



MN GIS/LIS Consortium

Meeting Agenda

April 16, 2020
10:00am – Noon Board Meeting

***OUR MISSION:** To develop and support the GIS professional in Minnesota for the benefit of our state and its citizens.*

Type of Meeting: 2020 Board of Directors

Meeting Location: Online Only

If you would like to attend by phone or online, please contact the secretary@mngislis.org

Meeting Facilitator: Rebecca Foster, Board Chair

Invitees:	Attend	Call	Out		Attend	Call	Out
Past-Chair: John Nerge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Private Sector: Sharvari Sangle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chair-Elect: Michelle Trager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Local Government: Brad Anderson	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Treasurer: Alison Slaats	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Higher Education: Woo Jang	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Secretary: Tanya Mayer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	At-Large: Kyle Wikstrom	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Past Conf Chair: Aaron Menza	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	State Govt: Jessica Schuler	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conf Chair: Katie Rossman	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Appt. Survey Rep: Chris Mavis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conf Chair-Elect: Stephanie Boyum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	MnGEO Ex-Officio: Sandi Stroud	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MnGAC Ex-Officio: Ryan Stovern	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				

- I. Call to order
Foster
- II. Roll call
Foster
- III. Approval of Meeting Agenda & Committee Reports
Foster
- IV. Review action items & Approval of minutes from last meeting
Mayer
- V. Review & Approval of April Treasurer’s report
Slaats
- VI. Open Issues/New business
- a) Fall Conference
Rossman
- b) Additional Items:
- Spring Workshop Committee Report
Carlson
- Website Committee Report
Sjerven
- VII. Adjournment
- Committee Business Summary Reports:**
- a) Communication
Mike Dolbow

- b) Executive Rebecca Foster, John Nerge
- c) Fall Conference Katie Rossman
- d) Finance Alison Slaats
- e) Future Conference Stephanie Boyum
2020 – Bemidji, 2021 – St Cloud?, 2022 – Rochester?
2023 – Duluth, 2024 – Duluth
- f) Higher Education Woo Jang
- g) Nominating Rebecca Foster, Michelle Trager
- h) Polaris and Lifetime Achievement Awards Mark Kotz
- i) Spring Workshops Kate Carlson
- j) Website Gerry Sjerven

2020 Ad-Hoc Committees:

- a) Education K-12 Woo Jang, Jason Menard
- b) Policy and Procedure Manual Updates for Conference/Workshop Jessica Schuler, John Nerge
- c) Policy and Procedure Manual Updates Jessica Schuler, John Nerge
- d) Salary Survey John Nerge
- e) Scholarship Fund ?

Minnesota GIS/LIS Consortium

Treasurers Report for April Meeting, 2020

Date of Report: 4/13/2020

Prepared by Alison Slaats

Account Status as of March 31, 2020

Account	Balance	Previous	Description
General Fund	\$66,866.95	\$69,512.35	Affinity Checking Account
Reserve Fund	\$45,366.99	\$45,363.14	Affinity Savings Account
Other Assets	\$8,267.50	\$8,267.50	Prepaid expenses (conference deposits)
Other Assets	\$0.00	\$0.00	Inventory, undeposited funds
Accounts Receivable	\$0.00	\$0.00	Unpaid invoices owed to GIS/LIS
Accounts Payable	(\$11,200.72)	(\$10,819.73)	Unpaid bills owed by GIS/LIS
Balance	\$109,300.72	\$112,323.26	

Scholarship Fund	\$0.12	\$0.12	Affinity savings account
Investment Account	\$93,003.71	\$102,018.44	Schwab Managed Portfolio
Subtotal	\$93,003.83	\$102,018.56	
Total Assets	\$202,304.55	\$214,341.82	Total Assets

Income (amount by category, total year to date in parentheses)

- \$233.46 - Interest Income (\$369.86)

Income for Month= \$233.46

Total Income YTD = \$369.86

Expenses (amount by category, total year to date in parentheses)

- \$300.00 - Grant Awards - SE User Group (\$900.00)
- \$580.38 - Board Meeting Expenses - Retreat (\$602.42)
- \$2.64 - Postage and Delivery (\$5.94)
- \$1,000.00 - Ewald - Association Management Services (\$3,000.00)
- \$161.71 - Web Services – Zoom Acct. (\$161.71)
- \$9.63 - Rent/Storage (\$28.89)
- \$50.00 - Telephone (\$162.49)
- \$39.30 - Office Supplies/Photocopies (\$52.50)
- \$543.83 - Insurance – West Bend (\$731.49)

Expense for Month= \$2,687.49

Total Expense YTD = \$5,847.09

Notes

- Accounts Payable includes estimated Ewald Conference Profit Sharing: \$11,149.15
- Other assets include: \$6,267.50 for 2020 conference deposits; \$2000 for 2023 & 2024 conferences deposit (Duluth)



MN GIS/LIS Committee Report

Date:	April 16, 2020
Committee Name:	Spring Workshops - Webinar
Committee Chair:	Kate Carlson
Committee Members:	Peter Wiringa, Zeb Thomas, Zach Vavra, John Nerge, Cory Ritcher, Vic Barnett, Sarah Ewald, and Anna Baun

Committee Updates

In lieu of the onsite spring workshops, the instructors have been notified of the possible webinar opportunity, an hour or less. 3 have responded:

1. **Katie Gilmore (Drones)**

Title: Integrating Drones in 2020

Description: Drone technology is changing the way we work with aerial data! Join us for an in-depth discussion about the latest drone, sensor, and software technology, and step through an aerial data collection project from pre-planning to flight (weather dependent) and post processing activities. We'll also discuss your responsibility as an organization evaluating drone services, applicable laws and whether you should contract for drone services or conduct your own drone operations!

2. **Shana Crosson (Story Maps)**

Title: Beyond the Map: Create Amazing Story Maps

Description: You know how to build fantastic maps for your Story Maps. Now comes the harder part: how do you create an effective, accessible narrative? Learn about creating an engaging narrative, writing for an online platform and ensuring that your map is accessible to all. With a few tips and tricks, you can better communicate that critical spatial information to those who need to know.

1. **Nat Case (Cartography), 30 min webinar**

Title: Whose map? Designing maps for clients, end-users, and yourself

Description: A lot of map design work focuses on the map as an object, proposing design rules and standards. And those are useful, but most projects you will ever do—including making maps—are done for and with other people. You need your map to make people happy, and only some of that happiness can be addressed by standards. We will look at ways to pull apart competing (and sometimes conflicting) desires and needs by stakeholders in your design. We'll look at four groups for you to consider in your map design: The end user, the client(s), the overall body of mapmakers and mapmaking, and you and your specific working group. All have opinions, and you should pay attention to all of them. How to do that? I'll propose some ways to structure your workflow and your approach (especially to clients) that can more easily balance all those needs and wants, address conflicts clearly and up front, and arrive at the best map possible. We'll look at the project conceptualizing stage, the drafting/critiquing stage, and the letting-go stage of any map project, and we'll do some sandbox practice on each.

Action Items (if any)



Does the board have any stipulations and considerations to pass along for these instructors?

Title page for each webinar to specify that it is sponsored by MN GIS/LIS. Do we have one, otherwise, I will design something to be approved.

Requests for Board Approval (if any)

Approve webinar topics.

Approve honorarium for their efforts. \$300??

Attachments (paste or list below)



MN GIS/LIS Website Committee Report

Date:	April 15, 2020
Committee Name:	Website
Committee Chair:	Gerry Sjerven
Committee Members:	Kyle Wikstrom, Tanya Mayer, Sharvari Sangle, Jason Menard, Tami Maddio, Heather Albrecht
Committee Goals:	<ul style="list-style-type: none">• Keep website updated• Clean up unused Pages• Review membership Database• Monitor activity

Committee Updates

- Contacted committee members to confirm interest in committee. Still waiting for response from a few folks.
- Introduced the ideas around updating the layout located under the 'Who We Are' tab. I'll be setting up a conference call to discuss in the next month with the idea that we'd submit suggested changes to board for approval in May.
- Minor website updates, and changes in the last month.
- Updated Committee page on website. See action item below.

Action Items (if any)

- For the [Committee page](#), based on the document from the retreat (attached). What does the board and committee chairs want listed.
- Do you want all committees and Ad-Hoc Committees.
- Do you want just the chairs or all members
- Do you want the listed goals added to the webpage

Requests for Board Approval (if any)

Attachments (paste or list below)

March Website Activity

2020 Goals and Committee Membership

MN GIS/LIS Monthly Analytics Report

Mar 1, 2020 - Mar 31, 2020

Some data in this report may have been removed when a threshold was applied. [Learn more](#)

All Users
100.00% Sessions

Users

1,150
% of Total: 100.00% (1,150)



Sessions

1,517
% of Total: 100.00% (1,517)



Avg. Session Duration

00:01:21
Avg for View: 00:01:21 (0.00%)



Pageviews

3,672
% of Total: 100.00% (3,672)



Avg. Time on Page

00:00:57
Avg for View: 00:00:57 (0.00%)



Bounce Rate

65.72%
Avg for View: 65.72% (0.00%)



New vs Returning Visitors

User Type	Users	Bounce Rate
New Visitor	1,005	79.03%
Returning Visitor	208	39.53%

Landing Pages

Landing Page	Pageviews	Bounce Rate
/	951	30.15%
/default.aspx	519	64.00%
/admin/dashboard.aspx	359	0.00%
/networking/	357	47.42%
/networking/opening_search.asp	135	2.38%
/page/2020abstract	129	73.77%
/networking/apply_now.aspx?view=2&id=601293	67	89.47%
/page/Conference_2018	67	0.00%
/page/results_survey	51	89.47%
/networking/apply_now.aspx?view=2&id=601972	38	91.18%

Devices

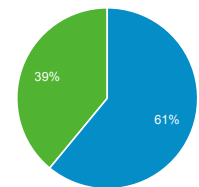
Device Category	Users	Bounce Rate
desktop	958	65.92%
mobile	172	66.67%
tablet	21	53.85%

Traffic Source

Default Channel Grouping	Users	Bounce Rate
Direct	709	76.88%
Organic Search	290	45.14%
Referral	108	60.27%
Social	60	66.22%

Users by Gender

■ male ■ female



MN GIS/LIS Board of Directors
Goals and Committee Membership

MN GIS/LIS Board Goals – 2020

- Increase Membership
- Increase participation (board members, committee members, board election, etc.)
- Develop new board leaders
- Explore the potential of funding an internship or fellowship
- Expand outreach to young professionals (i.e. speed networking)
- Conduct a new Salary Survey
- Fully implement the google suite and get the Board, Spring Workshop, Fall Conference and Education budgets integrated into a single workbook
- Executive meeting with GIS/LIS, MACS, MSPS
- Make the Survey Board Position permanent
- Expand Meet Me at the Corner
- Collaborate with MN GAC
- Host our first webinar
- Post conference presentations on website (possibly on Hub)
- Set up long-term sustainable scholarship plan (beyond 2-year goal)
- Update Policy and Procedure Manual for policies regarding
 - Instructor compensation (1.7/2.3.1)
 - Mailing list and membership privacy (1.16)
 - Voting/e-Voting/Tie-votes (1.24)
 - Event Grant to explicitly state no alcohol can be purchased with the grant
 - Complimentary registration section (definition of Event Support staff and more clearly define that the Conference Chair has the discretion)
 - Add Future Conference Committee to policy manual

MN GIS/LIS Board Committees – 2020

Polaris and Lifetime Achievement Awards

Chair: Mark Kotz

Board Members: Rebecca Foster

Members: past recipients

This committee only requires 1) a volunteer to Chair 2) the current Board Chair, 3) past recipients

Goals:

- Administer the Polaris and Lifetime Achievement Awards
- Promote awards via e-announcements
- Explore potential for awards for Young Professionals

Communication

Chair: Mike Dolbow, John Nerge

Board Members: Tanya Mayer, Gerry Sjerven, Kyle Wikstrom, Shavari Sangle

Goals:

- Coordinate posts with e-announcements
- Board member to contribute to the blog



MN GIS/LIS Board of Directors
Goals and Committee Membership

- Advertise and promote the blog

Conference

Chair: Katie Rossman

Board Members: Aaron Menza, Woo Jang, Alison Slaats, Stephanie Boyum, Brad Anderson

Members: Gerry Sjerven, many others

Conference Chair, Past-Conference Chair, Future Conference Chair, Treasurer, Higher Ed Representative

Goals:

- Continue to enhance K-12 Opportunities
- Keep attendance growing
- Opportunities for vendors and vendor hall
- Increase development opportunities
- Logo/Theme competition
- Increase participation (Job Board, Interviews)

Education

Chair: Woo Jang

Board Members: Ryan Stovern, Alison Slaats, Michelle Trager

Members: Len Kne, Jason Menard, Stacey Stark

Higher Education (committee chair), others who are interested

Goals:

- Ways to incorporate K-12 Education
- Develop Mentor Program policy
- Update webpage
- Mentor page on the website
- Lead discussion on the roles of the following committees: Education, Scholarship and K-12
- Administer the Student Scholarship and Distinguished Educator Award

Executive

Chair: Rebecca Foster

Board Members: John Nerge, Michelle Trager, Alison Slaats, Tanya Mayer, Katie Rossman, Stephanie Boyum

Chair, Past-Chair, Chair-Elect, Treasurer, Secretary, Conference Chair, Conference Chair-Elect

Goals:

- Ewald Contract renewal
- Renew insurance
- Update Policy document including Ewald commitments
- Board Audit

Finance

Chair: Alison Slaats

Board Members: All Executive committee members, Woo Jang, Katie Rossman

Members: Kate Carlson, Chris Mavis



MN GIS/LIS Board of Directors
Goals and Committee Membership

All executive committee members, committee chairs with budgets, any other interested board members

Goals:

- Continue to develop finance policies
- Develop and recommend an investment plan for the scholarship funds

Future Conference

Chair: Stephanie Boyum

Board Members: Aaron Menza, Ryan Stovern, Rebecca Foster, Katie Rossman

Members: Gerry Sjerven

Conference Chair-Elect (committee chair), Past Conference Chair

Goals:

- Explore other conference venues as opportunities arise
- Determine size requirements for a venue to be able to hold a conference
- Evaluate Future Conference Rates by summer 2021 for Fall Conference 2022

Nominating

Chair: Rebecca Foster and Michelle Trager (reach out to collect bios etc.)

Board Members: All Members

Co-Chairs: Board Chair and Board Chair-Elect

- Encourage nominees and voters
- Have nominations ready by September well in front of the Conference

Spring Workshops

Chair: Kate Carlson

Board Members: John Nerge

Members: Cory Richter, Peter Wiringa, Zachary Vavra, David Kramar, Vic Barnett, Travis Ornsby, Zeb Thomas

Goals:

- Expand Reach
- Survey Membership for new Workshop Titles
- Keep topics fresh

Website

Chair: Gerry Sjerven

Board Members: Kyle Wikstrom, Tanya Mayer, Sharvari Sangle

Members: Tami Maddio, Heather Albrecht, Jason Menard

Goals:

- Keep website updated
- Clean up unused pages
- Review membership Database
- Monitor activity

MN GIS/LIS Board Ad-Hoc Committees – 2020

Education K-12 (Ad-Hoc 2020)

Chair: Woo Jang, Jason Menard

Board Members: Rebecca Foster, Michelle Trager

Members: Stacey Stark, Shana Crosson

Goals:

- Transfer K12 roles and duties from Education Committee to this one
- Explore additional roles and responsibilities to support K12 outreach
- Document and collect knowledge of how to run K12 activities
- Vet potential for a K12 board rep

Policy and Procedure Manual Updates for Conference/Workshop (Ad Hoc 2020)

Chair: Jessica Schuler, John Nerge

Board Members: Rebecca Foster, Sharvari Sangle, Tanya Mayer, Alison Slaats

Past Board Chair (responsible for updates), Secretary (assists with updates)

- 1.17 (2.3.1) Workshop Instructor / Conference Registration
- Due by May 2020 Board Meeting
- See retreat minutes for details

Policy and Procedure Manual Updates (Ad Hoc 2020)

Chair: Jessica Schuler, John Nerge

Board Members: Rebecca Foster, Sharvari Sangle, Tanya Mayer

Past Board Chair (responsible for updates), Secretary (assists with updates)

- 1.16 Mailing List
- 1.24 Voting (including e-Votes and ties)
- Event grants need to explicitly say no alcohol can be purchased with the grant
- Complimentary registration section (definition of Event Support staff and more clearly define that the Conference Chair has the discretion)
- Add Future Conference Committee
- See retreat minutes for details

Salary Survey (Ad-Hoc 2020)

Chair: N/A

Board Members: John Nerge, Sharvari Sangle, Jessica Schuler

Members: Kitty Hurley, Jason Menard, Cory Richter, John Studtmann

Goals:

Complete a new Salary Survey in 2020

Scholarship Fund (Ad-Hoc 2020)

Chair:

Board Members: Rebecca Foster, Alison Slaats, Chris Mavis, Ryan Stovern

Goals: