

# MAGIP BOARD OF DIRECTORS MEETING

Jan 17, 2023, 10:00 AM - 3:00 PM

*Topic: MAGIP BOD Meeting*

*Time: January 17, 2023 10:00 AM Mountain Time (US and Canada)*

*Every month on the Third Tue, until Dec 20, 2023, 21 occurrence(s)*

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Meeting Recording:

<https://www.youtube.com/watch?v=AB-LJBpLI0k>

Time start: 10:15 A.M.

## Board Members Present:

Mike Powell (Chair)

Jeff Hedstrom

Jason Danielson

Eric Spangenberg

Erich Schreier

Jeffrey Sprock

Nate Wold

Mike Eidum

Rob Ahl

Aaron Vaughn

## Guests:

Michelle Quinn(Full Scope)

Meghan Burns

Alicia Smith (Full Scope)

Bobbi Johnson (Billings PD)

Tacy Swanton (Broadwater Co)

Erin Fashoway (MT State Library)

**Decision to approve Dec 13, 2022 MAGIP BOD minutes. Jeff Hedstrom made a motion to approve, 2<sup>nd</sup> by Nate Wold. Passed unanimously.**

## Membership Fees

- Mike P. said he sent out a draft letter for the board to review in regards to membership fee changes before December and got feedback from Jason Danielson, who gave some additions and edits in a Google doc.
- Jason's edit doc suggested adding links to the recommendation letter by the task force and clarifications with specific increases based on work from the task force that involved organizational members.
- Mike P liked Jason's edited version and asked the board if there was any other input. Others seemed fine with suggested edits.
- Mike P brought up the spreadsheet that described the timeline and there are proposed dates for implementing the fee increases with the aim being March 1.

- Jeff H. asked about late-in-the-year members who paid the old rate whether there would be a pro-rating. Mike P. said that they could propose that those members could simply have the full year under the old price before they would pay the new rate in 2024.
- Jason D. said Michelle took the statistics snapshot from the website to see where most people renewed their subscription or were first-time members.
- Mike P. said there was another option for renewals with new prices being implemented in July, but worried about it being after the conference.
- Rob Ahl asked if the board wanted to do a single date renewal and said the letter for the membership was for the March 1 renewal, and said that using one date looked good.
- Jeff H. said yes, a single renewal date like March 1 was what we wanted to do, but are debating whether to propose a full year renewal for those who newly subscribed under the old fee structure.
- Rob Ahl suggested being firm on the March 2023 date, but be accommodating for those who may be put out with the cost increase. Eric Spangenberg suggested that could be done, and simply let them pay the normal dues while informing them that next year is an increase.
- Jeff H said that organizational membership may be more complex but the March 1 deadline could be good for most of them where they can register their people prior to the BigSky conference.
- Jeff H said that during sign-up, members could be aware of the rate change date, yet the existing membership is probably already aware.
- Jason D. and Jeff H said that Michelle could entertain the thought of pro-rating new members.
- Nate W. said that there is also the proposed incentive of giving newly signed members two free months when signing up during the conference.
- Mike P. said although more can be discussed with Michelle.
- Jason D said that the reasoning should be made clear to the membership and why there is a change with the notification and the statement on the website.
- Rob Ahl suggested asking the online guests, Bobbi Johson and Tacy Swanton. Both guests stated they were fine with the fee increase based on a single date.

**Jeff H. made a motion to send out the increased membership fee letter previously approved by the task force and edited by Jason D for the March 1 deadline. 2nd by Nate Wold. Passed unanimously.**

### **Legislative Update**

- Due to Michelle and Alicia running late, Mike P skipped to the next agenda item with GIS in legislation.
- Mike P. said he spoke at the Capitol in support of Senate Bill 60 and had a good experience and that it was a rare occasion where MAGIP was in outward support of a bill.
- Erin Fashoway, who is on the Montana Land Information Act Council, thanked the MAGIP board and Mike for their support and efforts and said that, if passed, SB 60 will ultimately assist geospatial work in the state with implementation of the Real Time Network plan.
- Erin said that her predecessors were working on this for years and that Montana is one of the last remaining states that doesn't have an active RTN.

- Erin explained the RTN where SB 60 details describe Montana State Library as the facilitator of the network and where the administration and the fee structure would be conducted by the library.
- Erin said that there were proponents for the Senate bill from organization, MACO and MARLS.
- Erin said legislation will take a while before any executive action and it will still have to pass through more committee and hearing approvals both within the Senate and House. She was not sure the exact timeline, as the Montana Legislature is handling many other bills that will take an indeterminate amount of time.
- Erin said there are other bills that relate to GIS and land information, such as MLIA (Governor's Red Tape Relief) structure changes, school district boundaries (legal descriptions and definitions from a local level), state plane coordinate system standards change, and a reference to 'mapping applications' – yet for this last one, talks are ongoing and there is no current draft legislation, but Erin said it relates to the Cadastral alignment.
- Erin said monitoring of the legislature is ongoing within MLIA.
- Jeff S said recorded video and streaming for Montana legislation is found on MPAN (Montana Public Affairs Network).

#### **Update on MAGIP Social Media from Alicia Smith (Full Scope)**

- Alicia introduced herself to the board in person as she was able to make a live appearance after traveling from her home state of Georgia.
- She said it is a little too soon for a full report since she started in October. But so far the biggest reactions and response for MAGIP based social media is from LinkedIn – Twitter second and Facebook yields the least.
- Alicia said most of her post topics come from the board and topics fed from Mike E.
- Alicia stated she is moving to Montana and will soon be based in Missoula.
- Jeff H. said that posts to the listserv will inform most MAGIP members and non-members.
- Alicia encouraged board members to share the posts.
- Alicia said although Instagram is not garnering much response, keep it around while focusing on the ones that get the most traction.
- She said that the conference will create the most interest especially if individuals share images, photos.
- Erin Fashoway asked about real-time posts and whether it could be a good idea to create some kind of reward incentive (entered into a prize).
- Also, Erin asked how to best push a message campaign, like MLIA grant or something from the State Library's spatial themes.
- Jason D said Mike E and Alicia were given a working social media template as a guide for generating posts.
- Alicia said she sets most post ideas through the listserv.
- Mike E said that possibly a forum on the MAGIP site could generate topics. Meghan concurred and said it could be easily set up.
- Jeff H said maybe using ArcGIS Survey 1,2,3 to poll the membership body.
- Various avenues of post generating tools were suggested by board members. Ultimately using Google cloud tools and possibly upgrading MAGIP's ArcGIS Account were determined to be the likely avenues.
- Erin Fashoway said that the State Library, as part of their strategic plan, came up with a communication plan to improve GIS communication. They came up with a matrix for communication and that it can be automated. She suggested linking Alicia in.

- She said when they have something to post, it could be automatically sent. Mike P said as long as Mike E is first informed within that process that would work fine.
- Jeff H. said he would reach out to Jan Cunningham from Esri to see about the ArcGIS account update for MAGIP's account.

### **Budget and Membership Fees**

- Mike P wanted to circle back with Michelle and talk about pro-rating subscribers who recently paid the old cost of membership, yet face the new price hike in March.
- Mike P referenced the spreadsheet within Google Drive called 'Membership Analysis'.
- Jeff H pointed out that members who signed up between September to March could be considered candidates for pro-rating their membership costs.
- Michelle, who was not present earlier to speak on this subject, said that she had not considered pro-rating new members but that it could be done in 'Wild Apricot', MAGIP's website management system.
- Mike P said that he definitely wanted to post a warning to new members on the site that by March 1 the new costs will be in place – it could act as an incentive for members to wait for this start date.
- Michelle proposed an incentive to join with the new membership fee they would get the time between their old pay date and the new renewal date (March 1) essentially free before having to renew next year in March (2024).
- Mike P said he likes that idea, but that the website update warning should go up soon so new subscribers know as well as email out a letter within January.
- Michelle said that the letter to membership could be customized within Wild Apricot to both warn them of the membership change and give them a summary of the year of MAGIP news and updates.
- Erin Fashoway said that there might be push-back based on each organization's budget cycle. Mike P said that has already been considered and those people and organizations won't have to worry about renewal until 2024 as a means of alleviating this problem.
- Mike P and Jeff H said there will be a special letter sent to subscribers who recently (since September) giving them notice of the special offer for the renewal date for them being March in 2024.
- Erin said she can still go into her account and renew under the old price. Michelle said she can turn off the reminder but not block the users from manually going into their account settings.
- Jason D suggested adding details for the next MAGIP election.

### **\*Break for Lunch**

#### **Budget**

- General swag running low and purchases need to be made for the upcoming BigSky conference.
- Nate Wold said that there \$750 available for general swag and offered pricing for various items based on a quote spreadsheet from the overhed. He said we should discuss what is currently in swag stock and what we need for upcoming events.
- Jeff H said \$750 was a number that is flexible in light of inflation and what's affordable. Mike P concurred.
- Nate said the talk was leaning toward purchasing stickers and pint glasses. He gave a cost overview and savings of purchasing in bulk.
- Jeff H said conference swag is separate from general swag.

- Alicia suggested giving a gift swag item to new members as part of a welcome packet.
- In regards to pint glasses, Nate pointed out the cost difference of buying steel vs. glass. Alicia said glass often yields loss during transport.
- Mike P said the custom bottle openers could be used for raffle items. Nate suggested also to be used as prizes.
- Nate gave sample ideas for custom notebooks through Allegra. Michelle suggested buying swag (notebooks, stickers) from the state women's prison, where the price is competitive and quality is good.
- Mike P said Micheael Crougar may have leftover swag. Jeffry S said he could stop by Michael's work, HDR, to pick them up.
- Mike P suggested getting some swag for the Feb 15 MARLS conference. Jeff H said that there is next-to-nothing in stock in terms of swag except for some old pens.
- Jason D. suggested reusable cups that are similar to red Solo cups as being something more unique than was offered in the past.
- Rob Ahl said in past experience he's found that pens, styluses, and notebooks are cheap and useful as well as something that brings visibility – keep it simple and cheap.
- Board decided 50 steel pint glasses would be good for raffle and prizes.

**Mike P. made a motion to raise the swag budget to \$2,000. 2nd by Jeffry Sprock. Unanimously in favor.**

- The sheet labeled 'Swag - 2023' (Google Drive) includes all that is being ordered highlighted in green.
- Michelle said she would order 'Save the Date' conference cards and bookmarks for the upcoming conferences. Later they will be sent to Mike E.
- Mike P. said with the first year attending the MARLS conference, there is nothing accounted for in the budget.
- Mike said he sent in a request for assistance for his overnight stay with his legislative testimony in Helena and with that, he thought of the costs associated Feb 15 with MARLS in Great Falls and there should be a budget item.
- Mike P. said he considered a cost savings by bringing Aaron V. to the conference where he would not need a hotel stay.
- Admin Travel / Lodging is a category Nate said could be used to adjust the budget for such costs.
- Jeffry S. asked if there was ever a compensatory means in the past to pay for such costs in the past. Jeff H. said he was not sure and would ask Jenny Connelly.
- Mike P and Jeff H said they need to keep this in mind for next year's budget.
- Jeffry S said he thinks Mike P should be compensated for his work at the Capitol and attending a 3-day conference representing MAGIP.

### **Requests for Assistance Policy**

- Jeff H brought up the fact that there is a request for assistance policy that has not been followed and needs updating. He says most RFAs had been approved simply by board vote.
- Jeff H said that the response should be defined by a \$300 threshold, where everything above \$300 is voted on. He said that there should be an automated forward mechanism to the board's Gmail account that alerts the board of the RFA.
- He proposed that board members can read the email and if everyone agrees within a 5 day period, it can be fulfilled. If there is any objection, it can go to a board vote, which does not have to wait for the next meeting – unlike the older rules language.

- He said this old process had simply fallen away and was handled independently by the board members in an ad hoc method of addressing the request.
- Jason D said he would like to see reporting on events that benefitted from the RFA – for instance, how many attended the event. Jeff H concurred.
- Meghan said it could be something that could be built into the submittal process with the preliminary submittal data.
- Jeff H pointed out to the old document reference on the resources page on MAGIP.org regarding user group meeting policies.

## **Reports**

### **Treasurer's Report - Nate Wold**

- Working on orders for swag by next week in time for the MARLS conference.
- Need to file with the MT Secretary of State for the annual business report for April 15 as part of the business registration with a \$20 fee.

### **Grants and Scholarships - Rob Ahl**

- Rob said he should have announcements out and distributed by the end of the week.
- Said he is starting to recognize that making the connection with teachers is a challenge due to their time constraints and regular curriculum expectations in pursuing grants.
- He said the focus may also be directed toward extra-curricular and school clubs outside the classroom.
- He said the conference committee might want to use two scholarship winners last year for a presentation during the conference and to find an adequate time slot and platform for them to speak.
- Michelle said last year those scholarship recipients were scheduled through usual submission through the website portal in the 'Call for Presentations' process.
- Jeff H asked if the new scholarship winners will be announced at the Bozeman conference. Rob said yes, though the application process window may be slightly shortened and it may be for the best.
- Erich S said he talked with MSU professors and believed there will be interest from GIS-minded students there.
- Jeffry S asked if there is a lot of turnover with GIS staff and maybe new teaching staff need to be aware of the scholarships program periodically.

### **Member Development - Mike Eidum**

- Social media plan is going well with coordination between the board and Alicia to create graphics and messages - recently in regards to legislature and conference updates.
- Mike E said Meghan will create a landing page for GIS community stories submission page.
- He said he will discuss more with Alicia to create graphics for the bookmarks and cards to be handed out during conferences.
- Mike P commended them on their efforts.

## **Conference Committee - Erich Schreier**

- Erich S said thanks to Jason D. for building the workshops thus far.
- Erich said he is looking for space during the Monday night meet-up that typically is in tandem with the Big Sky Geocon. He is looking for a large space, a brewery rental room in Bozeman, where it might not be overwhelmed with a large crowd like last conference.
- Jeff H suggested MAP Brewery's upstairs area. Erich said they are looking at three locations.
- Mike P suggested the space should have a place that has capacity over 100.
- Jason D said the Meet-up last time only had 20 registrations, but many more than that showed up at Imagination Brewery in Missoula.
- Erich said that tomorrow they will work out how to conduct their poster night session at the conference.
- Mike P asked about a board meeting during the conference. Jeff H said the board meeting could be at the regular scheduled time, not necessarily done at the geocon. Michelle said the board talked about doing it Thursday morning.
- Jeff H said the meeting could just be all about chatting with the membership body.
- Jason D. asked if the member meeting is board initiated or informal. Suggested creating some form of agenda. Jeff H said it was done last time.
- Michelle said it would be a good time to detail the board's new communication efforts.
- When conversation shifted to hotel stay, Jason D commented about last year's comped hotel stay for one day. Michelle said the hotel gave out free room nights based on the bulk purchase of rooms, typically used for guest speakers, but was not needed during the Missoula conference, so it was given to board members based on a needs basis.
- Michelle said that this year's rooms in Bozeman were priced based on the government rate of \$151 a night, which the board commented is higher than most other city hotels.
- Jeff H said it is probably important to check other hotel costs to offer alternatives for those who are cash strapped. Michelle said, we do need to fill the block already spoken for.

## **Workshops - Jason Danielson**

- Nearly full with workshop obligations. Still waiting on Jon Hogland to confirm what 2 of 4 classes he wished to construct. David Howse (Esri) will teach Python for ArcGIS yet has not fully detailed his plan with Jason.
- Said he might be able to split an existing conference room and is working with Michelle and the hotel.
- Getting abstracts and bios requests out to the instructors. Already has a workshops page on the site.
- Jeff H asked about David Howse's workshops, and Jason D. said his workshops are full-days and are filled up.
- Eric Pimpler also a confirmed instructor and will be charging new rates.
- Erich S asked if we need another room. Jason D. said not yet, but is anticipating it as a contingency.
- Jason D. said Jim with U.S. Census cannot confirm his attendance.
- There are 5 rooms that are about filled up.

### **Web - Meghan Burns**

- Getting logos from each vendor currently. Will have to get the keynote photo and bio.
- Jeff H said the State Library has a new logo. Michelle said when they upload their data to the website, their new logo will come with it.
- Jeffry S asked if the legislation info is on the main page. Meghan said it is not yet but could be set up.
- Mike P said there should be at least a link from the main page. Jeff H said there should be a section due to 4 bills being scrutinized.

### **MLIA Representative - Eric Spangenberg**

- Not much to report outside of what Erin F already said.
- Eric S said the next meeting will be during the conference, April 4, 1PM.
- Mike P. asked about legislation and a special meeting if anything changes, Eric confirmed if there is a change in any of the bills, they will meet.
- Eric said the grant sign-up is being released, along with training.

### **Local Gov - Tommy Luksha \*Not Present, Jeffry Sprock fill-in with LiDAR SIG**

- Jeffry S said his LiDAR SIG info went out on the website and on the listserv.
- He said that he wanted to coordinate with Mike and Alicia to get social media awareness.
- Jeff H said he was invited to the SIG through a LiDAR SIG member out of Kalispell. Jeff S said he was pleased to hear.
- Said the SIG page is up on the MAGIP website.
- Jeff H and Mike P will show Jeffry S how to manage meeting details within the board's folder structure within the site.
- Aaron V said that Keith Weber out of Idaho State University is a good candidate for a topic speaker.

**Mike P made a motion to end the meeting. 2nd by Aaron Vaughn. Passed unanimously.**

**Meeting end 3:42 PM**