MSGIC Executive Committee Meeting Minutes
June 12, 2015
9a.m. – 12p.m.
Anne Arundel County Government, Heritage Complex (Annapolis, MD)

Attendees:
Marshall Stevenson, WBCM (Chair-Elect)
Theresa Martin, City of Laurel (Secretary)
Allen Wainger, Michael Baker Int. (Treasurer)
Matt Webb, Anne Arundel County (Local Government Caucus Chair)
Mara Kaminowitz, BMC (Regional Caucus Chair)
Patrick McLoughlin, Spatial Systems (Private Industry Caucus Chair)
Patrick Callahan, Prince George's County (Data and Resources Subcommittee Chair)
Doug Goldsmith, KCI
Glen Sine, Anne Arundel County

Phone:
Lauren McDermott, ESRGC (Education Subcommittee Chair)
Ashley Buzzeo, CGIS (Outreach Subcommittee Chair)
Cynthia McCoy, FEMA (Federal Caucus Chair)

Open Meeting & Announcements – Marshall Stevenson
Not going to review Action Item spreadsheet - all should know their outstanding tasks.
Approval of May Minutes

Private Industry Update – Patrick McLoughlin
About a month ago sat down w/JJMT, Baker, KCI at SSA and discussed:

- What the Private Sector role is within MSGIC and what are the skillsets and backgrounds that can be of value?
- What is MSGIC's goal as an organization?
- What do we (MSGIC) want to accomplish, over a year, what is our budget and what direction do we want to head in?
- What can the private sector bring to the table?
  - Putting together a business plan.
  - Experience working with different branches of government
  - Experience with elected officials
- Our large membership could potentially have a loud voice and therefor make a large impact.
- How do we do a better job reaching out to the potential user community?
- Ideas that came from the meeting:
  - Specific social events at gatherings like at Conferences
  - Putting together a dinner or a lunch and inviting everyone we can
  - Fall MML in Cambridge in October may be the first upcoming event
  - Winter MACO in December (usually in January)

- According to our budget we do have the funds to do something along these lines.
- Discussed using an actual events coordinator - TUGIS hires someone to fulfill that role.
- Topics around the MSGIC quarterlies - Are they getting stale (content, layout)? Do we need to switch anything up?
- Need to better define our message and make a plan to get that message out.
- Suggest potentially surveying the attendees

(Al Wainger)
- Should look at it like, "What do you want to be when you grow up?"
- How can the private sector and public sector benefit each other? Do we need to adjust our fees?

(Doug Goldsmith)
- Should be all about enhancing geospatial/IT/survey profession in MD and how it impacts the entire community.
- Previously all the ideas used to come out of academia, are now really being driven by the needs of the community.
  - Ex: A municipality or county has a need if they can't do in house they push it out to the private sector who needs to develop a solution that meets that need.
  - Private sector is who needs to be ahead.
- Look at the quarterly meetings as not a way to do a commercial but more to talk about the latest and greatest technologies and how they can benefit the community.
- The business community already works together.
- Now, how do we bring more folks into the fold?
- It is entirely appropriate to bring up projects [at the quarterlies] that can have a benefit.

(Patrick Callahan)
- Good idea to figure out where we are headed.
- We are still rather young as a non-profit.
- Would like to see more with mentorship and advocacy.

- Also mentioned at the meeting – We need to do a better job of getting out who we are and what we do. Our current mission appears to be very broad.
- Elections in October - What do we want to accomplish right now?
- Entice our sponsors to support out group.
- Need to ensure our budget mirrors our goals.
- What are going to be our accomplishments for that year period?
- Would like to see the focus on the membership level, providing more training, which would also benefit private sector.
- Had that last year (although we were able to do them at no cost), and we should continue to push that.
- M. Kaminowitz provided a list of who will do paid trainings.
- Think the mentorship is an important idea. Could be pairing or a group of volunteers.
- Idea to do an informal gathering where we can network and have these discussions.
- Might cost something but MSGIC could subsidize.
- Should also look at what we are doing for the organization because we have focused a lot on the individual.
- Personal professional development, promoting GIS in MD at the organizational level and also the training opportunities.

- We need to have more than just our name on the event but need to put ourselves out there.
- Beyond just the emerging but the new. Find a way to attract non/new.
- Emerging professionals created an AGOL form for members.
- May want to put an email out to see who would want to adopt an emerging professional.
- Should also go back to the universities to reach at the student level.
- What do I need to do to now to make myself more attractive?
- University programs in Geography touch on GIS and some database design but nowhere do they teach the business, nowhere do they learn how to read a contract, do a business proposal.
- If someone came out of school and also had that business piece that focused on geospatial but also had that background
- If we go to the schools, for example, and say MSGIC believes that there is a value for your students to also have these classes.
- So beyond just the relationship with the students we need to have a relationship with the faculty.
- Should discuss some of the concrete ways to get the mentorship program forward.
- Education advocacy – private sector is who has the jobs so a good indicator but should be a longer discussion.
- Yes, and there is a tie-in between the two.
- If we could mentor those younger students and advise them that some of these courses outside the geography would be beneficial.
- Doug Goldsmith can be an advocate for MSGIC for the next three years as he is sitting on the alumni board.
- If had permission from the group, he could speak to the opinion of MSGIC
- A Buzzeo – should not be just the geography majors but also the ones who are using GIS to augment their majors/professions
- TUGIS has always been focused on GIS leaving the geologists, environmental scientists, and IT majors on the sidelines.
- But there are others business, health care, etc., that use and benefit from geospatial technology.
- Suggest working with Barney with some of his training programs.
- He had said it was for state folks but we could follow the model.
- Focus would be learning the technology whether it be Desktop or AGOL and the resources available like MDiMap.
- Just a few hours of A. Buzzeo's time and would not be for MSGIC members as it would be very basic entry level.
- Would be of great value to one person and small GIS shops who need additional staff trained.
- PGCO has similar situation where folks haven't had formal training but need and use GIS and Patrick does spend a lot of time assisting.
- Baltimore City does GIS Data day – It is not just GIS but also tabular data that is available and aimed at non-GIS run in partnership with the Baltimore Neighborhood Indicator Alliance.
- Might be could do know what they did how they market it.
- AACO hosts training for their GeoCortex and their CountyView so for them it is most beneficial for them to learn their specific applications.
- Can we come to a place with a couple things: Mentorship and sponsoring a social at the Fall MML?
    - A mentorship plan by the July EC which is shortly before the Quarterly so we can start marketing that ahead of the Summer or at least by the Fall Quarterly?
    Question: Does this also fall under Lauren? Yes, can assist with getting this developed.

Action Item: Send notes on the mentorship discussion to Private Industry group and Lauren McDermott to develop a strategy to move forward.

- Need to put on website 'Would like to be a mentor' or 'Would you like to work with a mentor'

Action Item: T. Martin and Ashley S. to put together button, form,

Question: Do we have contacts at West and South, e.g. Frostburg, Southern MD

- If in agreement on the Fall MML need a decision soon if this is something we want to do.
- Yes, we might need to get an event coordinator
- What is the expense? Bring someone on to explore that.
- FALL MML is Oct 25-28 in Cambridge.
- Too late to do something for MACO?
- Could do something on our own.
- Don't want to end up it just being us staring at ourselves.
- Cybercafé type thing – can we one afternoon have an open house, with drinks and invite people during the afternoon to avoid competing with bigger events.

  Action Item: Doug Goldsmith find out the cost to have a room.

  Question: What will we do there (posters, displays, giveaway's)?
  - The big question is what is the purpose?
  - Need to have our folks there to explain who we are and what we do.
- Should contact our membership if you know your commissioners or whomever would be attending.
- Send out specific invites.
- Hand out cards with info the day prior.
- Delegates get a list of events at the conference and would need to get on that list.
- Will focus on MACO if there is no opportunity there should mention Winter.
- Then will move onto Fall MML.
- Dec 9-11 MACO in Cambridge

MSGIC Treasurer – Al Wainger
Financial Update
Budget Discussion
- Filed personal property tax
- Was late but accountant got us an extension
- Running out of space on Google drive may be an expense in the near future.

MSGIC Business – Executive Committee
TUgis 2016 Updates
- No meeting of exec board since last meeting

MACo Summer Conference Discussion
- Panel on Open Data was not accepted.
- KCI – Cyber Café Offer – If MSGIC wants to put up signage or otherwise there it would be at no cost.
- Every other computer will have the MSGIC logo.

MSS/MSGIC
- Datum 2022 Subcommittee
- M. Webb reached out to J. Shaw (with GPI now) looking to get info on the Projects tab on the MSGIC website.

Advocacy Subcommittee Description
- Verbiage for the bylaws sent around to EC.
- M. Scott wrote latest draft and redistributed.

Action Item: M. Stevenson to follow up with M. Scott

Summer Quarterly Meeting Update – July 15th in Largo
- Will be set up similar to the USGS room
- 2 MNCPPC staff are preparing presentations
- GISP Credits at Meetings (Jim Cannistra)

Question: Jim is the state chair and now at MNCPPC. Any issue with him remaining State Caucus Chair?
- No, he should finish out his term.

Website: Proposed changes – Lauren McDermott
- Someone came to her and there is no intuitive way to get membership info, benefits to being a member, costs associated.
- Only place it is located in the application itself.
- Suggest reorganizing – Move 'History & Structure' under an 'About' Tab which would include MSGIC benefits, costs, etc.
- Moving Blog under Publications
- Moving jobs and internship to member area.

Action Item: T. Martin to work with A. Samonisky, A. Buzzeo on proposed changes.
Action Item: L. McDermott to check with Tu.

GIO Briefing – Barney Krucoff
- At the Open Data meeting today.

Advocacy
- Senate Bill 0094 / House Bill 0353 Update
  - All passed
- Geospatial Data Act 740
  - Still need to look into
- Legislative Reception / Meet and Greet
  - Do we want to do this? Yes
  - Bobby is the one that coordinates for TUGIS

GISP Deadline
- The deadline is the end of June for applications (without having to go through the testing protocol).
- Effective July 1 new applications will require testing. We should probably message this out as a reminder.

Action Item: Tweet out as well include in email from Chair prior to Quarterly
Action Item: T. Martin mock up items for email.

Caucus – GIS Coordination Efforts and Local User Group meetings
Local Government Updates – Matt Webb
No updates

Regional Government Updates – Mara Kaminowitz
- Will continue to reach out to other regional groups ahead of upcoming meeting in July.

State Government Updates – Jim Cannistra (emailed)
- The statewide landcover mapping project seems to be moving forward.
  http://www.mde.state.md.us/programs/Water/TMDL/TMDLImplementation/Documents/Webinars/CBP_Phase_6_LU_Development_MD/MD_USGS_LocalLandUse_cbp.pdf
- Chesapeake Conservancy is the contractor.
- Recommend they present at one of the MSGIC quarterlies.

Federal Government Updates – Cynthia McCoy
None

Education Updates – Mike Scott
At the Open Data Meeting today.

Data & Resources Subcommittee – Patrick Callahan
- Meeting at MEMA – seems to be a lot of push to standardize symbology particularly for incidents
- Appear to be looking to the NAPSG symbol set.

Statewide Imagery – Jim Cannistra
- 5 of the 6 checks passed. Going back on the last one.
Question: Who will be taking over statewide imagery? Lisa Lowe.

Open Data – Jim Cannistra
- Working hard to implement an Open Data protocol at PG-MNCPPC.
- Already provided our 2014 LiDAR to ESRGC.
- On July 1 we expect to publish a website that will provide access to over 200 different layers suitable for download.
- We will also be publishing links to web services.
- Although the implementation is ongoing, anyone that needs data from PG-MNCPPC between now and July can contact J. Cannistra directly.
- Data will be available in geodatabase, shape, and dxf formats as well.
- Our process will provide unrestricted use.
- Sometime in the next month we will be making a more formal announcement.

Question: What is MDP's role moving forward in MSGIC?
- o They have not yet renewed.
- o Might need Barney to reach out.
Action Item: P. McLoughlin will ask at next meeting.

Education Subcommittee – Lauren McDermott

MSS Conference – Julia, Lauren and T.J. Frazier have been in discussions.

- Plan to do a couple hour 'GIS for surveyors' course.
- J. Spangler had suggested David Alvarez as a candidate.
- One of the goals is to potentially submit this as a course that could qualify as a course for CEU for MSS.
- There will not be a lab available and not feasible to ask everyone to bring their own laptop. So will not be a hands on workshop.
- That community (engineering and surveying) seems to always be looking for data so suggest that be a focus.
- Had also thought of A. Buzzeo to facilitate the course who could also potentially provide the documentation necessary to submit for CEU.

LiDAR Course – Lauren McDermott

- Colleague has developed a LiDAR course.
- Had originally planned to do this summer but now looking to do in the fall.
- Could be another course to submit for CEU and has spoken with T.J. Frazier at potentially doing at the MSS conference.
- Unsure of the timing on these.
- A. Buzzeo will reach out to Ardys.

CCBC Career Night – Mara Kaminowitz

- About 20 attendees
- Panel: Mara Kaminowitz (BMC), Brad Spittel (KCI), Tunde Oyinloye (Baltimore County), Matt Felton (Datastory Consulting), and Julie Spangler (JJMT).
- Started with brief explanation on their respective industries, advice for those entering their markets, then broke into groups for portfolio review, and gave general advice.
- Did a group mock interview to one brave volunteer.
- Overall consensus is that it went very well and agreed should do again.
- Also would be good to do at TUGIS.

Outreach Subcommittee – Ashley Buzzeo

- Need to get a better understanding of what we are looking for in that analytics
- Social Media Plan
  - Nothing formal but have agree on some basics such as who to follow and what information we want to post.

Website Analytics

4/12 – 5/11/15

Total Sessions: 510 (MD)	Top Pages (highest to lowest)	Browsers & OS
New Visitors: 1,168	• Jobs-Internships	• 80% Chrome
Returning Visitors: 259	• Events	• 8% IE
Network (top)	• Minutes	• 5% Firefox
• State of MD	• Blog	• 3% Safari
• Sailor	• Presentations	**Mobile**
• CEM	• History-structure	• Apple iPhone
• University of MD	• Local Jurisdictions	• Samsung Galaxy S5
• City of Laurel	• MSGIC Spring Quarterly Agenda - B	• Apple iPad
• MDNCPPC	**Engagement**	**Geo (top 3)**
• MDOT	• 814 (0-10 seconds)	• MD – 510 sessions
• Frederick County Govt	• 172 (61-80 seconds)	• DC – 34 sessions
• CCBC	• 67 (181-600 seconds)	• VA – 30 sessions

5/12 – 6/11/15

Total Sessions: 365 (MD)	Top Pages (highest to lowest)	Browsers & OS
New Visitors: 1,150	• Job/Internships	• 80% Chrome
Returning Visitors: 259	• Events	• 8% IE
Network (top 5)	• Blog	• 5% Firefox
• State of MD	• Minutes	• 3% Safari
• CEM	• History/Structure	**Mobile**
• University of MD	• Local Jurisdictions	• Apple iPhone
• MDCPPC	• Projects	• Apple iPad
• City of Laurel	• Presentations	• Samsung Galaxy S5
• Sailor	**Engagement**	**Geo (Not including MD)**
• ESRI	• 1,165 (0-10 seconds)	• DC – 31 sessions
• MOCO Govt	• 98 (181-600 seconds)	• VA – 28 sessions
• Penn State Univ	• 42 (11-30 seconds)	• PA – 24 sessions

Young Professionals Outreach Update
• Feedback on form/map for members
• Developed using AGOL
• Created MSGIC account
Action Item: Revisit MapBox map – Can Ashley update?

Discussion of TUGIS Conference
• Moving it around
• Idea of doing a quarterly the day before and rolling it into the conference
• Should be also a part of what we do at the conference at our booth or at the sign in table
• Mention at the plenary