



## MSGIC Executive Committee Meeting Minutes

January 8, 2014

9a.m. – 12p.m.

Anne Arundel County Government, Heritage Complex (Annapolis, MD)

### Attendees:

Mark Helmken, (Chair)

Julia Fischer, DoIT (Chair-Elect)

Jim Cannistra, Maryland Department of Planning (Past-Chair)

Theresa Martin, City of Laurel (Secretary)

Lauren McDermott, Salisbury University/ESRGC (Education Subcommittee Chair)

Erin Lesh, State Highway Administration (State Government Caucus Chair)

Matt Webb, Anne Arundel County (Local Government Caucus Chair)

Mara Kaminowitz, Baltimore Metropolitan Council (Regional Caucus Chair)

Roger Barlow, US Geological Survey (Federal Government Caucus Chair)

Barney Krucoff, DoIT (GIO)

Michael Scott, Salisbury University/ESRGC (Grant Subcommittee Chair)

Patrick Callahan, Prince George's County Government (Data and Resources Subcommittee Chair)

### On Phone Attendees:

Doug Reedy, Frederick County Government (Treasurer)

Scott Jeffrey, Community College of Baltimore County (Educational Caucus Chair)

MSGIC Treasurer – *Doug Reedy*

### Financial recap

- Non Paypal one individual organizational membership from Salisbury DPW.
- One organizational Tier II membership from Bud Gudmundson at Washington County.
- Sponsorship from Johnson, Mirmiran & Thompson Technology Group.

**Action Item:** Julia to fix hyperlink for their logo on the website.

### Collection of Dues

- Have not had an upsurge in membership since Jan 1.

**Question:** Do we have a marketing plan to bring members on board?

- In the past had discussed doing a proactive marketing campaign for those organizations that could benefit from an organizational membership (5 members and above).
- A similar letter was planned for each of the state agencies.
- Time for these to go out.
- Also letter needs to go out to members that it is time to pay their dues.
- Need to go through the membership list and remove all those organizational members.

**Question:** Should we exclude those we think will be coming in under an organization?

- No, should have verbiage in letter that there may be opportunities for them to join through their organization.
- May need these folks for advocacy within their organization.
- Important for elections in July. The ability to vote on leadership as well as for bylaw changes. At that point those who do not renew their membership will move to contact status.

- Letter ought to come from president

**Action Item:** Mark will draft

- Use opportunity to remind them what their membership offers.
  - Supporting of good governance of GIS throughout the state, advocacy of your interests, will be eligible for training, etc.

**Question:** Is it clear how to sign up now?

- No, there is still confusion around how to get membership.

**Question:** PayPal Subscription - Is there a mechanism to auto renew?

- It was supposed to be. Will need to look into.

**Question:** Concern regarding lost BMC check whether there will be any repercussions on members who will come under organization.

- Names listed in application will be considered members.
- Mara will check back w/accounting department to see if they can do PayPal or credit card.

**Action Item:** Doug will continue to look into.

- Need to establish a PO Box to avoid mail being lost in the future.
- Whenever mail has "Treasurer" in the first line it automatically goes to the Treasury. Mail sent with second line and no problems have occurred.

**Question:** If someone chooses to not become a member what involvement can they have.

- They can still attend meetings and will be on distribution list. Will not receive announcements that are voting related.

**Question:** If you work for an organization that does not want to pay for their membership do they no longer represent the organization but themselves?

- They can still be advocates for their organization.
- Would not have to step down as state caucus chair for example if state agency did not want to pay for org membership.
- Do not have to be an organizational member, just a member.

**Action Item:** Mike S. to send an updated membership list to Ashley for getting aforementioned letter out.

- For the organizational letter, can have verbiage to show where organizations could save money.

**Question:** Will this also be put out at the Quarterly Meeting?

- Yes, likely start with that information.

- Doug will not be at quarterly and will send report to Mark prior.
- Budget updated and emailed out to group incorporating comments from last meeting.

**Question:** Are there any uncertainties that rely on membership targets being hit vs pieces that are priorities that we'll try to do with the funding we have now?

- Big question is the revenue side.
- Sponsorship kept at current level from this year, assuming this will stay consistent.

- Moved 25% of current membership to \$50 (individual/organizational) level, resulting in that estimated revenue number of \$12,219.
- Top priority should be member services which include training, web services, communications (web services/ marketing) and advocacy.
- 25% seems to be a reasonable guess for the number of members to sign up.
- Intern to help w/organizational communication a critical need that needs to be filled right away.
- Each line item can be approved but not moved upon until we have a better sense of money coming in.
- Need to clarify and put in documentation the timeline of our budget. Calendar year for fiscal 2014?
- Concern that if we have 10K right now, most of which has been through organizational sponsorships, another 25% would only bring in 5K - budget should be reflective.
- Some areas exist where we could shave a thousand dollars or so: publications & books, consulting services, marketing and advertising, etc.

**Question:** How important is conference attendance?

- Costs of each of the conferences (booth plus 1 individual): Delmarva \$650, Pennsylvania \$675 - \$735 and W VA \$600-\$860.
- Only the Delmarva offers a non-profit rate like TUGIS.
- Concern how our buying a booth helps our membership, particularly by us attending an out of state conference where we would not be generating membership.
- Exception might be MACO conference where we are not looking to build membership but to promote GIS in the state.
- Going and participating may be the way to go.
- Consider limiting conference attendance for first year to Delmarva and MACO.
- Maybe worth asking if we can negotiate a lower cost to attend their conference for a lowered cost to attend ours.
- Budget is a guideline to what we are trying to limit ourselves to.
- Individual expenses above a certain amount have to be voted on anyway.
- Things like membership meetings (was a contingency as we are getting larger), marketing and advertising (is another place holder), consulting services a contingency based on what M, D & J saw.
- Suggestion to try to cut out about \$3K collectively and make budget \$10K since we do not quite have that yet.

**Action Item:** Doug to shoot for \$10K in expenses and submit for review.

**Question:** Are there any items we can identify that we can cut out and those that we know are going to be an expenses?

Technology – zero out but leave out as a line item

Office Supplies – minimal

Storage fees (for booth equipment) – zero out for now. DoIT will hold for now.

Conference expenses – cut back

Travel expenses – May still want to send people. In the past those who were going to represent MSGIC were already going. – minimal amount

Training membership – Keep at \$3K. Don't have anything in the works so suggested halving it.

Salaries & Stipends – That is one of the key membership priorities. Keep at \$2,500

Publications – leave as a line but zero out. Noted that brochures under marketing. Part of the marketing will be touting our accomplishments and saying what we are going to do. Important to get that information out there.

Consulting Services – Is name confusing? Maybe parenthetically put in accounting. Keep at same level.

Web Services & Fees - \$100/year – web hosting. \$99/10 years – domain ownership. \$204/year – Survey Monkey (unlimited questions, unlimited responses & the reporting). \$49/month or \$468/year – Go-to-Meeting (1 organizer & up to 25 attendees). Other free services are out there but are limited in the number of callers.

**Action Item:** Julia to look into other available services.

Office Supplies – lower to \$40

Shipping/Postage – Stuff that bounces should try to send out by mail once. Keep at current level. P.O. BOX – good to budget it but waiting until done with the IRS.

Storage Rental – zero out for now.

- Plan is for Doug to make the revisions, sent out to group with Executive Committee to do a final vote next month.
- Plan that this process starts in October of this year and to be ready by January 1.

**Question:** To Mike, anything going on with website.

- Contact info for website has been moved over.
- Need to send the company that hosts our site that Mike really does want MSGIC to own this domain and to please make it so.

TUgis 2014 – Mark Helmken

- Registration Fee for MSGIC staff and members
- Virginia is willing to agree to continue to allow us to have a discount for MSGIC members only if we agree to reimburse them dollar to dollar.
- Can agree to a dollar amount cap above which they would not expect us to pay anymore.
- If we want to contribute toward breakfast that would just be a bonus.
- If we want to contribute moderators & volunteers
- We are expected to pay \$250 for booth.
- TUgis Advisory Committee would like to know the dollar amount which includes Booth & \$10 reimbursement.
- Could be half our budget and not worth it.
- Still question remains how we would monitor only valid members getting reduced rate.
- Should have a bona fide membership list for next year so should be prepared to have a reduced rate for members then.

**Question:** Odd that we are paying for a booth that we are co-sponsoring?

- Virginia has gone out of her way in the meetings and marketing materials to ensure MSGIC is an equal partner.
- MSGIC should ensure it is a stakeholder in this state conference.
- For DoIT's part it will be co-sponsoring the breakfast.
- Sponsorship gets logo on website and time in the plenary.
- We pay for the booth \$250, and also support the organization plus participate in recruitment for attendance and other work.

- This is the best time to get all of our membership and potential members in one place.
- As a partner, we should be pushing our members to attend.
- Can't have that without that constant communication of the event.
- They do a lot of work pulling this event together so it really isn't even.

**Question:** If we can get all our members in one place, what would we pay for that?

- Our membership will likely drop once it becomes a paid membership.
- One of the goals at the conference is for us to gain members.
- The Plenary session a way for us to market MSGIC.
- Seems well worth whatever the dollar amount is to have that time.

- Platinum area sold out
- Silver and nonprofit still available
- Suggestion we could pay \$500 for our non-profit (\$250 is np rate). \$150 extra is the cost for non-profits to be in the silver area.

**Question:** What do we expect out of the conference?

- Number of new memberships, corporate memberships – what is that dollar amount?

- Towson is asking only for volunteers and marketing.

**Question:** If they are expecting this of us should we make a pitch at the Quarterly and try to get people to sign up?

- Mark has put the word out that we are actively searching for moderators and volunteers.

- Has not asked for monetary contributions.
- They do not make a great deal from the conference and it seemed like their concern was losing \$10 per attendee was not sustainable.
- Could split the breakfast with DoIT which would put our name out there and support the cause.

**Question:** Could we offer Scholarship Program in lieu of member discount where we pay the way for 3 students?

- They already have opportunities for students to volunteer and sponsorship tied in.

- Whatever money we contribute will be an investment and will go back into the conference.
- Need to show what we are offering to our members particularly now that they are paying.
- How are we delivering value (of that \$50 what are we doing with that).
- Drink ticket idea? Hand out to MSGIC members?
- When people come to pay next year could offer a discount on their membership.
- Consensus we should stick at \$250, potentially also contribute to the breakfast and contribute in other ways (volunteers, moderators, marketing).
- Makes sense that we partner with DoIT for the breakfast as the other two partners.
- Continental breakfast \$1,250 (for our share) plus \$250 for our booth.
- Barney is okay with MSGIC contributing \$1,000 for their share.

- Michael Scott makes a motion that MSGIC will offer \$1000 for breakfast and \$250 for booth.
- Julia Fischer seconds.
- All were in favor.

- Plan is to wave discount for this year.
- Will need to remove any of that content on the website.

**Action Item:** Doug to put the paperwork in for the booth and make himself the contact.

- Booth location: last silver taken

#### Data & Resources Subcommittee – Patrick Callahan

- Received some modifications to the mission statement wording from Roger that have been included.
- Bylaws will be done by online voting.
- Treat as a first reading today and will vote on next time.
- A very broad range can go under this group.

**Question:** Does the EC agree with this direction?

- Treat as a first reading and bring back.
- New wording brings us closer to where the group is now.

**Action Item:** Patrick to make the changes and resubmit next meeting.

#### MD / DE Cooperation - Mark Helmken

- Have been in talks with Miriam.
- If okay with the group, will ask her to call in next meeting and introduce herself and talk about what they are up to.
- They asked Barney to be the keynote at their conference in middle of May.
- Looking for substantive stuff for him to talk about.
- Could use that time to promote what we are up to.
- Last year discussed that it should be Delmarva not just DE.
- A lot of common issues for the region drinking water, sea level rise, subsidence, marsh and habitat loss.

#### New National Datum

- Meeting set up for January 28<sup>th</sup>
- Would like to tap a few individuals: Patrick Callahan, Erin Lesh, (Mike already on the distribution list. Important for how they will be teaching the new datum), Jim Cannistra (because of his involvement with planimetrics), Axis Geospatial maybe should be included. Justin or Dave McIntyre. Should get some local representation as well.
- May be a chance for us to offer a training or an informational session.
- Important for us to get ahead of the game.
- TJ will also be participating.

#### GIO Briefing – *Barney Krucoff*

- Opening up Parcel Data
  - At the Budget Hearing only had a few minutes to speak but had a letter from Barney and from MSGIC which was exceptionally well received.
  - Very positive that the requests weren't just coming from MDP as a state agencies but from the larger community.
  - Still a lot more steps to get through particularly through the legislative sessions.
  - If the budget passes, will no longer sell property view and will no longer be distributed via CD's.
  - Will be setting a good example for the locals about stepping back from cost model.

- Friday, 21<sup>st</sup>. – Next MDiMap meeting will be a joint session with MD. DATA. gov on how they collaborate as there is some overlap.
- Plan to reorganize services. Pruning some new features in some.
- Will be a new website which will have the new state look.
- LiDAR data from ESRGC site.
- FirstNet – Grant that has gone to every state to build a public safety wireless system. Mark and Kenny will be talking about it at multi-state conference in Rehoboth.
- Our role will be 2 parts: providing data for engineers (Where towers should go) and second what content will be on there.
- DoIT is very short staffed so Barney will not make it to MSGIC next meeting.
- Hopefully vacancies will be filled by March.
- Will have SHA centerline data online.

TUgis 2014 Planning – Executive Committee, Virginia Thompson & Ardys  
Part 2 – Discussion with Advisory Committee Reps @ 11 AM

- MSGIC will not do membership discount due to complications logistically.
- Will do the booth and will submit paperwork for that.
- Would also be co-sponsoring the breakfast.

Virginia and Ardys Comments:

- Will email contract to whoever needs to see it.
- Very appreciative of MSGIC's role thus far.
- Suggest for next year to do discount in reverse.
- Upon registering could get a discount for their membership fee.
- Could help MSGIC to realize a larger membership.
- They will pull down any information relating to discount from website.
- Number of moderators needed. 18? Will be working to get that number.
- Job Board still needs further discussion.
- Next meeting is on Thurs, Jan 23<sup>rd</sup>

Caucus – GIS Coordination Efforts and Local User Group meetings

Local Government Updates – Matt Webb

- No feedback

Regional Government Updates – Mara Kaminowitz

- Small but engaged meeting
- Would like to send out a survey to larger membership to get a larger cut
- Will not be able to attend quarterly
- Action Item: Mara to send any information to Mark that she would like convey

State Government Updates – Erin Lesh

- Sent out email but received no feedback.
- Does have a clean contact list now.

#### Federal Government Updates – Roger Barlow

- LiDAR status graphic produced and distributed to MD water monitoring conference.
- Produced by Erin Silva and posted on MSGIC as well.
- Farm Creek Marsh – Audubon society land. Additional Sandy money that may go forward.
- Field trip on Dec 18<sup>th</sup>.
- They are concerned with habitat of Black rail and salt marsh sparrow.
- Air borne LiDAR will be flown for all of Dorchester County but will not be enough accuracy so looking to bring in ground based LiDAR.
- 3 different ground cover schema.
- They want to drain some of these areas where this is lots of standing water.
- Access road is not too far from the bridge.
- Is an area that continues to have subsidence as well as sea level rise.
- Looking to Identify where the water is coming from.
- Was there on a cool day so did not see water coming from anywhere.
- Been in touch w/Erin for basemap for Audubon society to help them identify species areas and other activities planned - they have about 700 acres.
- Panel for TUGIS – Got something from Census, will hit up USGS.

#### Education Updates – Scott Jeffrey

##### *Left call*

- One communication from Scott to Mark
- State of the State GIS report – Looking at GIS on post-secondary level and potentially presenting on
- AP Geography courses taught in HS now including GIS component to explore urban pattern change.

#### Private Industry Updates – Marshall Stevenson

- Email regarding drone.
- Will be sending out email regarding remaining spots available at TUGIS.
- Sending out email to private caucus to get some booth spots filled at the GIS Discovery zone at MACo.

#### Data Resources Subcommittee

- Subcommittee Meeting Recap – Patrick Callahan
- Working on Charter and number of short term and long term goals
- Will put together feedback from group

#### LiDAR – Roger Barlow

- Sent an email to Patrick to initiate an Elevation subcommittee under the Data & Resources group
- LiDAR activity – unsuccessful in getting funding to support Cecil County in processing assistance.
- Areas that got money were all out west and federal lands that were much larger in scope with 6 or 7 counties.
- Talked w/Mo Co just finished their acquisition yesterday. The only deliverable they have is the LAS files. Should have in the next few months.
- No status report for other projects. Expect for both NCR and Dorchester ad Caroline soon.
- MD should be in line to have other data acquired but probably not this flight season.
- Report put together by Mark Calhoun of the problems they have been having with the new LiDARs. Issue of using the old LiDARs which were not accurate as a basis.



- Could that be used as a justification? If FEMA says that than yes.
- New LiDAR processing does not have this problem but old one does.
- FEMA could acknowledge that it is not good but may not have funds until come back around.

**Action Item:** Mike Scott to distribute

- Roger got everything he needed from David Black and put in pre-proposal.

**Question:** What did they want done?

- They want the processing at this point they do not have the money in place to process but had the money to acquire.

- This is quality one data so it is good but they are not providing a DEM.
- ESRGC does not have the capability to that post processing to turn it into that good quality data.

**Action Item:** Barney and Mike should talk with David

- NAIP 2013 was done and Map service provided publically
- Will it only be available as a map service or will jpegs or 4 band tiffs be available
- Collected as 4 bands.

**Action Item:** Jim will send an email to Gretta

- SHA will be acquiring the NAIP including potentially Delaware.
  - Cost of the drive is the issue.
  - Could potentially provide that drive
  - ESRGC could help distribute.
  - Emphasis was to get away from distribution on hard drives but to put out as a service.
- ESRGC interested in trying to use 4-band to see if they can pull out
  - Have a bunch of biologists very interested in leaf on.
- USGS announced as a policy that it would no longer be a part of leaf on acquisition
  - Roger filed comments among others
  - Does not support USGS Topo effort

Statewide Imagery – Jim Cannistra

- 2013 Eastern Shore tiled SIDS tiled mosaics and ECW mosaics of the entire county
- Working w/PSAP folks to make sure data loaded into their respective systems. Has been a bit of a challenge to communicate between GIS and CAD folks. Each system is different
- Everything for Eastern Shore has been updated in MDiMAP.
- Some secondary services will also be updated now that primary is done.
- Should send email to MDiMAP and MSGIC folks when done.
- Should be getting drives tomorrow that includes the tiffs, jpegs, mosaics, etc.
- One drive to ESRGC and one for Jim to aid in distributing
- 2014 – 2017 or 2018 Axis Geospatial and URS have been selected and contract in place.
- Kickoff meeting probably sometime in February
- New technology will be available with these acquisitions.
- On the WS in 2011 there were about 3K now 17K exposures. Some of the building lean and seaming issues should be lessened. Also with the new technology some of the cost went down. Options for planimetric, LiDAR, higher resolution imagery by-ups.
- Any by-ups w/imagery acquisition needs to be sorted out by end of January.
- Have longer for post processing deliverables.

- Mike - Some counties had gone 10 years between imagery acquisitions.
  - Important from a statewide perspective important to show what that does for GIS across the state.
  - It has become a critical component for workflow as the science is better and decisions are better.
  - As they went through the procurement had a good representation and involvement to make it happen.
  - Easy sell to numbers board because of its importance

Reached out to 5 folks who signed up at quarterly  
 Between now and next week will have a conference call  
 Should have a lot more to report next month.

Mike Scott – No report

Outreach Subcommittee - Erin Lesh for Ashley Buzzeo

- Blog will be up early next week.
- Asking for Subcommittee's to provide a blurb of where they are, goals, etc.
- Believe agreed on the WordPress blog.

Charlene Howard (MWCOCG)

New GIS person by end of Jan hopefully

Job Board –

- Position, Brief Description and link
  - Blurb from jurisdictions/agencies on internship positions
- Action Item:** Julia, Marshall, Ashley and Matt (to reach out to locals) to work on bullet points on what needs to be done.
- Could be a page on the MSGIC site.

**Question:** What about listing current RFP's?

- Can be approached in the future.

**Action Item:** Julia to email DNR to take down website. Will also need to thank them for hosting for free all these years. Acknowledge them at TUgis as well.

**Current Membership Numbers:**

1014 members.

350 LinkedIn members