Maryland State Geographic Information Committee

A commitment to excellence in the development and coordination of geographic information technologies.

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MSGIC Executive Committee Meeting Agenda
Wednesday November 8, 2017 9:00 AM – 12:00 PM
MD DoIT Offices - 100 Community Place, Crownsville, MD 21032
(1st Floor Conference Room – Side A)
Parking: Open - Visitors need to sign-in with guard at front desk to obtain a visitor badge

In Person:	On the Phone:
Julie Spangler	**David Alarez**
Patrick McLoughlin	**Brad Spittel**
Kevin Coyne	**Peter Hanna**
Al Wainger	**Ashley Samonisky**
Patrick Callahan	
Julia Fischer	
Shawn Pickett	
Tim Palmer	
Lynda Warthen	
Art Lembo	
Niki Miller	
James Shaw	
Jen Chadwick-Moore	

Open Meeting & Announcements – *Patrick Callahan*

- Approval of Prior Meeting Minutes
  - o Motion to Approve: Patrick Callahan
  - o Second: Lynda Warthen
  - o Approved
- Executive Committee Roles and Responsibilities
  - o Current/New Member goals
    - ▪ ALL: Each committee member should send copy of their goals for the year to Pat C.
    - ▪ PAT: Will create charters for each member position as a formal document and post up to Google Docs for sharing and feedback
  - o Julie:
    - ▪ ALL: Anyone that needs access to Google Docs should send Julie their preferred email and she will send out invites
    - ▪ Julie also offered to give walkthroughs of our Google Docs to anyone that wants it
    - ▪ JULIE: Will send out the path to google docs
- New Topics & Open/General Discussion
  - o 2018 Elections Report
    - ▪ Pat C. discussed election results
  - o Conference Booth Addition – Pat C.
    - ▪ Brought up getting a table skirt designed and made ($300) and asked for input
    - ▪ Julie – Asked whether it would be laundry or dry-clean only.
    - ▪ Julia – Suggested a DIY solution getting a plain black sheet and an iron-on logo
    - ▪ Lynda – Asked whether we really need a logo.

- - Julie – Indicated her nephew can do logo if needed
    - ==DECISION: Go cheap==

MSGIC Treasury Report - *Al Wainger*
- Budget for 2018
    - Al – Outlined that 24% of our annual operating costs come from food provided during quarterly meetings
    - Julie – We need to find a way to reduce food costs, suggested breakfast / lunch sponsorships
    - Pat C. – Asked how to incentivize food sponsors; Also suggested we look at ways at bringing in more funds through either raising membership costs or fundraising events
    - Julia – Asked whether we have a proposed budget to use as a goal to look at how much more we want to spend and on what.
    - Al – Responded that we do not have a system for a proposed budget yet and individual member rates haven't changed in 6-7 years
    - Julie – Indicated sponsorship rates decreased 2-3 years ago
    - ==SUBGROUP: Generate Budget - Volunteers==
        - ==Julia==
        - ==Al==
    - Pat M. – Need to look at what it means to be a member; even without paying dues, members still receive emails and can go to meetings; not really a change. Any increase in membership needs to be justified and having CRM / XRM in place will be important
    - Al – What is the value of the sponsorships? What are sponsorships getting out of what they are paying? Indicated we have done a lot for the students and may look at increasing their rates.
    - Julie – Given the training, do we know what part of the membership showed up to the training? Can we look at who attended?
    - Art – What about expanding our base? Where are members coming from and are there places where we are not getting members? How can we increase outreach and communication to these areas?
    - Pat C. / Julie – There are a number of students that have graduated, but are still paying the student membership rate.
    - Art – What portion are we getting out of each university? What are we getting out of each of the verticals (state, counties, private sector, etc.)
    - Julie – We also need to consider our capacity to serve an increased base with training, food, etc.
    - Al – Works out to be about $10 per lunch with a $50 (student) membership fee
    - James Shaw – Indicated that MSS emphasizes their legislative power and training as their services provided to their members. Asked about making the membership fees monthly instead of annual
    - Al – This would complicate payments as we would need a vehicle for consuming / allowing the members to make this payment, especially for state / county verticals
    - Art – What credentials (certifications, etc.) would position MSGIC training to help individuals get credit for the training that MSGIC offers?
    - Julie / Julia – We are trying to get TUgis / MSGIC accredited as a continuing ed provider for MSS credit. There is a list of what needs to be done
    - James Shaw – To get continuing ed credit need sign-in and sign-out sheets
    - Art – Will we compete with out organizations?
    - Lynda – Concerned that non-members would receive credit (disincentives membership)
    - Art – Suggested enforcing membership fee for ability to get credit. What percentage of TUgis are MSGIC members and how can reach out to those that are not? Recommended a free membership period to get non-members hooked
    - Lynda – Recommended formal recognition of volunteers within MSGIC, such as Doug Adams. Look at putting their names into meeting presentations / quarterly.

- - DECISION: Al – Freeze pricing for this year and have another discussion at some point. Start a member fee subgroup to consider further. Volunteers:
    - Niki
    - Julia
    - Julie
    - Pat C
    - Al
- MSGIC Sponsored Training
  - Julia– Talking for weeks about having Art Lembo conduct open source training. Plan to focus on 2 offerings in the first year (1 at TUgis and another in the Eastern Shore, possibly Easton).
    - TODO: Still trying to figure out how to have training all on 1 day at TUgis as Art is only instructor currently
    - Also looking at recording / live streaming the events. The systems / equipment for doing this will incur extra costs
    - Current cost of training (20 students per offering) will be $200 for non-members and $150 for members per workshop, for an approximate cost of $4,000 (all 6 classes – 2 x offerings with 3 classes per each)
    - How do we distribute allotted seats for members / non-members? Do we restrict to only members?
    - Julia to provide "worst-case" cost numbers for members-only (either sign up when signing up for training or already members)
  - Art – Courses include Python, PostgreSQL, and QGIS
  - Julie – Suggested Axis building in Easton that has a conference room and new JMT building with a conference room
  - Al – Need a budget line item for this training
  - Art – Should we push more of the cost onto the students to pull in a profit?
  - Al – Clarified that profit that goes towards individual employment at a non-profit has accounting, tax, and paperwork ramifications, but that receiving extra money in this case would not be an issue since the money would go back into the organization and to any individuals under our employment
  - Julie – Timeline / date for second session (Easton) TBD
  - Al – Can sponsors get a reduced cost / early registration?
  - Art – Can add 5 seats to cover the sponsorship early registrations
  - Julie – Maybe early registration the first year, look at discount for later years

MSGIC Business
- Geographic Name Change – *Jen Chadwick Moore*
  - Introduced the Geographic Names Authority and the goal that MSGIC becomes a point of contact / tied into the process. There were a group of names submitted in April 2017 for the Serpentine Barrens (a type of environmental formation). These included "Bare Hills Barren" located in Lake Roland Park area (Baltimore County). Name was offered up for feedback and questions before voting on recommending approval.
  - Julie – Any controversy over name proposed?
  - Jen – Locals already use it for the area
  - Lynda – Move to accept the name
  - CONCURRENCE and ACCEPTED
  - Jen – BGN will be voting on the Barrens names soon, she will provide update next meeting
- Strategic Goals 2017 – *Pat McLoughlin*
  - Pat C. – Everyone should read the strategic goals
    - Indicated there were some broken links on the website; Will coordinate with Ashley to get them fixed

- He will be coordinating meetings with regional groups in the state to try and bring them into MSGIC and get feedback on how we can better serve the community
  - Julie – Developing timeline to ensure everyone understands how the year will progress
  - Pat M. – How do we want to present? Submit for feedback from membership and then vote? Keep it within the executive committee, then send out for comment? Or just send it out as a guidance document?
  - Julie – Do we have to send it out for comment? Concerned we will either get no comments or too many. In either case, this would decrease amount of time needed to get this done
  - Pat M . – Do not need to send it out
  - James – Strategic goals should be for leadership, sent out to membership for accountability and transparency
  - Julie – Recommend pulling out calendar / timeline from narratives
  - Pat M. – Need to establish more rigorous subcommittees and timelines to get this done
  - Julie – What needs to be done to get it sent out?
  - ==Pat M – Will have it cleaned up and sent out by next meeting==
- Working Groups
  - NG911/Public Safety Working Group – *Peter Hanna*
    - Peter - Had a meeting on Oct 13; Most jurisdictions are in a holding pattern, waiting on their report cards from Mission Critical. Still have to establish the data schema and work out boundary issues. October 20 attended training by 1 Spatial, which was well received and well attended. Used Survey 123 for getting feedback on training. Survey is mostly negative about software, most responders not seeing benefit. Monday will be attending meeting with PSAP Directors to coordinate between GIS and PSAP Directors. Peter will provide update to Julia as he is not able to attend
    - Julia – There is also MapSag an AT&T offering, but provides different capabilities than 1 Spatial. The bottom line is that there are counties that do not have the bandwidth to get this done and 1 Spatial does fill it.
    - Peter – There were 81 personnel on the GIS distro that was used as the audience for the survey on 1 Spatial
    - Pat M. – What are we looking at as far as responses by organization? May have multiple people form each organization that each responded.
    - Julia – Survey request came from PSAP Directors, trying to get feedback from GIS on whether there was any value in the software.
    - Lynda – What is the deadline for responses?
    - Julia – Meeting is on Monday, but there is no formal deadline established; Would like to get feedback to PSAP Directors ASAP
    - Lynda – Can this be used by multiple stakeholders (MD Centerline, etc.)?
    - Julia – Public Safety community is first user, but can have unlimited used and each user / group can have their own permissions / rules setup
    - Lynda – Are we able to share the documents they have done through the NCR?
    - Pat C. – Can coordinate with Robert
  - Maryland Elevation Working Group
    - Pat C – Still working on meeting, looking at December
    - Pat M. – Working on additional documentation
  - Business Entity Data Working Group – *Jake Lloyd*
    - Pat M. – Doug still working on getting the document down to below 10 pages, then they will look at a presentation

- o Geospatial Career Outreach Working Group – *Tim Palmer*
    - Tim – Had a meeting with Julie to hone in on goals. MSS summer internship program was successful, going to reach out. Also looking at initiatives being carried out cross-state to start coordination process. Brought up Mappy Hour
    - Pat M. – Suggested Maptime Baltimore (formerly GeoMore) as another place to reach out
    - Tim – Really wants to focus on getting students in the door
- Membership Tracking – *Kevin Coyne and Sid Pandey*
    - o Al – Need to discuss whether deploying the CRM / XRM in the first quarter is feasible
    - o Pat M. – TidyHQ went to a fee model, but can establish another trial to explore if we want to use it. Matt Sokol loaded the customer base about a year ago.
    - o Julie asked if we ever listed out what we want the software to do / our requirements?
    - o Requirements discussed as a group:
        - Notifications of Memberships due
        - Ability to separate Members based on caucus
        - Consider pay models due to the limitation of free services
        - Word Press Integration (basis of our website)
        - Integrated (ability to use the service within our website) vs Stand-alone service
        - Mailchimp Integration
        - PayPal Integration
        - Ability to manage Corporate / Group memberships and Individual memberships
    - o DECISION: Gather requirements and consider pushing the timeline for implementation until after the first quarter; Create subgroup to meet / explore further:
        - Shawn
        - Pat C
        - Pat M
        - Kevin
        - Sid
- Quarterly Meeting Updates – *Julie Spangler*
    - o Winter Meeting – Southern Maryland
        - Julie – Still looking at locations, all so far has a cost. Typically, do them on 3rd Wednesday and this year January has 5 Wednesdays. The 3rd Wednesday will fall on the week of MLK day (that Monday). Should we move to the following Wednesday?
        - Pat M / Others – Previous winter meetings have been smaller groups, but no impact from holiday week
        - DECISION: No change required; will schedule based on availability
    - o Shawn – Last quarterly, Doug Adams brought up possibility of end of the year tax-deductible donations from outside organizations / individuals
        - Al – We can take the donation, but not sure if they will be able to write it off
    - o TUgis / Map App Competition
        - Pat M. - Towson asked MSGIC to provide a cash / prize for Map App competition
        - Julia – Map App has been opened to international universities
        - Al / Julia – Need to talk to TUgis committee about putting a stop to this
        - Julia – Recommend replacing the Map App competition with either a Hackathon / GIS Bowl to occur opposite of TUgis (spring)
        - Julie – Concern over influx of students, desire to keep TUgis primarily a professional conference due to capacity
        - Art – Hackathon could provide mentorship opportunities
        - Julie – Next TUgis meeting is Thursday Nov 16th

- - **Pat C. – Coordinate with Ardys**
- MD DoIT GIO Update
  - Julia – Imagery is on-schedule, anticipate western shore around Christmas, still needs to be processed. Moving forward on GIS SaaS Master Contract, which is a new endeavor as it includes things like Cyber security. Closer to next year for release with 14 respondents. SDAT is leading the charge for Pictometry, but need funding and it is in a holding pattern currently. The new guy, Conrad Schaffer, has started at DoIT and there is a new position that will be opening for a Data Analyst.
- Education
- Marketing/Outreach/Advocacy
  - AGOL Non-Profit Account – *Sid Pandey*
    - **Julie - This is in place, can remove from future agendas**
    - Lynda – Are there any more users?
    - Pat M – We have 5, but only use 1 admin user currently. Survey Monkey is a monthly cost, looking to use Survey 123 as a free alternative (included in AGOL licensing)
  - Membership Survey
    - **Julie - Pat C. / Shawn to draw up communication questions, should be 10 questions or less**
    - **Pat M. – Recommend making it a working group**
    - Niki – What is the target date?
    - Julie – Look at having the survey out by the winter quarterly and have the results crunched by the spring quarterly
  - Membership Map
    - Pat M. – Ashely has it finished, need to get it sent out. We have a limit on the number of emails we can send out each day using Mailchimp
    - Julie – We need to come up with a schedule to get email distributions coordinated
    - Al – Do we need an invoice for the Maryland intern?
    - Pat M. – The intern is paid through the end of the month.

Conference call info:
https://global.gotomeeting.com/join/158387669
(786) 535-3211
Access Code: 158-387-669