a member representing CGIA (outreach committee). You have to be on a committee and be an active member. CGIA can become a member of NSGIC if we wish. State GIO should be representing. Prior to having a GIO, CGIA and committee was a

NSGIC member playing the role the State GIO should be playing. NSGIC is a heavy player in DC. Must walk a fine line. Some State GIOs choose not to for this reason.

- o Annual NSGIC conference is held in fall and moves from state to state (this year in Utah). National conference in spring and in DC.
  - Question of who would represent CGIA at these conferences so first step is to see if the state GIO is still attending. State GIO has gone in the past.
- o State GIO has not been active at NSGIC and CGIA should advocate. Since CGIA was instrumental in putting the GIO position in place we should feel comfortable asking and making sure that GIO is doing what he is tasked to do.
- o Steve suggested writing strongly worded letter to put pressure on Scott signed by GIS organizations across state
- o Melanie will talk to GIS Coordinator at State of Oregon for some advice on what California can do better and next steps.
- o Rachel mentioned that we have lost the state classification for GIS
- o Steve asked if we could get discussion notes about state GIO from those who attended the CalGIS conference
- o Bond suggested having a friendly conversation initially before going with a strongly worded letter.
- o Scott works for CIO so the next level in the chain of command is the state CIO if we need to escalate.
- o Tia suggested offering Scott an opportunity to speak to GIS community via our webinar series in a friendly and open forum about what has been done and what he will do for GIS in the state.
  - Tia recommended having a State of the GIS Union web series with Scott as the kickoff speaker
  - ACTION ITEM: An-min, Rachel, Jennifer, and Melanie volunteered to organize web series.
  - Jennifer will work to get a list of potential speakers.
  - Melanie has limited time to devote to web series but is able to answer questions about content.

5. 2018 – 2020 Planning

   A. Accomplishments
   B. To Continue
   C. Knowledge Transfer

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

1. Confirmed 2019 Sponsored Conferences/Events
   - NOAA – April 19, 2019 (2-6pm; Oxnard, CA)
   - CGIA Web Speaker Series: Emergency GIS (May 8, 15, 22, 29; 12noon – 1pm via WebEx)
     - o 100+ people signed up for entire web series
     - o Collected all registered emails and will be able to use them for marketing.
   - JPL – May 3, 2019 (Pasadena, CA)
   - Esri UC 2019 Meet-up and Awards Presentation - July 8-12, 2019 (San Diego, CA)

- o Tia said that we would be using the same venue as the previous year-Revel Revel. However, the price has increased because we are ordering more food (last year, food ran out) and the space is now an official event space whereas it was not last year.
- o Despite the increase, the price is still less because we are non-profit as well as returning customers.
- o The cost total will be $2600, split between CGIA and SoCal URISA.
  - $1300-$1400 will be CGIA's share
  - Steve made a motion to return to Revel Revel for the CGIA/SoCal URISA Social and pay for CGIA's portion ($1,400). Jennifer seconded.
- o BOARD MOTION (approved): Steve recommended that we promote and limit drink tickets to members only and be more organized and clear about the process (e.g. some people who registered didn't get drink tickets while walk-ins did).

2. Future 2020 Events
   - CalGIS (Feb/Early March)
   - Esri UC (July 13-17)

   - Long-range plan: look over current activities and think about potential activities.
   - Next board meeting not until September since we have the ESRI conference

IV. NEW BUSINESS

V. ADJOURN

Next CGIA Board Meeting: Tuesday, June 11th???