



PAMAGIC: Board Meeting Minutes 07.11.2014

Attendees:

Mike Bialousz, Patrick McKinney, Peirce Eichelberger, Glenn Mohler, Eric Jespersen, Dave Gilbert, Tom Denton, Mary K. Seville, Noemi Mendez

Council Priorities

- Looking at September session overall as next possible passage
- At leadership level now, looking for more advocacy/influence
- Need guidance as to approach for September
- Need a Plan B/parallel track if no passage
 - Ideas: Team up with PSLs; share below ideas with other interest groups(i.e. PA-BAR, County Pros, PA-MAPPS etc.) and look for commonalities etc.
- Need to incorporate member feedback in below lists – **Eric will compile**

1. Recommend data development priorities, (what, why and how)

- Flood risk realities statewide (EJ)
- Integration of digital data developed for permit applications into state base maps (EJ)
- Identify Federal and State funding opportunities that could be patched together for base data collection (GM)
- Find and vet all base data collection options for quality and value. (GM)
- Make it easier of regional organizations (DHS Task Forces, MPO's, COG's) to cooperate in base data collection and regional data aggregation projects. (GM)
 - Challenges are funding, technical specs, vendor contracts and data sharing exchange/agreements.
- The need for consistent and comprehensive access to the existing data "we" have. (DG)

2. Monitor national and state trends and submit annual reports to the governor

- Cloud based data and services as related to authoritative data/regulatory data (EJ)
- Look at how are other states doing all of the above. (GM)
- Find top-down (Federal) efforts to link up with. (GM)
 - State Elevation Plan to take advantage of USGS 3DEP grants (EJ)
- Connect with individuals and organizations that are pushing technology and policy trends forward, and follow them for new developments. (GM)

- Evaluate GIS Job Classifications for Pennsylvania (look at other states)
- Advocate for progressive thinkers to be placed in Council seats. (GM)

3. Provide more cost effective services to citizens

- Standard state/county data sharing agreement (EJ)
- Encourage and develop crowd sourcing technologies (GM)
- Continue to advance our use of data sharing portals to get map, data and geo-processing services out to all possible users. (GM)
- Review pending legislation for GIS/mapping inclusion or integration

Name Managers for each Social Media outlet – Discussion

- Evaluate blogging options in place of newsletter – Glenn’s email:

I am envisioning a blog could be used to “publish” a newsletter, and also to provide opportunities for posting blogs between newsletters. Another option would be an email marketing service like Constant Contact, where we could publish a newsletter and send it out to an email list.

Advantages of a Blog are the ability to create a constant presence, where the newsletters and other posts would be available to refer back to later.

Advantages of an email approach are that there is that you will push the newsletter out to the end user when it is published, so it gets their attention.

- WordPress – very functional and we’ve had good experience with it
 - Unsure if we can push from here, but could potentially use another service
 - Setup test newsletter over next couple weeks – Glenn will take lead in the setup and will use content from Board members and the Presidents Letter
 - Link to it from our website, integrate into social media posts
- Social media – prepare communications and then have it reviewed for appropriateness before deploying
 - Need to be sure we can maintain whatever outlets used
 - Facebook – Dave maintaining
 - Twitter – Tom maintaining
 - Website – Glenn/Laura
 - Blog/Newsletter – Glenn lead
 - LinkedIn – undecided, will evaluate over time but continue to at least maintain
 - Yahoo ListServe – look at using Google Apps once we have 501c(3)
- Attracting younger members/interest
 - Trends in social media – twitter, Instagram, snapchat, pinterest

Reports on individual Action Items

- passwords for member only access – Tom

- What value/access do you get for member only access?
 - Member list
 - Council votes/priorities input
 - Offered training/webinar registration (future)
 - PSLS does Wednesday webinars (look at for collaboration and being offered to both groups' members) – provide and obtain content? Pierce will look into further

- potential blog development - Glenn

- Water Initiative Team Leaders - Mike/Eric

- Bylaw edits – Mike by next call

- Universities map on AGOL – Dave

- Follow up with 3-4 universities to see how they would enrich the map (Noemi)
- Add more contact info (grad, undergrad etc)

New Business

- State Elevation Plan/USGS BAA

- Need a state champion for this to progress – Eric will follow up with others to evaluate

Next meeting August 1st @ 2pm