

Date: Thursday, August 21, 2025

Subject: Board of Directors Meeting

Board Members Present: Heather Ferrero, Catherine DuBreck, Greg Andersen, Casey Dunne, Jeff Herter, Ryan Mayr

Committee Chairs and Officers Present: Max Villanueva, Matt Adam, Michelle Debyah

Not Present: Dawn F. McCall, Amanda Cruz, Ana Hiraldo-Gomez, Melissa Albino Hegeman

Minutes By: Michelle Debyah

Minutes: The meeting began at 10:03 AM.

Secretary's Report: Michelle Debyah, Secretary

A motion was made by Ryan to approve the minutes from the July Board of Directors meeting. Motion was seconded by Greg. Motion carried unanimously.

The items on the task list for August are to:

- Send out conference information for next year so sponsors and attendees can include the conference in their budget (President)
- Prepare certificates of appreciation for departing Board Members, Committee Chairs, and Officers (Secretary)

The items on the task list for September are to:

- Send reminder to Committee Chairs ahead of Committee Call to encourage attendance or send a report in advance (President)
- Annual reminder to Board Members, Committee Chairs, and Officers (especially departing) to transfer ownership of files and folders on Google Drive to the Association (Secretary)
- Renew General Liability insurance (Treasurer)
- Submit Annual Report for the Annual Meeting presentation (Committee Chairs)
- Request volunteers to take photographs at NYGeoCon (Communications)
- Back up all websites to Google Workspace or external drive (Communications)
- NYGeoCon and GeoSpatial Summit Committee Chairs will update and coordinate the master exhibitor and sponsor list (NYGeoCon and GeoSpatial Summit)

The current membership count is 470. That is 64 above where we were at a similar time last year, and about 72 above the year before.

Treasurer's Report: Matthew Adam, Treasurer

The Treasurer's Report dated August 18, 2025, was reviewed. The current checkbook balance is \$34,621.62. Expenses since the last report include Google Suite. There were NYGeoCon deposits of

\$6,068.15. There has been \$714.29 in income from membership dues. There were 48 subscriptions this period. There is \$10,877.44 in membership money being held for GISMO, and \$1,664.92 for WNY.

A business savings account was opened on behalf of the Association, and \$50,000.00 was transferred from checking to savings.

The insurance agent seemed unable to help, so Matt will contact the insurance company directly to find out what happened with the D&O Liability insurance payment.

A motion was made by Jeff to approve the Treasurer's Report. Motion was seconded by Ryan. Motion carried unanimously.

Information Technology Officer (ITO) Report: Melissa Albino Hegeman, ITO

Melissa will send out instructions for adding a shortcut to the Google Workspace to your own Google Drive, instructions for creating a Google account with an existing email address, and a form to give Melissa the email address users want to use to access the shared workspace.

Membership Committee Request

1. Provision of **Life Membership** with a fixed lifetime fee so that we can retain the members.
2. Increase the annual membership fee by \$5 or \$10 so that it is either \$15 or \$20.
3. Regular update of the Association's website with latest activities and photos on the home page.
4. Need at least two or three Membership Committee banners to display at a prime location during NYGeoCon 2025.
5. Need at least 500 paper prints with Membership Committee information to distribute at NYGeoCon 2025.
6. Need 5-7 min time slot to pitch on the Membership Committee role and responsibilities and request participants to join the Association.
7. Increase the number of webinars so that we can reach out to many GIS students and professionals.
8. Create a tab on the home page (with appropriate name) with a few pioneer people (with photos) in the field of GIS with their association with the NYS GIS Association and their messages.
9. An active discussion at executive committee level to create a clear plan to reach out to people both at government and private sector for membership. (Note: Membership Committee alone cannot do this job).

The first two items relate to the membership database. Lifetime membership is a great idea, but membership is applied by row by year so it is uncertain how this could be applied to the current database. A fee increase would also be difficult because so many members set up auto payments that would all need to change. These should wait until we determine whether we will move to MemberPress. (Matt said MemberPress lapsed last month because there is a problem with billing in the application. He is working with MemberPress to get it fixed, but asked if he should wait until we have someone to work on it, otherwise we are wasting money. There is a large amount of setup, such as building new web pages and membership profiles, and data migration. He will follow up with Dawn and Vijay.)

The website is being updated with any news items sent to Communications.

We already have an Association banner that promotes membership.

Heather will contact Binod to get more detail on the remaining items.

NYGeoCon 2025

NYGeoCon is Wednesday through Friday, October 8-10, 2025, in Lake Placid.

Jeff said preparation are progressing smoothly. The next Committee meeting is in early September.

Heather said the Association and GIS/SIG swap sponsorship, but NYGeoCon sponsorships are all more expensive. She said booths are less expensive and asked about giving GIS/SIG a booth instead, but booth space is limited and might not be available. Heather will talk to Karyn about finding a way to recognize GIS/SIG sponsorship.

GeoSpatial Summit 2026

Jeff has set up a meeting for Monday and invited an expanded list of people who might be willing to help. They will discuss change of leadership and start working on a task list and timeline (he looked for a timeline on Google Drive but did not find much). Heather said the highest priority is a date and venue.

President Reports

Heather shared pictures from the Viking Funeral for ArcMap held by GIS/SIG, which included a eulogy and lighting a small boat on fire. Twenty to twenty-five people attended. Casey agreed it was a good event and said the boat was great.

Catherine said Ryan will be running for President-Elect, and Dawn and Bill Trask will be running for the two open Board seats. Dawn should be able to help Catherine with the ballot.

Board Member Reports

Greg has completed the award nomination form for Caitlin and will submit it shortly.

Jeff said they are understaffed at the New York State Department of State Geographic Information Gateway and are having trouble filling GIS related positions. The title is Coastal Resources, so they do need some additional skills beside GIS. Michelle suggested posting the positions on the Association job postings page, she has received positive feedback that it does result in good candidates. Jeff will send the posting for the website; he will also post to the listserv and send to Heather to share with her students.

A motion was made by Greg to adjourn the meeting. Motion was seconded by Ryan. Motion carried unanimously.

The meeting adjourned at 10:48 AM.

Action Item List

1. (Dawn) Mary Susan will continue to work with the accountant regarding the tax forms.
2. (Dawn) Mary Susan will research 501(c) and potentially becoming tax exempt.
3. Matt will file tax returns.
4. Dawn will send letter of appreciation to Committee Members.
5. Matt will provide financial records to the Audit Committee (invoices, receipts, checkbook, bank information, final conference budget(s), and joint membership dues spreadsheet).
6. The Audit Committee will perform a financial review of previous fiscal year.
7. The Board will accept the Audit Committee Financial Audit.
8. Matt will renew D&O Liability insurance.

9. The GeoSpatial Summit Committee will recommend, and the Board will approve a venue.
10. The GeoSpatial Summit Committee will check dates to avoid competing with other events such as NEARC or regional conferences.
11. Matt will look into ACH or PayPal for auto payments to avoid updates every time the card changes.
12. The GeoSpatial Summit Committee will submit, and the Board will approve preliminary budget.
13. Greg will nominate Caitlin for an award.
14. The GeoSpatial Summit Committee will submit, and the Board will accept Summit contract(s).
15. The Board will send out Annual Meeting announcement 60 days prior to event date.
16. Matt will renew MemberPress.
17. Heather will make plan to transfer bank card and signature authority to President-Elect for upcoming year.
18. The Board will review and approve General Liability insurance renewal.
19. Heather will send out conference information for next year so sponsors and attendees can include the conference in their budget.
20. Michelle will prepare certificates of appreciation for departing Board Members, Committee Chairs, and Officers.
21. Heather will confirm Casey's intent to become Secretary.
22. Melissa will meet with Committee Chairs to explain Google Workspace, and document directions.
23. Heather will send reminder to Committee Chairs ahead of Committee Call to encourage attendance or send a report in advance.
24. Michelle will share annual reminder to Board Members, Committee Chairs, and Officers (especially departing) to transfer ownership of files and folders on Google Drive to the Association.
25. Matt will renew General Liability insurance.
26. Committee Chairs will submit Annual Report for the Annual Meeting presentation.
27. Communications will request volunteers to take photographs at NYGeoCon.
28. Communications will back up all websites to Google Workspace or external drive.
29. NYGeoCon and GeoSpatial Summit Committee Chairs will update and coordinate the master exhibitor and sponsor list.
30. Matt will follow up with Dawn and Vijay regarding MemberPress.
31. Heather will contact Binod for more detail on the remaining Membership Committee request items.
32. Heather will talk to Karyn about finding a way to recognize GIS/SIG sponsorship at NYGeoCon.
33. Catherine and Dawn will work on the election ballot.
34. Heather and Matt will change the address on both policies with the insurance agent or companies.

NYS GIS Association
18 August 2025
Treasurer's Report 7/18/2025-8/18/2025

Summary

- Business Savings account opened on behalf of the Association
- Balance Transfer of \$50,000.00 from Checking to Savings
- Check for \$250.00 paid from Jefferson County for NYGeoCon
- Check for \$600.00 paid from Monroe County for NYGeoCon
- \$64.80 paid to Google for subscription renewal
- \$5,443.15 paid by Delaney Event Management for NYGeoCon enrollment

Bank Balances

| Date | Description | NYS GIS | GISMO | WNY | Account Balance |
|-------------|-------------------------------------|--------------------|--------------------|-------------------|------------------------|
| 07/18/2025 | Beginning Bank Balances | \$65,320.89 | \$10,707.15 | \$1,650.94 | \$77,893.58 |
| 07/29/2025 | MOBILE DEPOSIT | \$250.00 | | | \$250.00 |
| 07/29/2025 | MOBILE DEPOSIT | \$600.00 | | | \$600.00 |
| 08/04/2025 | Google Gsuite_ Mountain Viewca 1526 | -\$64.80 | | | -\$64.80 |
| 08/06/2025 | Delaney Event Ma Receivable | \$5,443.15 | | | \$5,443.15 |
| 08/07/2025 | To Savings | -\$50,000.00 | | | -\$50,000.00 |
| | | | | | |
| | Ending Bank Balances | \$21,549.24 | \$10,707.15 | \$1,650.94 | \$34,121.93 |
| | | | | | |
| | PayPal Transfer (In Transit) | \$530.02 | \$170.29 | \$13.99 | \$714.29 |
| | | | | | |
| | Checkbook Balances | \$22,079.26 | \$10,877.44 | \$1,664.92 | \$34,621.62 |
| | Savings Balances | \$50,000.00 | \$0.00 | \$0.00 | \$50,000.00 |
| 8/18/2025 | Total Balance | \$72,079.26 | \$10,877.44 | \$1,664.92 | \$84,621.62 |

Membership Summary –7/18/2025 - 8/18/2025

| Subscriptions | Gross | PayPal Fees | Net |
|----------------------|-----------------|--------------------|-----------------|
| 48 | \$755.00 | -\$49.92 | \$705.08 |
| | | | |
| Subs. Period | NYS GIS | GISMO | WNY |
| 5 Year | 2 | 1 | 0 |
| 2 Year | 0 | 0 | 0 |
| 1 Year | 46 | 13 | 3 |