MN GIS/LIS Consortium
Meeting Agenda
December 15, 2016
2 pm – 4 pm

Type of Meeting: 2016 Board of Directors

Meeting Location: Ewald, 1000 Westgate Drive, St. Paul, MN 55114, Suite 252

Meeting Facilitator: Tami Maddio, Board Chair

Invitees:
Past Chair: Heather Albrecht
Chair-Elect: Scott Freburg
Treasurer: Tim Loesch
Secretary: Leah Sperduto
Conference Chair: Ryan Stovern
Conference Chair-Elect: Jane Mueller
State Government: Zeb Thomas

Private Sector: Brandon Tourtelotte
Local Government: Eric Kopras
Higher Education: Stacey Stark
At-Large: Andrew King-Scribbins
Past Conference Chair: Gerry Sjerven
MnGEO Ex-Officio: Dan Ross
MnGAC Ex-Officio: Gerry Sjerven

I. Call to order Maddio
II. Roll call Maddio
III. Approval of meeting agenda & Committee reports Maddio
IV. Review action items & Approval of minutes from last meeting King-Scribbins
V. Review & Approval of November Treasurer’s report Loesch
VI. Open Issues/New business
   a) Website Design Maddio
   b) 2017 Board Elections Freburg
   c) Spring Workshops Committee and Offerings Maddio
   d) Conference Items Stovern
   e) 2016 Goals Recap Maddio
   f) Policy Manual Changes for 2017 Maddio
   g) MSPS (Surveyors) Annual Meeting Stovern
   h) Board iPad for Board Members and Committee Chairs Maddio
   i) Other issues/ Ewald round robin

VII. Adjournment
<table>
<thead>
<tr>
<th>Committee Business Summary Reports</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>a) Awards</td>
<td>Mark Kotz</td>
</tr>
<tr>
<td>b) Communication</td>
<td>Kitty Hurley/Mike Dolbow</td>
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<td>c) Conference</td>
<td>Ryan Stovern</td>
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<td>d) Database &amp; Website</td>
<td>Gerry Sjerven</td>
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<td>e) Education</td>
<td>Stacey Stark/Scott Freburg</td>
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<td>f) Executive</td>
<td>Tami Maddio</td>
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<td>g) Finance</td>
<td>Tim Loesch</td>
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<tr>
<td>h) Future Conference</td>
<td>Ryan Stovern/Adam Snegosky</td>
</tr>
<tr>
<td>i) Networking</td>
<td>Zeb Thomas</td>
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<tr>
<td>j) Spring Workshops</td>
<td>Michelle Trager/Len Kne</td>
</tr>
<tr>
<td>k) Ad Hoc, Utilities</td>
<td>Brandon Tourtelotte</td>
</tr>
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<td>l) Ad Hoc, UMGEOCON</td>
<td>Heather Albrecht</td>
</tr>
<tr>
<td>m) Ad Hoc, K-12 Database</td>
<td>Scott Freburg</td>
</tr>
<tr>
<td>n) Ad Hoc, WLIA</td>
<td>Ryan Stovern</td>
</tr>
</tbody>
</table>
Kiah Sagami, Gerry Sjerven, Ryan Bergstrom, Greta Poser, Scott Freburg, Dan Ross, Ryan Stovern, Jennifer Walter, Tim Loesch, Jacqueline Hamilton, Brad Neuhauser

1. Introductions
2. Conference updates / feedback

K-12 day (Scott): 2nd year, 91 registered (72 attended) all but 2 of the people who dropped out still ended up connecting with Scott. 2 breakouts in morning (beg/int) Charlie Fitzpatrick joined us. Good feedback except for internet issues (!). Glencoe Instructor provided examples. About 32 teachers provided feedback. $7500 ($4000 MnGeo) budget. 42 teachers asked for funding, plus stipends for teacher - presenters - $5700-5800 total used. $30/person/day for food also provided by Consortium. $125 /room. K-12 panel during conference -may need to reconsider title/timing/format. Kyle Tredinnick, Omaha Zoo school (trky0401@gmail.com). Stacey send invite.

Consider a geomentor user group through Mn GIS/LIS?
Scott - I like this idea. My plan is to contact all of the geo-mentors and see if they have connected with a teacher. Also need to determine best practices and what a geomentor should plan on doing.

(Stacey): Mentor Program (15/15): successful, no increase in numbers, good feedback Scholarship Program, ($4900, 14 scholars, 12 presenters, 6 open student posters) Students requested feedback on presentations

3. Scholarship competition adjustments (future phone call with judges)

Include please on future phone call with judges: Greta Poser, Ryan Bergstrom, Dan Ross, Scott Freburg

(Greta) We don’t want to put more commitment on judges (Ryan) be careful with feedback for participants, big load for judges


Contest announced and started at GeoFest, 10/29/16. Changes from last year: only 5 submissions allowed per school. (180 total last year, but expect less this year because we limit each school). Schools must register. Might need to start a judging group. 2 national winners will get a trip to the Esri UC. Esri used Minnesota as an example of an ideal collaboration.


Committee members please talk to the schools you are connected with.

Are there additional people interested in coordinating this or judging?
Ryan Stovern, Greta Poser, Brad Neuhauser, Dan Ross, Scott Freburg
5. Education Investment Fund -

Update (Tim) 2013 Charles Schwab $31,414 (Steve Cunningham manager) / Affinity Savings $26,926 “Managed account” by Schwab - $65 quarter. Board defines risk level (6 levels, we are a “3”) 50 stock/ 40 bond /10 cash approximately.

Policy and Investment Management Discussion: Dan, Tim, Stacey

Budget Process: https://docs.google.com/document/d/1I_z_ZbpK02snEmRJYmHBjgyp3e4WnYb1t7GiHsUyQoo/edit
Need to define policy (propose % transfer etc)
Investment portfolio (managed, distribution, etc)

6. Distinguished Educator Award proposal - drafting criteria

https://docs.google.com/document/d/16aS0Zx-UYUX0IWDXgBa6guG03h2z8P4y-m4vaflHeCo/edit

Who would like to be on this subcommittee?

(Scott and Dan) this committee should be the judging body of the nominations.

7. Need to think about 2017 budget - we need to develop this. What initiatives should we be funding?

EVERYONE please comment with your ideas related to new initiatives.

ideas:
1. Summer workshops
2. Esri grant funded workshops
3. local “tech days” where more than 1 District come together (need to find)
4. A GIS/LIS sponsored one day workshop. Perhaps St. Cloud due to central location. Also consider south (Mankato, Rochester) or north (Bemidji, Moorhead, Duluth)
5. Work with Minnesota T3G (13 of us) attendees to develop a statewide training plan to include curriculum, data, FAQ, etc.

(Scott) Stipends for travel/lunch for school training programs?
(Tim) Clarify that the “budget” we propose is to the Board - not for the Education Investment/Saving. (Dan)

8. Website (K-12, MDE connections, geomentoring, Scholarships) To be discussed in the near future.
December 2016
Communications & Outreach Committee Updates (since 9/9/2016)

1) Posted Content to Social Media *(Facebook, Twitter & LinkedIn)*
   a) Conference interactive map
   b) Conference mentor program sign-up reminder
   c) 2016 Polaris award winners
   d) RFQ Hennepin County IT Consultants (Retweet)
   e) Conference early bird deadline reminder
   f) Blue Heron tour sign-up at the conference
   g) Final reminder on conference early bird deadline
   h) Board nominations announcement
   i) Conference educator day announcement
   j) Online conference registration close deadline
   k) Call for conference session moderators
   l) Conference event announcement
   m) Ask the Board of Directors at the Conference
   n) Conference exhibit hall opening
   o) Conference underway at Tuesday event
   p) Conference is starting
   q) On-site conference registration is open
   r) Pre-conference workshops are underway
   s) Door prizes at the conference
   t) Vendor hall announcement
   u) Maps of the DECC
   v) Conference mentors and mentee participants
   w) Opening conference keynote
   x) Conference fun walk/run
   y) University of MN-Duluth GIS Day Event
   z) University of MN-Twin Cities GIS Day Event
   aa) GIS Day Networking Event, University of MN-Twin Cities
   bb) 2017 Board elections open
   cc) Final reminder on Board elections deadline

2) Posted Content to the Consortium’s Blog
   a) Geofest 2016
   b) Goodhue County Receives Smart Communities Innovation Grant for Mobile Government
3) **Social Media Update**

a) Social Media Statistics Update:
   
i) Twitter – **384** followers (up 36)
   
ii) Facebook – **224** likes (up 12)
   
iii) LinkedIn – **968** members (up 9)
Conference Committee – October, November and December 2016 (Ryan Stovern & Jane Mueller)

1. Final Registration
   a. AM Workshops (As of 10/19)  
      o 178
   b. PM Workshops (As of 10/19)  
      o 182
   c. Workshop Only (As of 10/19)  
      o 17
   d. Conference (As of 10/19)  
      o 536
   e. Fun Run (Final Number)  
      o 41
   f. K-12 Educators (Final Number)  
      o 72 attendees, 91 registered

2. Budget Numbers Income
   a. Conference Registration  
      o Budgeted $98,775  
      o Brought in $122,920
   b. Workshop Registration  
      o Budgeted $37,200  
      o Brought in $51,025
   c. Exhibitor Registration  
      o Budgeted $16,560  
      o Brought in $18,040
   d. Sponsorship  
      o Budgeted $4,050  
      o Brought in $7,225
   e. Advertising  
      o Budgeted $375  
      o Brought in $600

3. Budget Numbers Expenses
   a. Administrative  
      o Budgeted $25,000  
      o Spent $26,800
   b. Design and Print  
      o Budgeted $8,250  
      o Spent $7,450.85
   c. Mail & Postage  
      o Budgeted $500  
      o Spent $0
   d. Speakers & Honorariums  
      o Budgeted $12,200  
      o Spent $7,141.40
   e. Facilities  
      o Budgeted $10,600  
      o Spent $9,395
   f. Food Services  
      o Budgeted $30,387.56  
      o Spent $44,647.49
g. **Entertainment**  
  o Budgeted $7,290  
  o Spent $2,512.52 (Does not include Thursday Night waiting on invoice)

h. **Awards & Prizes**  
  o Budgeted $900  
  o Spent $716.99

i. **Materials**  
  o Budgeted $2,975  
  o Spent $2,021

j. **Supplies & Equipment**  
  o Budgeted $10,200  
  o Spent $11,576.29

4. **Conference Net**  
   a. $87,548.46

5. **Ewald Commission**  
   a. $28,113.21

6. **Consortium Net**  
   a. $59,435.25

These numbers are not final but are close to the final numbers. Still waiting on a few invoices and final P & L from Ewald should have the week of December 12th.

Link to budget document: https://docs.google.com/spreadsheets/d/1UnHD_yAelDq9qVRJFX4ZiiXN-hmDep3o1242iWiSG/edit?usp=sharing

7. **Meeting Timeline**  
   a. 2017 Kick Off Coming Soon
With Ewald’s assistance, I have set up the website to send me a monthly report on website traffic. For future reports, I’ll include these in the monthly reports.

**November 2016 – Traffic Highlights**

- E-Announcements sent on November 3 & 9
- GIS Day on November 16 and related events
- Interesting that the GIS Day event had 547 pageviews, what was the attendance?

<table>
<thead>
<tr>
<th>Overview</th>
<th>Nov 1, 2016 - Nov 30, 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Users</td>
<td>100.00% Pageviews</td>
</tr>
</tbody>
</table>

**Pageviews**

- Pageviews: 6,734
- Unique Pageviews: 5,540
- Avg. Time on Page: 00:01:01
- Bounce Rate: 54.81%
- % Exit: 39.07%

<table>
<thead>
<tr>
<th>Page</th>
<th>Pageviews</th>
<th>% Pageviews</th>
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<tbody>
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<td>1. /</td>
<td>502</td>
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<tr>
<td>2. /networking/</td>
<td>615</td>
<td>9.15%</td>
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<td>3. /networking/opening_search.asp</td>
<td>576</td>
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<td>4. /events/EventDetails.aspx?id=885141</td>
<td>547</td>
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<td>5. /page-26annual_conference</td>
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<td>1.60%</td>
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<td>7. /networking/apply_now.aspx?view=2&amp;id=400973</td>
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<td>8. /default.asp</td>
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<td>10. /networking/apply_now.aspx?view=2&amp;id=397258</td>
<td>81</td>
<td>1.20%</td>
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</table>
Year Review

- Many of the spikes occur on dates of E-Announcements
- Remember Networking is the career center, or Job search
- Top three are the homepage, Jobs, and conference

Overview

**Website Updates**

- The last quarter October-December has focused on the conference, nominations, elections, events and e-announcements.
- There’s a number of items that are currently being updated:
  - Agenda & Minutes
  - Vendors who attended the conference
  - Scholarship & Competition Winners
- Updating pictures to the website, Polaris, Scholarships, mentors, K-12 Educators
MN GIS/LIS Website Design Information

In the last several years, the MN GIS/LIS Consortium completed a platform upgrade to the organization’s website and most recently a mobile friendly upgrade. The time is right for taking a look at the design and flow of our website to better serve our members, refine our web presence and to make website updates/maintenance more streamlined. A goal for 2017 could be to complete the website re-design.

We have asked Ewald Consulting to provide the Consortium with a proposal to assist us in the website redesign. They have submitted the proposal and it can be found on the Project Portal for review. This by no means ties us to using Ewald for this project. This is a place to start our discussion.

Some items to consider in the website design and the organization’s online presence.

- Simple and easy access to information
- 3 pillars of what our message on our website will reflect – Professional Development, Education, Volunteering
- Social media
- Blog/newsletter
- Conference – registration, information and promotion
- Help and Ideas Forum – GeoNet
- Online maps – ArcGIS Online

Ewald has provided some examples of websites they’ve worked on for our reference.

www.ahvap.org
http://www.intlmapq.org/
http://www.whltrust.org/
http://www.aici.org/
http://www.southernprairie.org/
MN GIS/LIS Consortium iPad Discussion and Board Vote

I. Background
The Consortium iPad is stored at Ewald Consulting where it is not getting updated or being used by the Board of Directors on a day-to-day basis. At present, the iPad is only in use during networking events and the annual conference.

II. Proposed Changes
If passed, the Board of Directors approved vote would allow the Board of Directors and Committee chairs to use and possess the Consortium’s iPad device throughout the year. As a reminder, non-Board members can serve as Committee chairs when appointed or approved by the Board of Directors.

This proposed change would allow Committee chairs, in particular the Communications and Outreach Committee chairs to:

i. Update the Consortium’s iPad OS (operating system) and applications during off-peak times and avoid updates during Consortium events.

ii. Post to the Consortium’s social media accounts, including but not limited to:
   - Facebook
   - LinkedIn
   - Twitter

iii. Have direct access to the Consortium’s storage of photos from past Consortium conferences and events to use on social media posts

iv. Continue to build on the Consortium’s storage of photos from past Consortium conferences and events, for social media posts and future conference events.
Minnesota GIS/LIS Consortium
Treasurers Report for November, 2016

Date of Report: 12/15/2016

Prepared by: Timothy N. Loesch

Account Status as of November 30th, 2016

<table>
<thead>
<tr>
<th>Account</th>
<th>Balance</th>
<th>Previous</th>
<th>Description</th>
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<tbody>
<tr>
<td>General Fund</td>
<td>$172,620.95</td>
<td>$183,959.93</td>
<td>Affinity Checking Account</td>
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<td>Reserve Fund</td>
<td>$35,219.24</td>
<td>$35,216.35</td>
<td>Affinity Savings Account</td>
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<tr>
<td>Other Assets</td>
<td>$6,300.00</td>
<td>$10,315.00</td>
<td>Prepaid expenses, Inventory, un deposited funds</td>
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<tr>
<td>Accounts Receivable</td>
<td>$7,405.00</td>
<td>$12,730</td>
<td>Unpaid invoices owed to GIS/LIS</td>
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<tr>
<td>Accounts Payable</td>
<td>$62,139.86</td>
<td>-$12,057.29</td>
<td>Unpaid bills</td>
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<td>Balance</td>
<td>$159,405.33</td>
<td>$230,163.99</td>
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<thead>
<tr>
<th>Account</th>
<th>Balance</th>
<th>Previous</th>
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<tbody>
<tr>
<td>Scholarship Fund</td>
<td>$26,934.87</td>
<td>$26,932.66</td>
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<tr>
<td>Investment Account</td>
<td>$31,453.93</td>
<td>$31,385.28</td>
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<tr>
<td>Total Assets</td>
<td>$58,388.80</td>
<td>$58,317.94</td>
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Treasurer Comments:

This report summarizes the Consortium’s financial status as of November 30th, 2016. Final Conference Numbers are in with the following results:

<table>
<thead>
<tr>
<th>Income Category</th>
<th>Revenue</th>
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</thead>
<tbody>
<tr>
<td>Conference/Workshop Registrations</td>
<td>$170,616.31</td>
</tr>
<tr>
<td>(126% of budgeted)</td>
<td></td>
</tr>
<tr>
<td>Sponsorships (187% of budgeted)</td>
<td>$7,585</td>
</tr>
<tr>
<td>Exhibitors (105% of budgeted)</td>
<td>$17,625</td>
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<tr>
<td>Total Income</td>
<td>$195,826.13</td>
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</tbody>
</table>

The Thursday evening fundraiser brought in $3,030.50 and I have directed Ewald to transfer this amount to the Scholarship Fund.

There were $62,231.31 in conference associated costs including:

<table>
<thead>
<tr>
<th>Income Category</th>
<th>November</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Supplies and Equipment</td>
<td>$8,852.04</td>
<td>$12,317.33</td>
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<tr>
<td>Facility Rental</td>
<td>$5,850.00</td>
<td>$6,900</td>
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<td>Food Service</td>
<td>$46,046.95</td>
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<td>Honorariums</td>
<td>$700.00</td>
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<td>k-12 Teacher Reimbursement</td>
<td>$782.32</td>
<td>$4,776.32</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$62,231.31</strong></td>
<td><strong>$75,680.86</strong></td>
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</table>
Based on the current income/expense analysis through the end of November the Consortium has netted nearly $74,694.61 from the Spring Workshops and the Fall Conference. This does not include the Profit Sharing that is due to Ewald for having a successful conference.

GIS Day Networking event at Blarney’s cost $1,403.51.

Respectfully submitted on December 15th by Timothy N. Loesch, Treasurer Minnesota GIS/LIS Consortium.