



## PAMAGIC: Annual Retreat Board Meeting Minutes 06.10.2016

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### Attendees:

*Mike Bialousz, Patrick McKinney, Glenn Mohler, Eric Jespersen, Christine Iksic, Dave Gilbert, Tom Denton, Wade Gobrecht, Tom Edinger, Noemi Mendez*

**Theme** – Leadership, Coordination and Guidance for the Next 20 Years

### **Regional Meetings**

- Setup structure and contacts
  - Al Sarvis, Harrisburg University
  - Mike Baker, Erie County
  - GeoPhilly
  - MA-TUG (Transportation User Group)
  - ESRI Mid-Atlantic User Group
  - Regional Task Forces/County Pros
  - Lehigh Valley
  - URISA-CAC
    - Organize as a member of PA MAGIC
    - Model for other regional organizations
- Previously part of By-Laws from 1997
- Consider a Coalition Meeting – discussion of topics, vetting
  - Bring together in partnership with above **regional groups/organizations**
  - Topic focused relative to the GeoBoard (i.e. grab a topic to evaluate and provide input/feedback to take to the Board meetings via position paper etc)
    - Potential to help with membership growth as well
  - Several times per year?
  - Electronic mechanisms to gather ideas
  - Need to be clear with requests in terms of what they will be doing, how often, mechanisms, and benefits of involvement
    - Specifically reach out to people with expertise/experience with certain topics
    - Recognize the involvement
    - Can start now with GeoBoard Focus Areas and ideas
  - Use meetings to vet and further develop messaging relative to initiatives
- Data Sharing Agreements – starting process and looking at options (go with what we can get now?)

- Data standards – minimum elements are needed
  - Stormwater example with Lancaster County work; coordinated piecemeal with other Counties
  - Bridge inspection example (PennDOT)
  - Incentivize
    - \$ per feature
    - Access to adjoining information if providing your own data electronically
  - Not device specific anymore
- Apps – end user focus and allow for varying schemas
- ESRI ELA with all levels of government
  - Software, services, storage/coordinated data management
- Opportunities and benefits
  - Multimedia/social media approaches – videos, story maps
    - Integrate with success stories
    - Examples:
      - value derived from every \$ of aerial photography
      - Key technologies in how we get things done/problems solved
    - Marketing is key
  - Connect with Governor’s principles
  - Focus on benefits – not the mechanics behind it (standards, schemas etc)
- Open Street Maps Day coordinated with regional organizations – Christine will coordinate
- Student membership – engage professors in each University

#### Corporate Membership/Regional Activity Groups

- Logo on website, integrated in Facebook
- Banners/branding
- Sponsored webinars/trainings – tie back to regional meetings
- 1 year membership to PA MAGIC for existing members
- Keep separate bank accounts and social media presences (regional groups)
- Add to By-Laws (Eric will draft) and then vote (regional groups & corporate sponsorship level)
- Regional activity groups (RAG) organized with a board/committee

#### Website Update – handouts

- Website administration – engage membership, Glenn, Patrick
- Reach out to Peirce for blog coordination
- Do a website development day where content is put into website – Glenn, Mike and Patrick will participate along with volunteers from membership

#### Treasurers Report

- PayPal balance as of 5/31/2016: \$4,417.70

- TD Business (checking) as of 5/31/2016: \$5,325.60

Elections – voted unanimously

- President – Patrick
- Vice President – Wade
- Treasurer – Tom
- Secretary – Mike
- Conference Calls – expand to include regional organizations etc. Keep Friday afternoons
  - Every other call includes Geoboard representative and regional group representatives

Promote AGOL Organization to members – joining Group with existing user accounts

#### **Scheduled Events – add to new website**

- GeoBoard – September 12
  - Water Data initiative presentation – include Lancaster project
- GeoBoard – December 2
- Website development day – Week of July 25<sup>th</sup>
  - Glenn will coordinate a meeting space
- Go Live for website
- URISA-CAC/SW Regional Activity Group – last week September
  - Include GeoBoard update
- Conference calls – every other Friday at 2:00
- General Membership Meeting – PA GIS conference 5/15/17
- NW GIS Conference – 10/17
- Statewide edit day – 1/2017

Brainstorm for next conference call – identify members to work on GeoBoard topics – Mike will send out topics from GeoBoard Power Point

Mike will coordinate dates for GeoBoard meeting dates for 2017

Eric will coordinate with Tom/Noemi for coordination with GeoPhilly

Report to governor – include videos and Story Map