



Memphis Area Geographic Information Council (MAGIC)

Board Meeting: 2/11/2015
Location: Memphis Main Library
Time: 3:00 pm
Prepared by Sam Russell

MINUTES

Board members present:

Ed Hawkins, John Zeanah, Nate Ron-Ferguson, Carlton Ray, Lauren Patterson, Rick Wery, Eric Goddard, Sam Russell, Cori Holloway, Lindsay Barrios, Shawn Anderson, Marie Holyfield, & Scott Trapolino.

Those absent included: Justin Abart, Tom Lawrence, Zinnia Ron-Ferguson, Keith Reasons, Harrison Witt, & Andrew McColgan.

President Lindsay Barrios began the meeting at 3:10 with a quorum.

The minutes of the 1-21-15 Board minutes were approved unanimously as submitted on a motion by Shawn Anderson that was seconded by Marie Holyfield.

The items of "URISA Update" and Announcements were added to the New Business portion of the Agenda.

Treasurer's Report: Lauren reported that the balance is \$6483.42 as is shown in the spreadsheet that was sent to all Board members last week. An upcoming expense of \$62 for the Post Office Box will be paid soon. There are 7 members paid at this point.

Communications / Public Relations Committee: Carlton led the discussion stating that the website was going good. There are tabs for news, contact, jobs, events, membership, etc. and Board members need to provide information about anything relevant for the site. Harrison had provided a blog that was generating some comments. A couple of the forms had been updated to be current for 2015. We are waiting on Paypal to get the account set up so that renewals can get processed over the internet. There was discussion of the previously raised idea of doing an electronic newsletter quarterly. He is investigating an app ---EMMA--- that handles mass emails for non-profits.

It was mentioned that member Jim Butcher's email was not up-to-date. There was a complex discussion of the email list(s) for members and the master list(s) and the process

or attempts to confirm emails. There are a large number of incorrect email contacts on the list and when it is used there are many returns. The Master list of approximately 250 contacts is on the MAGIC Google Drive at magicmemphis@gmail.com [REDACTED] [REDACTED] for anyone to view as needed. Lauren & Scott offered to make an attempt to cull the list and confirm contact numbers.

Membership / Development Committee: Lauren continued the discussion from above and stated that there are now 7 paid members. She has been checking into Squarespace... an email service to send invoices.

Training / Education Committee: Scott led the discussion and stated that last weekend he had conducted a class in general Search-&-Rescue / GPS / GIS and has plans to do this about once per month. There was general support for this sort of activity and specific interest in attending from several Board members. Scott also stated that the Committee had met last month after the MAGIC meeting and wants to do training 2 or 3 times per year. Specifically, there is interest in some sort of Python or Open Source class, and, there are 10 laptops available through Desoto County and a sponsor lined up to provide lunch for a Saturday class.

Last month there had been mention of a class that was developed by Ed Hawkins but he was not present. He explained about the 1 day QGIS class that he had developed and taught using a Henderson County map & data set. This had been as a private endeavor and there was a \$350 charge for it. There was discussion about how to integrate / use aspects of what Ed had done and what the Committee was interested in doing. Scott and Ed will follow up.

Nominations Committee: Marie stated that she understood from last month's minutes that it was desired that the committee be more formal in its "vetting" of members in the future. She explained that this had always been done in an informal manner, but now it would be more explicit and Board members would be asked specifically if they wanted to be re-nominated or not. Those five (5) Board members whose terms are scheduled to expire the end of 2015 include Lauren, Rick, Cori, Shawn, & Justin.

Conference / Events Committee:

It had been suggested that the Board refer to the tentative timeline that Shawn provided last year to gauge if things are on track. Sam had emailed the following timeline to the Board last week:

<i>Set date-location-theme:</i>	<i>March/April</i>
<i>Set keynote/topics:</i>	<i>May</i>
<i>Set vendor packet:</i>	<i>June</i>
<i>Set training options:</i>	<i>July</i>
<i>Set call for papers:</i>	<i>August</i>
<i>Set map/poster contest:</i>	<i>August</i>
<i>Registration begins:</i>	<i>September</i>
<i>Set food options:</i>	<i>September</i>
<i>Set nominations for board:</i>	<i>September</i>
<i>Set giveaway items and bags:</i>	<i>September</i>
<i>Set questionnaire:</i>	<i>October</i>
<i>Completed agenda:</i>	<i>October (ideally one month before event date)</i>
<i>Set moderators:</i>	<i>November</i>
<i>Complete printed materials:</i>	<i>November</i>

Lindsay stated that looking at this timeline it appears that we are on schedule. Sam expressed concern that the timeline might not be urgent enough and that the date should be determined now or even earlier. The Board needs to be moving now to establish a location by March/April.

Key dates before the November meeting include International GIS Day which is Wednesday, November 18th---the 3rd Wednesday; Veterans Day is on Wednesday November 11th (2nd Wednesday), and Thanksgiving is on Thursday, November 26th (4th Thursday). The West TN TNGIC meeting will be in Jackson in October. It was mentioned that some vendors might not want our event near/on "official" GIS Day because of other commitments. The comment also was raised that at the last conference vendors were concerned about the attendance on the second day. There was discussion of whether to have a 1 or 2 day conference, or a 1&1/2 day conference, and the issue of a night gathering was raised.

The statement was made that it is hard to tie down a date for the conference without having the venue established. None of the Board members present today were on the tour(s) of the proposed sites last year. Matt and Tehrian were the Board members who were involved in the details of the site selection. There was discussion of what sites were considered and what the options had been. Opera Memphis was mentioned as one from last year. The Urban Child Institute location was mentioned as a possibility for this year but there was some confusion as to where that is. The Main Library was raised as a possible site but logistics may not be right for the conference. Scott, Lauren, & John offered to explore options & report next meeting.

(FYI: the sites considered last year were as follows---information from last year)

Dixon Gallery and Gardens – 4339 Park Ave, Memphis TN 38117

- Winegardner Auditorium
- Guests who are here for events during museum hours have the opportunity to view our exhibitions while here.
- Typically, the non-profit rate for daytime use of this space is \$150/hour, Tues.-Fri.
- November 13th isn't available but November 14th is available.

Clark Memphis Opera Center - 6745 Wolf River Parkway Memphis, TN 38120

- Available on November 13-14, 2014
- Non-profit rate for both days would be \$1,500 (25% off the rate)
- Event Hall & Lobby
- Site visit March 21st at 3:00 pm

Playhouse on the Square - 66 S Cooper St, Memphis, TN 38104

- Available on November 13-14, 2014
- Event room rents for \$650.00 for the first 5 hours, \$100 for each hour after that. That does include the full amount of time in the space so any set-up time and breakdown time at the end is included in that.

Memphis Botanic Garden - 750 Cherry Road Memphis, TN 3117

- Encore Pavilion
- The rental fee for this space is \$1500 per day which includes your tables, chairs, linens and skirting for your food tables.
- Has approved cater list.
- Available on November 13-14, 2014

The Salvation Army Kroc Center - 800 East Parkway South Memphis, TN 38104

- Hardin Hall with Tables and Chairs
- Available on November 13-14, 2014
- Must provide security deposit \$150
- \$3225 for both days and includes audio visual equipment fee

BRIDGES

- site of 2013 & 2012 conference with no charge.

After much discussion the target dates for the conference were tentatively established as November 19th & 20th (Thurs & Fri) or 12th & 13th (Thurs & Fri).

The item of "What can be done to address vendor and attendee participation?" was raised and the discussion wandered.

Several Board members mentioned possible/probable vendors--- their own company or another (I missed who all said something).

Mention was made of a possible theme of "utilities" for the conference... or ... perhaps... "The Utility of GIS"

There are at least two other conferences that will occur in the area---TNGIC in April will be addressed in an item below; and, the ESRI's SouthEast Regional Users Group (SERUG) annual meeting in Nashville in May. This meeting will be held May 5-6, 2015, in Nashville and there is an opportunity for MAGIC to have a no cost booth. TNGIC has also been offered this opportunity and will be there. This would be a good opportunity for MAGIC to get exposure to GIS professionals from all over the Southeast US. Lauren Patterson made a motion that the Board accept the offer from SERUG and take steps to have people at the booth with MAGIC material. The motion was seconded by Ed Hawkins and was unanimously endorsed by the Board.

Old Business

UT-UofM Health Science Center: There is not much more information available about this project than was presented before, but, Dr Antipova has again stressed that it would be very beneficial if MAGIC could be involved. Lauren is willing to be involved and will follow-up and report next month.

4-H involvement: There are several sub-sections (4 or 5) of the Shelby County group that will be working on a project/projects later this year--- Justin and Carlton have expressed interest in participating. Shawn reported that the Haywood County group will be involved in a project in May and they are asking for help with a topic and with implementation. Lauren, Rick & Sam offered to help with these projects and Lauren mentioned a project having to do with entryways (to Brownsville).

Shelby County Office of Sustainability support: A copy of the Greenprint Plan that was released recently was passed around. John had already left the meeting so was unable to brief the Board on the details of the release and activities for continuing the effort. Nate, Lauren, and Scott all stated that they had been involved in providing the data for the study. The Board all agreed that MAGIC should remain involved and support the Office of Sustainability and Green print Plan as possible.

Student Director / Student Activities: Scott introduced Lilly Hawkins, a senior Earth Sciences student at the University of Memphis. She is an intern at Desoto County and has participated in previous MAGIC conferences. She would like to be active in MAGIC, help to encourage more student involvement, and has agreed to be the student representative for 2015. Shawn Anderson made a motion that was seconded by Rick Wery to appoint Lilly as the Student Representative for 2015. The motion passed unanimously.

Conference planning timeline: Covered above in Committee report.

New Business

Tennessee Geographic Alliance Partnership: Lindsay sent documents about this issue last week. The Memorandum of Agreement reads as follows:

2015

MEMORANDUM OF AGREEMENT

between the Tennessee Geographic Alliance (TGA) and

the Memphis Area Geographic Information Council to support and promote the TGA's

RESOLUTION SUPPORTING K-12 GEOGRAPHY EDUCATION

WHEREAS, geography education and geographic literacy are central to preparing students to be informed citizens of Tennessee and the United States and economically competitive in a rapidly globalizing world;

WHEREAS, geotechnologies, such as Geographic Information Systems (GIS), Global Positioning Systems (GPS), photogrammetry, surveying, mapping, and remote sensing, have been identified by the U.S. Department of Labor as one of the three most important emerging and evolving fields, with opportunities growing and diversifying rapidly, creating substantial workforce growth as these technologies prove their value in ever more areas;

WHEREAS, geography is one of the content areas found in the Tennessee Academic standards and is one of the ten "core academic subjects" identified in the Elementary and Secondary Education Act (ESEA) for which specific funding allocations and implementing programs are proposed to further its teaching at the K-12 level;

WHEREAS, employers in all sectors, including private companies, government agencies, and non-government organizations (NGO's) have indicated that there is a pressing need to support a rapidly growing field;

NOW, THEREFORE, BE IT RESOLVED THAT THE TENNESSEE ALLIANCE:

Urges the Tennessee General Assembly to ensure the inclusion of geography and geospatial education in the K-12 social studies curriculum and in the areas of Science, Technology, Engineering, and Mathematics (STEM);

Urges the Tennessee General Assembly to include authorization and appropriations to support geography education consistent with other core academic subjects for K-12;

Urges the Tennessee General Assembly to reinstate geography at the seventh grade and support a geography course requirement at the high school level.

Agreement:

The Memphis Area Geographic Information Council hereby agrees to support the TGA Resolution and promote K-12 geography education because of its importance to the mission of this organization. Understanding the geography of environment and resources, health and quality of life, business economics and employment, logistics and transportation, demographics, government, community growth across the State; and geospatial trend analysis critical to projecting future outcomes based on location and historical data; is an extremely beneficial skill set in all professions and careers.

Name

Date

Rick Wery made a motion to have MAGIC sign the 2015 Memorandum of Agreement with the Tennessee Geographic Alliance to support and promote TGA's Resolution Supporting K-12 Geography Education. The motion was seconded by Ed Hawkins and unanimously endorsed by the Board.

MAGIC Sponsorship at 2015 TNGIC Conference: Last year the TNGIC annual conference was held in Memphis and there was a large contingent of MAGIC Board members and general members in attendance. As part of those activities the Board had voted to be a sponsor and contributed \$500 for a booth that was staffed by Board members. It was the first year that MAGIC had been a sponsor for the TNGIC meetings. TNGIC has been a sponsor for MAGIC Conferences for a number of years committing \$500 each year. This year the TNGIC annual conference is at Montgomery Bell State Park, in middle Tennessee, where it has been several times before. Registration is open for the April 21-23 meeting and is \$200 per person. The question has been raised as to whether MAGIC was interested in being a sponsor again this year. The amount for a booth is \$600 and space is limited. Benefits of being a sponsor are a booth, the logo on the agenda, and two (2) registrations.

There was a long and lively discussion about MAGIC's current financial situation as it related to the upcoming year and there was a strong concern that \$600 might be beyond the ability of the group at this time. However, no decision was made and the item was left up for a possible decision next month, with the possibility of a email vote in the interim if need be. Sam offered to provide some written "pro's and cons" next month to provide some written information beyond the verbal concerns expressed today. Also it was stated that there could be more information next month regarding the details of the MAGIC conference ---such as possible venues--- and costs that can be expected.

2016 Membership/Conference fees: There was a lengthy and lively discussion of the amount charged by MAGIC for Membership / Training / Conference dues each year. The current rate is \$25 before May 31st, \$50 after May 31st, and \$15 for students regardless of date paid. There was a change in the student rate for 2015 from \$10 to \$15 that generated some controversy and perhaps a lack of support from the universities this past conference. The regular dues amount of \$25 has remained the same since 2006 and was \$20 before that. The \$5 raise in student dues was enacted to cover conference food costs which have been reported to be approximately \$12. The new student representative agreed with many Board members that \$5 was not much money these days even for a student.

The question was raised as to why have dues at all. Reference was made to the discussion previously about waiving the fee for people under certain circumstances. It

was pointed out that last year at the TNGIC conference the Board gave away 5 personal ESRI licenses (a \$500 value for \$125-\$250 revenue) to new members who signed up at the conference, and that, only three of those five people actually paid for their MAGIC memberships (actually \$75 revenue). It was pointed out that there are at least five (5) former area university students who are known to have gotten jobs in the area in GIS at least in part because of the contacts of MAGIC. The point was made that a charge of \$75 for a "decent" conference "is nothing". The MemPy conference sold out at that amount. Other conferences charge considerably more than MAGIC and have similarly strong agendas. The issues that have been raised before such as quality training, setting dates earlier, listings of speakers, quality content earlier, and stronger promotion of the conference were all mentioned as ways to have a better conference and raise revenues for the group. There was a suggestion to continue to evaluate our membership model versus a membership and conference priced model.

The basic reasons for dues/membership is to cover the costs of the organization such as POB; website; to have money to operate by having meetings and having a conference; to award scholarships; to facilitate our mission to educate about GIS; and to promote the profession.

Scott Trapolino made a motion to set the 2016 MAGIC dues, for the calendar year of 2016, for Membership / Training / Conference at \$35 before May 31st, \$75 after that point, and \$15 for students for the entire period regardless of date paid. The motion was seconded by Ed Hawkins and passed with one "No" vote (Carlton Ray).

As part of the discussion of revenues in general, it was suggested that the Board consider the amounts for vendor sponsorship and methods to encourage the number of sponsors. Sam, Carlton and Shawn offered to examine this issue as a Sponsor sub-committee before the next meeting.

The closing comment to this topic was that the Board needs earlier completion of the deadlines like an agenda and sponsors---by late summer.

URISA Update: On Friday, January 23rd, the Cumberland Chapter of URISA (KY & TN) held its annual meeting in Nashville, Tennessee. Three people from west Tennessee attended--- Shawn, Rick Stieg, and Dr. Rura. Shawn reported that it was a good meeting, but they are only concerned with us being part of their organization and it does not appear to be a model that Re-GIS can use to renew/revitalize Re-GIS (per Rick Stieg). It was mentioned that the Chapter dues are \$25 and URISA general membership is \$175 annually for an individual.

Announcements: Lindsay relayed the information that there are several recent job postings locally in GIS--- with the City of Memphis, the Memphis Police department, and Dyson Engineering. These have been listed on the website. She also reported that the GISP test, that had been previously discussed, will be implemented at the end of the second quarter of 2015... so there is still a little time to apply for GISP without taking the test. She also mentioned a webinar sponsored by ASPRS but realized that it had already been broadcast on January 30th

There was a closing comment that GIS in Tennessee is under attack by surveyors and the Surveying profession. The prevailing sentiment was that this has been true for several years and not just in Tennessee, but nationally, through attempts to limit who can draw maps and in what form for the map to be considered "official".

A motion to adjourn was made at 4:27 by Scott Trapolino & seconded by Eric Goddard. The motion passed unanimously.