



## MSGIC Executive Committee Meeting Minutes

March 11, 2015

9a.m. – 12p.m.

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

### Attendees:

Julia Fischer, DoIT (Chair)

Al Wainger, Michael Baker Corp. (Treasurer)

Theresa Martin, City of Laurel (Secretary)

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

Jim Cannistra, MDP (State Government Caucus Chair)

Mara Kaminowitz, BMC (Regional Caucus Chair)

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

Patrick McLaughlin, SSA (Private Industry Caucus Chair)

Ashley Buzzeo, CGIS (Outreach Subcommittee Chair)

Charlene Howard, MWCOG

### Remotely:

Michael Scott, Salisbury University/ESRGC (Education Caucus Chair)

Lauren McDermott, ESRGC (Education Subcommittee)

Marshall Stevenson, WBCM (Chair-Elect)

### Open Meeting & Announcements – Julia Fischer

- Approval of February Minutes
- January was resent to include Regional Caucus Updates

### Advocacy

- Senate Bill 0094 / House Bill 0353 Update
  - Some significant progress/discussion over the last few weeks
  - Barney went to the working session yesterday and met w/Delegate Cullison on Monday (the sponsor of the house bill)
  - The modified amendment has been accepted and passed out of committee and the Senate will have to agree to it.
  - Yes the Senate and House bills do not agree.
  - The modified amendment is everything we asked for with the addition of some wording that allows "\$50 maximum above the cost"
  - Concern that a dollar amount is being written into law and may be obsolete in the future
  - We can agree with but to do not necessarily support it.
  - Two additional things that we might suggest to Barney, if it isn't too late: In the \$50 overhead cost, the language currently is that it is applicable to the dataset. Potential for charges/tile. Not clear, \$50 per what?
  - Should be an exclusion for intergovernmental transfers or sales. Governments should not charge other governments. Would apply to all, Counties to municipalities and to states, and all the way around.

- MACO representing a few counties in an effort to protect them as it was wrongly perceived as a county to state thing where counties needed to protect.
- MSS was there testifying in agreement since their membership is made up of a lot of small shops and as soon as they incur a cost they pass the costs onto anyone they are doing work for.
- Passing on these additional costs could put them out of business to larger businesses that could absorb those costs.
- Believe it was approved in committee after yesterday's working session so may be something we can bring up during the consolidation between the two bills.

MSGIC Treasurer – Al Wainger

- Financial Update

- Jan1 – present
- Total Income: \$10,238.66
- Total Expenses: \$1,991.26 (PayPal from previous period transferred)
- Current balance: \$23,423.11
- Cut a check to the intern ~\$2,400
- 6 Sponsors have not yet renewed
- Howard County falls under BMC
- Baltimore City's administration no longer paying for MSGIC membership.
- Baltimore County did not join under the BMC umbrella

**Action Item:** M. Webb will reach out to Baltimore County (Tunde)

**Action Item:** Talk to Vicki DeFries (Baltimore City)

- May be good to get list of Baltimore City contact and try and get them into the fold.
- They are a large entity and would be good to hear all that they have going on.
- MSS verbally committed to renewing just need to get in touch with the right people
- MDP may not be a sponsor but more likely an organizational sponsor.
- Reviewed membership makeup. Sponsors contribute the largest percentage financially. Students make up the second largest group of members.

**Action Item:** Revisit next meeting what our plan was for engaging sponsors

**Action Item:** P. McLaughlin will get the ball rolling with regard to the Featured Sponsor Blog Post. Will also communicate with sponsors what they would like to see from their partnership with MSGIC.

- May need to revisit our pricing structure and billing cycle. Currently have only a couple taking advantage of the \$300 Organizational level.

- Proposed Budget Discussion

- Reviewed 2014 Proposed Budget and Actual
- Lower revenue than expected likely because we did not receive membership renewals until 2015
- Lower expenses than expected.
- Did pay for TUGis for two years in the same fiscal year although did not pay the intern last year (She was paid directly by Salisbury)

## MSGIC Quarterly Meeting (s) – Marshall Stevenson

- Spring Quarterly Meeting Update
    - Talked last meeting about moving it to Western Maryland
    - April 22<sup>nd</sup> (third Wednesday)
    - Do we have time to find a location in Western Maryland?
- Action Item:** M. Stevenson to review locations of previous quarterlies. Wants to look at locations that are more westerly like Hagerstown.
- Recommend reaching out to Frugo since we'll potentially be in Hagerstown

## MSGIC Business – Executive Committee

### TUgis 2015

- Confirmed Lt. Gov. He will talk first thing for a brief time.
- App part of gallery closed but Map still open
- Data & Resources Subcommittee meeting confirmed at lunch.
- Open to everyone and has been added to the agenda and will be in the opening rotating slideshow
- Plenary
  - Very brief opening of the interim President of the College (usually it is the dean) to introduce the Lt. Governor then Julia will get 10 minutes then Barney will briefly introduce Chris Tucker then questions for him and the Ardys will wrap up with “Conference at a Glance” happenings and logistics of remainder of conference as attendees are released back to CLA Bldg.
  - DoIT will not really have any time so have asked to incorporate a few items into Julia’s time and believe there is a good bit of crossover.
    - Socrata Sites – Contact Josh Exler (pops under 100K)
    - Council on Open Data what they are working on and the current bill.
    - The new training program being developed w/the state
    - Will also talk about MSGIC trainings and partnerships w/TUgis trainings
    - MEMA looking to reach out to counties on damage assessments
    - Acknowledge transportation data availability
    - May plug MDiMAP 2.0 session and any others we think are appropriate
  - Need to plug sponsors – Yes will have sponsor slide that will leave up, working with Sponsors to be featured at the MSGIC booth. They will also have a placard “MSGIC Sponsor” at their booth.
  - Comment this might be the wrong angle - Our issues should be open data, training people for their GISP
  - Yes, J. Fischer has been working on how to make her speaking time impactful. “This is why I am a MSGIC member”
  - Will ask EC to stand up and then membership to stand up.
  - Then, I am going to talk about why I am a MSGIC member
  - Would have been good to ahead of the conference get some testimonials from our members on how MSGIC has helped them.
  - We may not be able to get to all of Barney’s but the big things could be highlighted – 4 technical sessions, TUgis sponsors, Intern doing lots of communication, Open parcel initiative, Open Data, Training on GISP – All in addition to all of the networking and communications. A group voice is more powerful.
  - Invited students to present their work in front of potential hiring managers at Quarterly.
  - Want to have our Sponsor slide up for a length of time.
  - Did have a slide last year with our levels because we were transitioning to a non-profit

- Again bringing it back to our sponsors can say “Majority of them [sponsors] are here”
  - MSGIC members will have a gold ribbon and will encourage folks to approach them and inquire
- Booth (Volunteers & Materials Review)
    - Most of the Booth slots have been filled.
    - Available Complimentary Pass - For next year, could give it away to a student.
    - Could promote at the Fall Quarterly.

**Action Item:** T. Martin send sticky item comments to Sharyn to give her exactly what needs to be done to finalize booth panels.
  - Display Panels Review ->
 

Member Benefits: Capitalize “p” in Professionals

Our Sponsors: Right hand column not aligned

Who We Are: Add dash in second bullet “Non-Profit” , Space after “Expertise” before

What We Do: Right side needs to be center justified instead of left justified. Add, before last two bullets. “Coordination, “ “Educate, “

**Question:** What is our deadline for getting it printed? Does it need to laminated? Not necessarily.

    - Worked out well last year on the heavy glossy. Need Friday for laminated Monday for heavy glossy.

**Action Item:** Julia will check on current panels that do not need reprinting

**Action Item:** ByLaw – T. Martin to replace Not-For-Profit with Non-Profit

    - Need one more person for set up – Josh Sturgill can do it.
    - Add Amy Nichols from MDP for the (5 -6 slot)
    - Limited space so will just have a placard for the Sponsor
    - BMC will not have a booth so would like to bring some literature to our booth for their hour.

**Action Item:** Julia will try to get stackers so we will free up some table space
  - **TUgis To-Do List:**

Biz Cards (w/MSGIC contact info) - Still have a ton. J. Fischer will bring

Drawing – Do not need certificates. Blank Biz Cards for those without. Drawing Container – J. Fischer will bring

**Question:** Is there a way we can advertise or promote the drawing to encourage folks to visit our booth and sign up?

**Action Item:** J. Fischer will mention drawing at Plenary

Featured Sponsor – J. Fischer will print out once we finalize

**Action Item:** T. Martin to continue reaching out to sponsors for booth

MSGIC Signs at Sponsor Booths – J. Fischer

Internet Connections – Have been requested and approved.

Volunteers/Moderators – All set

Photographer – (2) Patrick Callahan and Ashley Samonisky (social media)

Upcoming Events – Caucus Chairs need to reach out to memberships for events and jobs

Can mention it will be featured.

**Question:** Are we still doing the resume review? We had talked about getting a separate space. Had stalled since we were already having trouble getting booth volunteers

**Question:** If it is too late to get something together can we do it some other time?

- Yes, we had talked about pairing it with the volunteer training the day before.
- Would be good to do potentially at a Quarterly.
- Schools have Career Centers that really focus on generic resumes.
- There is a niche for helping folks get into a technical field like ours.
- Good opportunity if we do our quarterly at a college.
- April is particularly good since students will be graduating in May and looking for jobs.
- Could dedicate the last hour or so to work with students and do a mini training, professional resume review, Mara could put together a social media check list.

**Question:** Do we still want to keep an informal resume review of resumes at the table? Yes.

**Question:** How did we get the word out last year? Students came prepared with resumes. It is a by-product of the TUGis Conference. Attendees just come prepared. Also they used to have the jobs table. Could also message out ahead of time through social media.

- **TUGis Supplies:**

Laptops - T. Martin, J. Cannistra or M. Kaminowitz

Membership Forms: Go to website

Handouts – T. Martin to update (ByLaws). M. Webb to print

Plastic Frames/Feature Sponsor sheets – J. Fischer

Receipt Book

Extension Cords – Might be in box (J. Fischer will check) Reach out to S. Wampler if cannot locate.

Power Strip – In box

Candy Bowl – J. Fischer will bring along with candy

Trinkets – Not enough to do for TUGis but have other events coming up like MSS.

**Action Item:** M. Kamoniwitz can head up chochtkie search for the future.

*Off topic*

MSS – Asked if MSGIC would like to participate in the conference like last year. Consensus last year had went well. Asked additionally if we could do a GIS for Surveyor's session. Looking into certification. Need to develop a curriculum.

- MACo Summer Conference Discussion (August)

- Can propose a topic to them
- 3 person panel on Open Data and would include non-spatial data to progress has been made.
- Will again have GIS Zone
- Believe the idea was MSGIC would moderate the panel
- B. Krucoff was open to pulling the people together
- In their email we would submit a paragraph or two on a topic along with some suggestions for names.

**Question:** Who would it be? Thought from DoIT it would be Josh Exler.

**Question:** What level of involvement are we looking to do for MACO.

- M. Stevenson will be attending. WBCM has committed.
- Recommendation to participate in a panel but not exhibit.
- Attendees tend to go to this conference to network and not digest a ton of technical information.

- MACO traditionally selects who they want to participate.
- Will need to see who of our MSGIC members will be attending and can wear dual hats.

#### Membership Subcommittee Update

- Still reviewing membership list for accuracy

**Action Item:** J. Fischer will reach out to Doug Goldsmith at KCI

**Question:** Who is our contact at URS? John Knowlton

#### Intern Update

- Working on TUGIS and will be helping with Quarterly
- Busy working on website and social media
- Need to develop a social media plan about what we want to “retweet” who to follow, etc.
- Following and retweeting sponsors is appropriate
- Need to also figure out where to best put information that is coming in.
- Example – Apollo recently earned an award. Not sure where to put it.

**Question:** Do we have a news tab.

**Action Item:** Charlene Howard to look into some examples of how others handle little news items.

- Invoice – We had approved the increase to \$12/hr after learning Salisbury pays their intern that rate as opposed to the \$10/hr we originally advertised. Check has been cut.

#### MSS/MSGIC

- Datum 2022 Subcommittee
- Want to come together with the Surveyor community on the datum change.

**Action Item:** J. Fischer will follow up w/ J. Shaw.

- L. McDermott reached out to Pat Simon and is awaiting a response.
- Need a clear idea on what the offering would be.
- Continuing Ed – J. Cannistra had previously had to put together a list of questions that were approved.
- Process unclear which has slowed us down – We have been given an application which would certify us through the state. Appear to be different processes.

**Question:** Have we reached out to DDLR to ask these questions? Do we need to get pre-approved questions from MSS for example?

#### GIO Briefing – Julia Fischer for Barney Krucoff

- A secretary has been named – David Garcia. Not yet confirmed and likely waiting till then until he shares his ideas.
- Have gotten a very good impression thus far.
- Business minded.
- Wants to move more toward an enterprise system which aligns with what our industry has been talking about for some time.
- Hearing Monday night but did not have a chance to be heard.
- Barney has invited him to come to TUGIS. Unsure what the limbo status of an approved secretary means.

## Caucus – GIS Coordination Efforts and Local User Group meetings

- Local Government Updates – Matt Webb
  - No new updates
  - Will reach out to Baltimore County regarding renewal
  - Will also try to get new jobs/internships prior to TUGis
  - Looked into PO Box for forwarding and read some mixed reviews (all online) regarding some losing mail.
  - Recommend just trying one and see if we like it.

**Action Item:** M. Webb finalize list both online & physical to put out to a decision

- Regional Government Updates – Mara Kaminowitz
  - Going to visit COG on Friday
  - From COG's perspective, as a regional organization needed some state level data, state highway and Mike Sheperd really game through. Great example of coordination and sharing.
- State Government Updates – Jim Cannistra
  - Statewide Imagery
    - Everything has been accepted and delivered.
    - The 6" imagery should be up on iMap in the next few weeks.
    - Reaching out to the county's and ensure it's been provided to the PSAPs are who paid for it.
    - Close out meetings scheduled for next Thurs.
      - Provided imagery to USGS since they were a funding partner.
      - They collected all of Western Shore imagery as opposed to just the urban area that they contributed money for, so all of it will go into the national map.
      - Will start to think about next year for collecting Eastern Shore.
      - Looking to get on the agenda for the next Mid-Shore GIS Meeting in early April.

## Property Data Products

- Dealing with a \$200K budget reduction implemented at the end of the O'Malley administration to try and balance the budget.
- Good to have open data but also good to be able to produce and maintain data.
- Other issue fighting, Census Bureau has decided to stop the every 3 year American Community Survey which a lot of counties in MD rely on and were active in disseminating.
- 2.5 million dollar cut
- MDP has very actively advocated to have it reinstated.

**Action Item:** M. Kaminowitz will reach out to Jane and get her opinion and bring back to the group. Concern over if they do not cut that, what will they cut?

- There is an initiative underway to develop a statewide land cover dataset consisting of 8 Land cover categories – being pushed by the CBF with possible funding by National Park Service and EPA Chesapeake Program.
- MDP involved in the review of the specifications. MDE more so involved as MDP is not involved in procurement.
- MDP advocated us of 6 in leaf off versus NAIP
- Will have more details at the next meeting.

**Action Item:** J. Cannistra to forward link to documents

#### State Updates

- Did send out email to other state agencies and only heard back from Erin at SHA.
- Working w/DoIT to setup database and map services for the snap-to reviewer which is a part of the OMOC project as well as for the Road Closure reporting project.
- Statewide CAMA data released.
- Had traditionally be release on a county wide basis.
- Working w/Barney and MDiMAP to possibly house– it is a large feature rich unique dataset
- Working with Josh Exler to set up process to download and extract and put on Socrata site.
- If MDP needs to backing for keeping it open please let us know.
- MDP has witnessed a large number of downloads on their site.

#### Federal Government Updates – Cynthia McCoy

- Federal government panel at TUgis

#### Education Updates – Mike Scott

#### Private Industry Updates – Patrick McLoughlin

- Conversations Private org package and what they are looking for and getting out of it
- In addition to blog posts but also webinars on projects they are working on either by them or client of the sponsor.
- Providing that opportunity will keep that willingness to support MSGIC
- Lightning talks during annual was well received.

#### Data Resources Subcommittee

- Meeting was cancelled due to the snow.
- Will need to focus meeting at TUgis.
- Received USNG template from Kole Brown
- DHS put out set of FGDC symbols which have been distributed for feedback.
- Also interest in Web Map Templates

#### Education Subcommittee – Lauren McDermott

#### Continuing Education and Professional Credits Subcommittee

- Have been in discussions with TUgis advisory committee and multiple options could be pursued.
- TAC wants to send something out shortly after TUgis to inform what is planned for the remainder of the year.

#### Grant Development Subcommittee



Outreach Subcommittee – Ashley Buzzeo

Website Analytics Summary for the last month: 2/8 – 3/10

<b>Total Sessions: 841</b>	<b>Top Pages (highest to lowest)</b>	<b>Browsers &amp; OS</b>
New Visitors: 460	<ul style="list-style-type: none"> <li>• Homepage</li> </ul>	<ul style="list-style-type: none"> <li>• 60% Chrome</li> </ul>
Returning Visitors: 355	<ul style="list-style-type: none"> <li>• Job/Internships</li> </ul>	<ul style="list-style-type: none"> <li>• 15% IE</li> </ul>
<b>Network (top 5)</b>	<ul style="list-style-type: none"> <li>• Training</li> </ul>	<ul style="list-style-type: none"> <li>• 15% Firefox</li> </ul>
<ul style="list-style-type: none"> <li>• State of MD</li> </ul>	<ul style="list-style-type: none"> <li>• Events</li> </ul>	<ul style="list-style-type: none"> <li>• 7% Safari</li> </ul>
<ul style="list-style-type: none"> <li>• Ches Environmental</li> </ul>	<ul style="list-style-type: none"> <li>• Presentations/Minutes</li> </ul>	<b>Mobile</b>
<ul style="list-style-type: none"> <li>• University of MD</li> </ul>	<ul style="list-style-type: none"> <li>• History/Structure</li> </ul>	<ul style="list-style-type: none"> <li>• Apple iPhone</li> </ul>
<ul style="list-style-type: none"> <li>• MDOT</li> </ul>	<ul style="list-style-type: none"> <li>• Blog</li> </ul>	<ul style="list-style-type: none"> <li>• Apple iPad</li> </ul>
<ul style="list-style-type: none"> <li>• Howard Co</li> </ul>	<ul style="list-style-type: none"> <li>• GISP Application</li> </ul>	<ul style="list-style-type: none"> <li>• Samsung Galaxy S5</li> </ul>

- Count of sessions
  - 544 have 1 session
  - 108 – 2
  - 50 – (101-200) sessions
  - 34 – (9-14) sessions
  - 26 – (26-50) sessions
- Engagement
  - 737 spend 0-10 seconds
  - 40 spend 61-180 seconds
  - 31 spend 601-1800 seconds
- May want to also start looking at our Twitter analytics
- Good to review click-throughs to learn what pages aren't getting any interest that can be pulled down.