

**Minutes for the 2001–2002 Fiscal Year of the
Bay Area Automated Mapping Association (BAAMA)**

BAAMA Board Meeting

June 4, 2002

6:30-8:30 pm

MTC, 101 Eighth St., Oakland

Attendees:

Phil Beilin (PHISHERMAN)

Lysee Moyaert, President (WAVE REBEL)

George White, Vice-President (THE EAGLE)

Lis Klute (BUSY BETH)

Pat DeTemple (PHILOSOPHER KING)

Bruce Joffe (LEFT-WING COMMANDER)

Mike Skowronek (RAIL WARRIOR)

Jeff Kapellas, Secretary (AQUAMAN)

Van Johnson (V-MAN)

Bill Zeman (advisory board)

Scott Gilliland (advisory board)

1. The meeting convened at 6:50 pm.

2. The Board approved the May meeting minutes.

Thanks to George for preparing the May meeting minutes.

3. Software reimbursement

Since the last meeting, the Board voted over email to reimburse Greg for the full cost of Pagemaker, which he uses to produce the newsletter. Motion (Lis/Pat): All purchases over \$50 must be approved by the Board.

4. Financial report

Phil provided the Board update on the finances. The state contacted Van regarding Forms 990 and, RFF1 relating to BAAMA's non-profit status, which they don't have on file. Phil contacted the BAAMA's accountant to have the forms sent out. George asked for a complete full-year financial report. After discussion, it was decided that Phil will provide the Board with a quarterly profit/loss and cash flow statement.

To Do:

PHIL: Provide Board with quarterly p/l and cash flow report.

5. Membership drive

Lis reported that Contra Costa County did not receive their membership renewal statement, but the rest of the Board members reported that they received them. We will have two membership renewal email pushes this month, one of which will be included with the June

meeting push email. Bruce will provide the text for the pushes. Van said that renewals are coming in strong. There was another discussion about the kinds of incentives we could provide for early renewals. Lis suggested giving a bumper sticker to on-time renewals. Lis and Bruce will explore the topic. Motion (Bruce/Pat): Authorize up to \$400 for producing bumper stickers. Motion passed.

Another discussed option is to provide an incentive (e.g., provide free insert in newsletter) for corporate sponsors who refer the most new members. Pat suggested targeting particular sectors and cold-calling in order to focus our efforts on providing service to particular sectors (such as cities). Motion (Bruce/Phil): form committee that will make outreach recommendations for the strategic retreat; BAAMA will subsidize reasonable refreshment costs for the sub-committee's meetings. Motion passed. Pat/Lis/Phil/Bruce will form the sub-committee.

To Do:

BRUCE: Provide text for membership email push to Van.

PAT/LIS/PHIL/BRUCE: Meet and make recommendations on membership renewal strategies for BAAMA strategic retreat.

6. CalGIS Report

Bruce requested that members to make copy of CalGIS corporate sponsor sheets and pass them out to all potential sponsors. Lysee to mail out corporate sponsorship. Board membership should note the addition of the new early bird registration, with a deadline of August 1, 2002. Lis suggested that all students (not just full-time students) be provided the student discount. Board recommended that the CalGIS organizing committee provide a clearer definition of who constitutes a student.

To Do:

LYSEE: Mail CalGIS corporate sponsorship forms to BAAMA corporate sponsors.

7. GIS Certification

Bruce suggested that the Board members review the proposed GIS certification scheme on the URISA website and provide feedback to URISA. This should be done soon. There was some discussion about whether the BAAMA Board should adopt a position on the certification proposal. If a quorum of Board members review the certification proposal, then the Board can adopt a position.

To Do:

BRUCE: Circulate comments on certification proposal to the Board

8. BAR-GC meeting

The minutes from 4/18 meeting BAR-GC meeting were sent out on 6/4. The next meeting is 6/20, at Berkeley Public Library, 1:30 pm. The post-BAAMA meeting lunch will be held at Becketts to facilitate those going to the BAR meeting. The BAR-GC needs to complete form from CGIA to apply for formal recognition from the State as a regional council.

9. Survey

The first two reports from the survey (GIS Contacts and Detailed Results) have been on the BAAMA web site since May. The third and final report (Summary Report) is ready to go except for the completion of the county-level framework data layer table, which was requested by the BAR GC. George, Lysee, Bruce and Mike will complete the table. When the table is complete, Mike will insert one last appendix including various model county-level data sharing agreements. When the report is completed, Mike will send the report out to be printed and will send a copy to everyone who responded to the survey, plus an extra 100 copies for BAAMA distribution. Amy is creating an interactive version of the report to put on the Web. Motion (Bruce/Jeff): Give very high commendation to Mike for all his work in developing and compiling the survey. Van suggested getting a plaque for the Mike. Bruce will get plaque, and contact Mike's supervisor for participation in its presentation.

To Do:

GEORGE/LYSEE/BRUCE/MIKE: Complete county-level framework data table.

MIKE: Give database to CERES to upload onto the CERES web site. Send report to be printed and distribute.

10. Upcoming events

The meeting will be held Thursday, June 20 at the Shattuck Hotel, Berkeley. The topic is "Finding the data you need" and will include the results of the metadata survey.

To Do:

JEFF: Sound

PAT/PHIL/SCOTT G.: Registration.

SCOTT G.: Create professional name tags for BAAMA member

PHIL: Donuts and bagels

BILL Z.: Fruit/milk

PAT: Lunch reservations (Becketts)

BRUCE: Contact speakers regarding lunch

PHIL: Pay hotel for facilities (done)

11. Strategic meeting

Lysee still has not reserved room at Swim & Racket club, but will do so. Has nice small meeting room. Can swim. Make invitation to advisory members who have been participating and others who have been active.

To Do:

At next BAAMA Board meeting, decide on agenda.

12. August 22 meeting

Jeff, Dennis and Scott Gilliland are organizing. The tentative topic is Green (Environmental) GIS, focusing on projects such as GreenInfo Network (greeninfo.org) and KRIS (krisweb.com). The meeting location has yet to be determined, but the USGS offices were suggested.

13. Board Election

Bruce received award for perfect attendance. Lysee submitted her resignation as President, citing need to devote time to preparations for CalGIS 2004. There was a reaffirmation that the Board members sit without term until resignation, while Board officers sit for one year. There was a discussion of whether to expand the Board to increase attendance at meetings and open space for advisory board members to actually sit on the board. Lysee will contact low attendance board members to find out whether they want to continue on the Board. The Board Officer slate for 2002-2003: George, President; Lis: V. President; Phil, Treasurer; Jeff, Secretary. Motion(Bruce/Lysee): Board endorses new slate of officers. Motion passed.

14. Other meetings

October educational meeting: Meeting planning already underway.

Nov. GIS Day: Lysee spoke with Liz Colvard (USGS) again and we can have it at the USGS again this year. Liz is also promoting it to teachers. We need better coordination in getting posters back to people, etc. The Strategic Retreat should discuss the goals of GIS Day. This year's Holiday party will be a member party, with BAAMA providing a room, catering and possibly two drink tickets for Board members.

15. The meeting adjourned at 8:50 pm.

BAAMA Board Meeting

May 7, 2002

6:30 pm - 9:00 pm

1732 N. First Street, International Airport, San Jose

Attendees:

Lysee Moyaert (WAVE REBEL), President

Phil Beilin (PHISHERMAN), Treasurer

Bruce Joffe (LEFT WING COMMANDER)

George White (THE EAGLE), V. President

Scott Gilliland, City of Mountain View (Advisory Board Member)

1. Meeting Start/Review of Minutes

The meeting convened at 6:45 pm, as we waited for other Board members to come. This meeting did not have a quorum, so these minutes are advisory. If anyone disagrees with these meeting notes, please do communicate your viewpoints and we will resolve the issues via email.

Action Items:

Board members are encouraged to voice their viewpoints and support or opposition to all action items.

Board members are encouraged to attend future meetings so that we have a quorum.

2. Treasury report

Phil presented the Monthly Treasury Report. Lee Ann Garcia has been paid in support of the 2003 GIS Conference. Phil rolled over the CD. At the April 18 meeting, \$460 was collected in cash from new members.

Action Items:

- Gina needs to update new membership information based on email documents sent by enrolling members. The method to accomplish this task needs to be worked out among Mike, Dennis, and Gina. The general direction is to create an easy to administer system. A report will be issued at the next Board Meeting on how best to proceed on this matter.
- Greg purchased approximately PageMaker for \$500 to improve his efficiency with BAAMA Newsletter Production. Your vote is required to formally approve this purchase. Although Greg should have received prior approval for the purchase, Phil recommended the payment of Greg for the purchase along with the other three Board members attending the meeting. Voting will occur via email.
- Phil will discuss the status of BAAMA non-profit tax filing with Van and send an email to Board members.

3. Survey report

Mike requested support to collect/verify "County Framework Metadata Table" and the "County GIS Fact Sheet" information for the nine counties within the Bay Area Region.

Action Items:

Review Mike's email and volunteer for follow-up action. Contact George during Mike's vacation absence if you have questions.

4. Membership

On May , letters, originated by Gina, went out to corporation members. A "Thank You" letter will be sent to all members who are current for 2002. Mike did not place the "fill in" BAAMA Membership Form on the Web Site due to lack of time and a concern about administrative follow-up. This topic should be discussed at the next BAAMA Board meeting.

Action Items:.

- Phil suggested that membership data be emailed to Gina. Dennis was requested to work with Mike and Gina to determine if an online Membership Form can be created for Mike to post on the BAAMA Web Site. Ease of administration is critical, so Gina can maintain the membership database.
- Gina will mail membership renewal requests to those with individual BAAMA memberships.

5. Review Comments on the April BAAMA Education Session

The April educational meeting was a success. Noise levels were not a problem at this meeting. Attendance was over 165. Improvements discussed for the Shattuck Hotel location were as follows: 1) increase ventilation, possibly by opening side doors and adding fans and 2) the registration desk needed to be covered by a BAAMA Board member at all times.

Action Item(s):

- Phil/Mike should request that ventilation should be improved. Fans are needed. Side doors should be opened.
- The Registration people must continuously supervision the Registration Box, cash, and material. One person must always stay at the registration desk as all time.

6. June Meeting

There was consensus to hold the June meeting at the Shattuck Hotel. Topic: "Where O Where are My Data?" The Presentation topic is on the Metadata Survey as follows:

Mike S. will present a Summary of the Bay Area GIS Survey
Roger K. will cover the Status of CERES
Jeff H. will review San Jose Metadata Status
Bruce J. will present on the "OpenGIS Consortium"

Action Item(s):

Phil will pay for the Shattuck Hotel for the June 20 meeting.
Assignments in support of the June Education Session on Metadata will be made at the June 4 BAAMA Board Meeting.

7. August 22 Meeting

Dennis and Jeff were proposed to develop (volunteered) a topic and get presenters for the August 2002 Education Session. Scott volunteered to assist. George suggested Asset Management as the topic for the August meeting, given the interest and turn out at the CALGIS Conference. Bruce recommended that all Board members send topics to Dennis and Jeff on a topic for the August meeting.

Action Items(s):

Send suggestions to Dennis and Jeff on a topic for the August Education Session.

8. Summary of CalGIS Review

The general consensus was that the 2002 conference was an overall success. Sponsors want to see improvements. Discussion focused on improvements that can be made to hold an even better 2003 conference. Lee Ann is requested to review and comment on the action items that are presented below.

Action Items:

- Lee Ann should prepare a floor plan with sponsor input/agreement.
- Booths should be set up based on the layout dimensions agreed with the Sponsor's.
- Sponsors should be encouraged to participate in the process of planning for the next conference.
- The set up of the food and drink tables in the soiree should encourage attendees to mingle with vendors.
- Tables should be set up throughout the vendor area to facilitate interaction and networking..
- Sponsors should be acknowledged during the soiree.
- State financial participation at the next meeting should be encouraged.
- Two Roving People should be available to "troubleshoot" problems such as presenters not having power to make their presentation. Roving A/V people should be available to quickly respond to these problems.
- Presentations should stay in the allot time slot, even when an earlier presentation has a problem.
- Moderators (and backup Moderators) should be assigned to each session.
- Overall, the 2002 Conference was good. The conference made a profit with approximately 500 attendees. The organizers of the 2003 conference are working to promote an effective conference.

9. Strategic Retreat

The Board will have a strategic retreat on a Saturday in July, possibly July 20. Lysee proposed a location at Rancho Santa Theresa Swim and Racket Club. At the next meeting, the Board will discuss the format/process of the retreat and whether to use an outside facilitator. Phil and George have volunteered to be facilitators. George suggested that the topics be: 1) Create a Vision Statement, 2) Create a Mission Statement, 3) Develop Strategies to achieve the vision and mission, Bruce presented the idea of having different BAAMA Board members present on various topics. It was felt that Board members would facilitate the discussion rather than hiring a Meeting Facilitator.

Action Item(s):

Lysee will confirm availability of the location for the BAAMA strategic retreat. Phil and George will work with Bruce to present a retreat proposal for discussion at the June BAAMA Board meeting.

10. SESME Letter

After a brief discussion, there was a consensus to sign the letter with the inclusion, per Bruce, of a contact person.

Action Item(s):

Lysee will add George as the contact for the SESME letter, sign and mail the letter with an electronic copy sent to all Board Members.

11. Summary of Bay Area Regional Council

The formation meeting of the Bay Area Regional Council was held on April 18 at the Permit Center in Berkeley. There appeared to be general agreement on the creation of the council. Representation to the council was not resolved. Patrick will hold a meeting to create alternatives for consideration at the next BAR Council formation meeting on June 20. Brief discussion took place about BAAMA role in the BAR Council, with only questions being identified given the attendance.

Action Item(s):

- A Conference Rooms is needed. Bruce recommended that BAAMA pay for the room if Pat cannot get the Permit Conference Room. If anyone disagrees with this recommendation, communicate your concerns.
- BAR Representation Issue: Pat will facilitate a meeting to review options for BAR representation for discuss at the June 20 meeting.
- BAAMA Role in BAR: What is the role of BAR vis-à-vis BAAMA. BAAMA needs to develop a letter with our consensus on supporting BAR. Board members should give their thoughts to Lysee, by 17 May 2002, who will draft a letter for review at the June BAAMA Board meeting.
- Newsletter Article- Phil suggested that Lis/Pat write an article on the BAR Council for the June edition.

12. URISA Certification Position

Bruce provided an overview of the topic. This issue is very important to the GIS profession because a uniform certification process is needed. Credibility of the GIS profession will be undermined if there are multiple certification processes.

Action Item(s):

- BAAMA Board members are encouraged to provide their feedback via email on the URISA
- certification process.

- Bruce volunteered to write a Newsletter article on the importance of the URISA Certification Issue.
- At the next Board meeting, it will be determined if there is a consensus Board position on the
- URISA Certification proposal.

13. Web Policy

Should BAAMA be posting information for the AutoCAD Users group for training and other matters? The consensus of the Board members attending was BAAMA should have links to the schedule of events and training opportunities should be provided through the BAAMA web site, because BAAMA's focus is on automated mapping in the bay area. The view that BAAMA's web site should contain information on all GIS related educational resources for GIS professionals was also expressed.

Action Item(s)

- BAAMA should post AutoCAD user events and training sessions.
- This topic should be discussed further at the Strategic Planning retreat.
- Web Policy Discussion for Next Meeting: Sponsors or education organizations approved by the BAAMA Board can post their events on the BAAMA web site.

14. Poster Contest

A Coordinator is needed for the next poster contest. Lysee cannot lead this event this year. A partnership with USGS was discussed. A committee needs to be formed to begin planning for the event. There was consensus that USGS is a great partner for the poster contest and that the location was great. It was also good to get press coverage. Lysee indicated that lessons learned are: Rules for the poster contest need to be clarified and the winners need to be clearly identified.

Action Item(s):

Lysee requested volunteers to coordinate the 2002 BAAMA Poster Contest. A team needs to be formed to begin organizing the poster contest, including outreach and publicity. Rules for the Poster Contest need to be reviewed and clarified. Poster Contest applicants need to be registered and clearly identified so prizes can be efficiently distributed.

15. Holiday Party

Should BAAMA sponsor a membership party rather than a Board only party? Discussion of the topic was postponed for next meeting.

Action Item(s):

Discuss the BAAMA Christmas Party time, location, and participation.

16. Announcements

CGIA- Bruce reported that Robert Ball would be the new chairperson for CGIA. The next CGIA meeting will be on Thursday, June 6. The location will be 2 Floor of 101 Eighth Street at the ABAG office.

Open Data Consortium Project- Bruce reported that he has a non-profit sponsor. He is preparing a proposal for seed money to startup the OpenData Consortium to USGS and other funding sources. He hopes to get \$20,000 to 25,000 in startup funding. Your support is welcomed.

17. Meeting Adjourned

The meeting adjourned at 8:50 pm. This meeting did not have a quorum of Board members. We need to make sure that this does not happen again.

BAAMA Board Meeting

April 2, 2002

6:30 pm - 8:45 pm

MTC, Oakland

Attendees:

Lysee Moyaert (WAVE REBEL), President

Phil Beilin (PHISHERMAN), Treasurer

Mike Skowronek (RAIL WARRIOR)

Jeff Kapellas (AQUAMAN), Secretary

Bruce Joffe (LEFT WING COMMANDER)

Van Johnson (V-MAN)

Dennis Klein (HEURISTIC MELVILLE)

George White (THE EAGLE), V. President

Lis Klute (BUSY BETH)

Jackie Arnold (Advisory)

Jeff Fiore (Advisory)

1. The meeting convened at 6:38 pm.

2. Treasury report

Phil asked for Board advice on whether to roll over a maturing CD into a 1 yr. CD @ 1.8% or 3 mo. CD @ 1.4%, on the assumption that interest rates will rise. In addition, there was a question of how to deposit receipts from the CalGIS conference. Upcoming expenses include about \$2000 (survey expenses, January meeting expenses) + \$3000 for 2003 CalGIS seed money. Board directed Phil to deposit maturing CD into a 3-mo. CD of \$15K. The Board discussed whether the BAAMA Board president should be provided with an ATM card to facilitate petty cash purchases.

Motion (Van/Bruce): The BAAMA Board president will be provided with an ATM card to be used for purchases only, no cash withdrawals. Motion passed.

3. Survey report

Mike and Amy are compiling the metadata survey reports. The survey responses should be available for CERES upload by the end of month. The introductory text for the reports will be circulated to Board members for comment. Bruce and Mike made a presentation on the survey at the CalGIS conference. The survey has 110 respondents to date; Board members are urged to continue to promote the survey and get more respondents. We need to decide whether and what to do for an FGDC Phase II grant, possibly next year. Mike will raise this issue with the new Regional GIS council to help formulate with the next step. CERES will be updating UI, but no firm date set for rollout. The Board congratulates Mike/Amy/Bruce and everyone else involved for all their hard work on the survey

4. Membership

The Board discussed how to be more pro-active in getting members to renew their memberships. Board agreed to have Gina call the last 10 or so corporate delinquents. We will

have walk-in attendees to educational meetings fill out contact information so that we can contact them about future meetings.

To Do:

Mike: look into adding a form to the web page that will allow people to update their profile.

Greg: Update membership application to indicate that new memberships are good for 2003.

Send form to the Board members.

5. April meeting

The April educational meeting will be on the topic of WebGIS and will be held April 18 at the Shattuck Hotel in Berkeley. Van devised a General Meeting Checklist, that shows the Board member assignments for a meeting.

To Do:

See checklist for meeting assignments.

6. June meeting

Bruce and Lysee will organize the meeting. Possible topic: Metadata.

7. Strategic retreat

The Board will have a strategic retreat on a Saturday in July, possibly July 20. At the next meeting, the Board will discuss the format/process of the retreat and whether to use an outside facilitator.

To do:

Jeff: Send Lysee list of advisory members that have attended Board meetings in the last year.

8. Summary of CalGIS

Lis thought the conference was 100% better, except for the reception. Two of the sponsors did not have power in their presentation room. Some of the vendors complained that their vendor names were not brought up during the soiree. The set up of the food and drink tables in the soiree did not encourage attendees to mingle with vendors; in the future, the tables should be set up throughout the vendor area to facilitate interaction. The conference did make a profit, even with two sponsors who have yet to pay (HP and Caltrans). The Board will discuss the support for the State participation at the next meeting.

9. Summary of Bay Area Regional GIS Council (BAR-GC)

The BAR-GC plan was presented to State GIS council on 3/6/02 and favorably received. In response to council comments, Vendors/Consultants, etc. will be part of an advisory council instead of voting members of the council in order to mitigate the use of the council as a marketing vehicle. The Board discussed the manner of formation of the regional council, selection of the members, and the role of BAAMA. BAAMA board members should review the BAR documents and provide comments to Lis.

Motion (George/Bruce): BAAMA should become a member of the BAR-GC. Motion passed.

To do:

All: Send comments on the BAR document to Lis by 4/15/02.

10. Possible August meeting topic

Bruce got call from someone who wants to do a presentation on GIS and winemaking.

11. The meeting adjourned at 8:45 pm.

**BAAMA Board Meeting
March 2003**

There was no March 2003 board meeting.

BAAMA Board Meeting

February 5, 2002

6:30 pm - 9:00 pm

MTC, Oakland

Attendees:

Van Johnson (V-MAN)

Bruce Joffe (LEFT-WING COMMANDER)

Patrick DeTemple (PHILOSOPHER KING)

Lysee Moyaert, President (WAVE REBEL)

Kearey Smith, Advisory Board Member - ABAG

Mike Skowronek (RAIL WARRIOR)

Jeff Kapellas, Secretary (AQUAMAN)

Dennis Klein (HERMAN MELVILLE)

George White (THE EAGLE)

1. The meeting convened at 6:49 pm.

2. January Minutes

The minutes of the January meeting were approved with the inclusion of the dates that mailing labels should be provided to Greg Bazhaw for the newsletter.

3. January educational meeting

The consensus among the Board was that the January meeting was very good. Attendance was around 100 and people liked the Shattuck Hotel location. Future "north bay" meetings should consider holding the meeting at that site. People also liked the "job board" and we'll use it again in future meetings. One suggestion was to make "comment cards" available at the meetings to enable attendees to provide feedback on the meeting; Pat volunteer to create these. The registration process needs to be reviewed and possibly streamlined, and registrars should be briefed prior to the meeting on what they need to do. The registration box needs blank registration forms; a checklist should be placed in the registration box. In the past, prizes were given out at the meetings; we can continue this, but it's up to the meeting's organizers to determine if time allows for it. Van received a complaint from a vendor that the meeting was too promotional for ESRI. The Board members should be cognizant of the problem and try to find multiple vendors of product and try to minimize promotion/marketing by the speakers.

To do:

Pat: make evaluation cards.

Van: make checklist for registration box.

Phil: make sure all items on the checklist are in the registration box.

4. Financial report

Phil's report was distributed. Van has passed on tax procedure to Phil; Gina will provide a financial report to Phil who will pass it to our CPA. Bruce noted that we need to look at our spending trend and whether we are spending more than we're taking in. Thanks to Phil for

providing the report, but the Board hopes that it can receive an updated report (through February 2002) by the March meeting.

To do:

Phil: Provide updated financial report for March meeting

5. Membership

We have 2 new corporate sponsors. Van has about four candidates for the "accounts receivables/collections" position, and also plans to talk to URISA. One question is whether it's worth pursuing delinquent \$20 memberships; the cost of doing so may actually be greater than the amount collected. Many individual "delinquent" members have actually changed to "corporate" members, so having someone contact them would be a good way to clean that info out." Pat noted that we should try to pare the membership database to active members, but keep the "big" database for outreach efforts (email pushes, etc.). Lysee felt we should write off those who haven't paid and focus on getting the new members. George noted that if delinquents show up at the next meeting, we can collect next year's membership fees from them. Motion (Lysee/Mike): write off "delinquent" individual members for 01-02; those who come to the April or June meetings can have their \$20 applied to 02-03 membership. Motion passed. Motion (Lysee/George): set up membership table at CalGIS. Motion passed.

A brief discussion ensued regarding BAAMA policy on corporate members who wish to add additional names to the membership beyond the 10 included in the membership. BAAMA's policy is to be flexible at the door, admitting up to 10 people from the same member organization regardless of whether the individual's name is on the corporate sponsor list, but only 10 newsletters will be sent out.

To Do:

Van: Speak to "accounts receivables" candidates and report to the Board.

George: seek volunteers to man the BAAMA table at CalGIS.

6. Survey

We now have approximately 80 responses. We are expecting flood of entries on 2/15. Mike distributed the contact lists to the BAAMA board members.

To Do:

All: make calls to encourage participation in the survey.

7. Regional GICC council

Mike, Lis, Kearey and Pat met on 2/4 to discuss the composition of a group composed of ABAG/MTC/BAAMA + 9 counties + select others to provide regional input to the GICC. This group is kind of a natural extension of the metadata survey. They brainstormed potential projects for this group, including street stitching, parcel stitching, homeland security data and local policy development survey/land use.

Lis writing a report (concept paper?) outlining the regional information structure. It may be finished in time for CalGIS. Setting up a half-day workshop on regional cooperation,

possibly in May. BAAMA also could provide the administrative infrastructure for the regional GIS council and should offer its services once the council is formed. Those who have an interest in the council should comment on Lis' paper when completed. Motion (George/Pat): BAAMA support the formations of an organizing committee to foster the creation of a regional GIS council. Motion passed.

To do:

Lis (Regional GIS Council) and Kearey (local policy development survey/land use project) proposals to be distributed to BAAMA board for comment.

Look into a May(?) workshop on regional collaboration.

Kearey/Lis/Pat/Mike will contact key people on the survey list to get the regional cooperation project going.

8. CalGIS status

Van received an email from Anthony de la Sota asking for a CalGIS email push; the Board agreed to the push, with CalGIS2002@baama.org as the "respond to" address. The number of sponsors are down from last year, as are the individual registrations, but there still may be a last-minute rush of registrations. CalGIS really needs state participation in order to be successful.

To do:

Mike: Set up CalGIS2002@baama.org email address, with mail forwarded to Anthony de la Sota.

Pat: contact Gary Darling to encourage state participation at CalGIS, and find out who to contact regarding sponsorship.

9. CalGIS Contract

Lysee noted that the Lee Ann's new contract should require better reporting, explicit contacts and receipt by BAAMA/SoCal URISA of the conference report and payment 60 days following the end of the conference. Lysee will circulate the revisions to the Board for review. Motion (Bruce/Jeff): With minor modifications outlined by Lysee, recommend the continuation of the contract. Motion passed. Next year's conference will be in Palm Springs. Bob Amos wants to host the conference in Bakersfield. Discussion ensued over whether to hold the conference in San Jose or Bakersfield in 2004, but decided to keep it in San Jose.

To do:

All: Review Lysee's contract changes and submit comments.

Bruce: Ask Lee Ann enable on-line registration will print a PO# (public agency friendly)

10. April meeting

The organizers are Pat/Van, with the topic of "Web GIS." Suggested future topics include "Earthquakes and GIS" and "3D and GIS."

11. 501(c)3 accounting

After discussion of the potential risks and exposure to BAAMA for providing a "non-profit" umbrella for the Open Data Consortium, the consensus of the board was not to move forward with the issue.

12. Next meeting

Motion (Dennis/George): cancel March meeting due to CalGIS; the next meeting will be in April. Motion passed.

13. The meeting adjourned at 9:40 pm.

BAAMA Board Meeting

January 8, 2002

6:30 pm - 9:00 pm

San Jose City Hall

Attendees:

Greg Bazhaw (BAZ)

Phil Beilin (PHISHERMAN), Treasurer

John Falkowski (advisory)

Jeff Fiore (advisory)

Bruce Joffe (LEFT WING COMMANDER)

Van Johnson (V-MAN)

Jeff Kapellas (AQUAMAN), Secretary

Dennis Klein (HERMEUTIC MELVILLE)

Lysee Moyaert (WAVE REBEL), President

Mike Skowronek (RAIL WARRIOR)

Bill Zeman (advisory)

1. The meeting commenced at approximately 6:35 pm.

2. The minutes from the December meeting were approved without comment.

3. GIS Day

The organizers are still trying to locate a couple of the winners. Next year, we need to have a better way of managing submissions, possibly by requiring people to provide their name and contact information on the back of the posters and/or on a separate card.

4. Treasurer's report (PHISHERMAN)

BAAMA's has transferred its Wells Fargo checking account from a "personal" account to an official "business" account. All of the principle officers have been added to the account, except for Lysee, who still needs to sign the account papers. Phil provided the board with a list of expenditures for 2001 and anticipated upcoming expenditures. There was some question as to why travel expenses amounted to only \$136 for 2001, as several members remembered higher expenses than that. Phil will double-check how travel expense were notated in the ledgers. In future reports, Phil will indicate whether expenses are one-time or recurring charges. With the MTC funding for the metadata survey nearing an end, there will be some additional future expenses associated with paying the intern for the survey.

To do:

Phil/Lysee to coordinate to get Lysee's signature on the new account and BAAMA account ATM card.

Phil to coordinate with Van on the filing of Year 2001 taxes.

Phil to follow up on the Year 2001 "travel" expense issue.

5. Membership report (V-MAN)

There's still an on-going problem with membership renewals/delinquencies and the solutions to date have yielded only marginal results. The invoices sent several months ago spurred some to renew their individual memberships, but not many of the corporate members have renewed. Van suggested that the Board look into hiring someone to contact individual and corporate members to elicit renewals. Such a dedicated membership caller could also recruit potential new sponsors. As payment, the caller would get a percentage of the new/renewed membership fees. Motion (Phil/Bruce): Board supports Van's suggestion to employ a membership "caller" to solicit membership renewals in the coming membership year (i.e., after June 2002). Motion passed. Van asked for suggestions for people who might take this position.

To do:

Greg to put an announcement in an upcoming newsletter.

Dennis/Bruce will work on a plan for contacting delinquent members in the current membership year.

6. Newsletter

Greg used the last newsletter's mailing labels because the latest were not available; as such, some new members may not have received their newsletter. The newsletter printer is (physically) moving, but it should not affect our newsletter printing. There will not be a March BAAMA meeting (due to CalGIS), but there will be a March "newsletter," which will advertise CalGIS. The Board decided to move the 2002 meeting dates to April 18, June 20, August 22 and October 17, with the poster contest in November (GIS Day). Mailing labels and content will need to be to Greg 30 days before the meeting.

To do:

Greg: Contact Lee Ann for CalGIS flyer content (speakers, exhibitors, education sessions) and distribute for arrival to members by Feb 18-25.

Van: Get mailing labels to Greg by Jan 31.

7. Metadata survey

Amy Lee (MTC intern) has created an Access database of the responses so far, sample reports from which Mike showed the Board. There have been 63 responses to date; this is below the first round target of 100. We hoped for a 50-75% response rate, but are currently around 25%. We need to make phone calls to get people to respond. Calls should be made by CalGIS. Van suggested that Board members be given "timesheets," both to track the time they've spent making calls and as an incentive to make the calls. Bruce agreed to create the timesheet. Bruce suggested using the remaining time that Amy has to track down the right contact person at each agency. Motion (Mike/Phil): BAAMA to sponsor Amy's registration fees to CalGIS as part of the team working on this project. Motion passed. Phil to send the check to CalGIS. Amy will send the contact list to Board members; each will pick names to call and return to Amy within three days. Amy will dole out the rest.

To do:

Phil: Send check for Amy's registration to CalGIS

Bruce: Create "timesheet" for phone calls.

Amy: Send contact list to board members

All board members: Select people to call and make the calls. Encourage your colleagues to complete the survey.

8. CalGIS

CalGIS needs more sponsors or else it's in big trouble! The CalGIS budget calls for \$100K in sponsorship funds; its currently at \$37K. Lee Ann is hoping to get \$20K from the State of California, but there's no guarantee to that. We also need to encourage our colleagues to register for CalGIS.

The next CalGIS will be in southern California, possibly in Anaheim, though that decision will be made by SoCal URISA

To do:

All: Find more sponsors!

All: Encourage people to register!

9. January educational meeting: GIS in Emergency Response Coordination

The meeting will be at the Shattuck Hotel in Berkeley (which has been emphasized both on the web site and in the email pushes). We're hoping that the proximity to BART will be a draw and that the site will provide a better alternative to the Berkeley Yacht Club or the Air Museum. The Hotel will provide coffee/tea service at \$30/urn. We can bring our own food.

To do:

Bruce, Van, Jeff F.: Registration

Van: Send out copies of registration list to all board members

George: donuts, bagels, fruit

Back-up projector: Jeff K.

Lunch reservations: Jeff K.

10. CERES letter

This item was tabled until the next meeting due to the absence of the lead (Lis).

11. 501(c)3 reimbursement

BAAMA is a 501(c)3 (i.e., non-profit) organization. Bruce is organizing the Open Data Consortium and is applying for grant funding from the FGDC and other sources. However, many of these grants require that the funds be channeled through a 501(c)3 entity. As such, Bruce requested that BAAMA serve as the recipient for ODC grant funds, with Bruce then invoicing BAAMA for "services rendered" in carrying out ODC organizational activities. Bruce noted that he had checked the BAAMA by-laws and that such an arrangement was legal, as long as no more than 49% of BAAMA Board members receive such reimbursement. There was some discussion as to whether the amount of the grant funding (~\$25K) would affect BAAMA's tax and/or non-profit status. SoCal URISA is also a sponsor of ODC, but it's by-laws prevent such an arrangement. Motion (Van/Jeff K.): BAAMA will provide 501(c)3 support to ODC pending a by-law and accountant review. Motion amended: Bruce, Van and

other interested parties will meet with the BAAMA accountant and provide a report of the findings to the Board, at which time the Board will vote by email. Amended motion passed.

To do:

Bruce/Van: Set up meeting with BAAMA accountant to review issue.

12. Meeting adjourned at approximately 9:00 p.m.

Next meeting: Tuesday, Feb. 5 at 6:30 pm in Oakland.

BAAMA Board Meeting

December 4, 2001

MTC Offices, Oakland

6:30 pm - 8:30 pm

Bruce (LEFT-WING COMMANDER)
Mike (RAIL WARRIOR)
George (THE EAGLE), Vice-President
Phil (PHISHERMAN), Treasurer
Jeff (AQUAMAN), Secretary
Lis (BUSY BETH)

1. Minutes

The November minutes were approved with corrections sent to Dennis by Mike. Thanks, Dennis!

2. Follow-up on GIS Day

The consensus among the Board members who attended was that this was one of the best GIS Day/Poster Day meetings ever. The presentations were well-presented and well-attended. The meeting also got TV coverage (KGO7 on the Sunday after the event), and there was a brief discussion on how to coverage on some of our other events, including the development of a general "press pack" for BAAMA.

The Board passed a formal resolution of thanks to Lysee and the organizers for all their work.

Action Items:

Provide list of poster contest winners to Mike for posting on web site. (Lysee)
Provide number of attendees for BAAMA records. (Lysee)
"Post-mortem" on what worked/didn't work. (Lysee)
Put together "press packet" for January meeting. (Mike/Lis/Jeff)

3. Holiday party

The attending Board members selected a wonderful menu for Thursday's party at Dona Tomas in Oakland (Telegraph and 49th St.). Seating at 7:30. Come early (7:00) for drinks. Bring a geography-themed gift (limit: \$10) for gift-exchange.

Action Item:

Bring geography-themed gift (\$10 limit). (All)

4. BAAMA Pub Night

First one to be held February 7 (Thursday) @ Jupiter in Berkeley.

Action Item:

Put announcement in newsletter. (Jeff)

5. January meeting

The topic will be "Information Coordination in a Large-Scale Disaster and the Role of GIS." The speakers will include Plangraphics (who assisted in the NY 9-11 aftermath), ETEAM (who worked on the Wash. D.C. response and is working on the Salt Lake City Olympics) and a speaker from the State OES. Organizers for the meeting are Mike, Lis and Jeff. The meeting will be held on Jan. 24 at the Oakland Air Museum.

The Board agreed to provide for max \$225 for travel and hotel expenses for the Plangraphics speaker.

Action items:

Reserve Air Museum. (Bruce)

Send email message to the membership asking about potential meeting spaces (\$150-200 range). (Jeff via Dennis)

6. CalGIS report

We need to start getting more sponsors -- quick. Bruce will contact So. Cal. URISA to get them to get more sponsors as well. Bruce said Lee Ann has responded to the sponsor complaints from last year's conference, but Board members requested more specific information on the response. Bruce asked Board members to try to each bring in two sponsors by the end of the year. CGIA has circulated a survey of its membership looking for future directions for the organization, including whether it should become a co-sponsor of CalGIS. As of this time, it has not made a formal request to either BAAMA or So. Cal. URISA.

Action items:

Contact So. Cal. URISA regarding CalGIS sponsors. (Bruce)

Request more information from Lee Ann regarding her response to sponsors as well as status of preparations for this year's poster contest and soiree. (Bruce)

Sign up more sponsors!!! (All)

7. CERES letter

The Board discussed the latest draft of the BAAMA letter concerning the future support and maintenance of CERES. Among the revisions was an explicit statement of support for CERES: "BAAMA is in support of allocating adequate resources to maintain the CERES catalog." Bruce and Lis will further discuss his comments off-line. The Board had a general discussion of some of the issues surrounding CERES, including questions concerning the interface between BAAMA's metadata survey database (in Access) and the CERES database (which is in MySQL).

Action item:

Draft another letter and circulate to the Board. (Lis)

8. Financial report

Phil passed out the financial report.

Action items:

Jeff need to meet with Phil to set up BAAMA business account.
Status report on updating on Gina's updating of bank account bookings by next meeting.
(Phil)

9. Membership

Board members need to make calls to delinquent corporate sponsors!!!

Action items:

Board members need to call delinquent corp. sponsors. (All)
Add link to web page: "Is your membership current?" (Mike)
Future Board meeting topic: Evening educational meetings?

10. GIS Survey

Amy (MTC intern) has cleaned up the database, began creating some summary reports, and started working on the project report and status reports. She hasn't started calling people to remind them to fill out the survey. There is funding for Amy from MTC until Feb., after which she could be covered by BAAMA funding (though some BAAMA funding will be needed for developing the Access/MySQL interface).

Action items:

A prominent announcement (front page) in the next newsletter regarding survey and status report to date (Mike/Greg)
Email push to get members to fill out survey (Mike?)

11. Web site

Lis mentioned that the CoCo county staff are very impressed with the web page. Mike passed around an example of the monthly report with much site visitation information. Mike will research the cost of a Dreamweaver class and will report back to board.

Action items:

Add location for RFPs to the site. (Mike)
Research possible means of on-line registration. (Mike)

12. GICC

Lis passed out a report on the latest meeting. The GICC Charter was adopted and a Steering Committee Regional Coordinator (Ron Burnett) were selected.. The big issue of the meeting was "homeland security." The Council agreed to support USGS/NIMA in developing standards for disaster management information.

13. Newsletter deadline

Action item:

Bruce will contact Greg to get deadline.

14. By-laws

This item was postponed until the January agenda.

General action item:

Forward Bruce's' messages to Pat, Lis, Ken. (Jeff)

The meeting adjourned at 8:30 p.m.

BAAMA Board Meeting

November 6, 2001

MTC Offices, Oakland

6:30 pm - 8:30 pm

Attendees:

Lysee Moyaert, President

George White, Vice-President

Phil Beilin, Treasurer

Dennis Klein

Bruce Joffe

Mike Skowronek

Lis Klute

1. Follow-up summary

HJW GeoSpatial Tech Tour. Went well with about 20 attendees. Four groups presented at 4 stations. HJW had a sign-in sheet for the event but the only copy is with them. Fremont Tech Tour. Went well. Long on words, great demo. There was no signup sheet.

ACTION:

Mike Skowronek is to request Bill Zeman of HJW to send us a copy of the HJW sign-in sheet.

And FROM NOW ON, Technical Tour events require a signup sheet to be delivered in digital format to the Secretary of BAAMA for sharing with Membership and Publicity Chairs and others as needed.

URISA Conference

Bruce reported that in addition to the low attendance, the programs were excellent with emerging emphasis regarding:

- 1) Remedy for the certification dilemma. Tilting toward yes, a scoring system and after you have enough punches in your ticket, you become certified. No written exam.
- 2) Data distribution vs. personal privacy. Remedy is sought in a "model data distribution policy".

GeoData Alliance Meeting

About 140 showed for 3 days in Denver as October turned into November. Instead of productive policy dialogue attendees got "are you ready to dialogue". Instead of forward movement they got movement in the moment. As a great Marin County public official once said... "The trick is making sure that nothing gets done officially. Someone always feels slighted when that happens. Let the competing interests get to understand each other till it fixes itself."

2. Upcoming Events

GIS Day 2001

Poster entries are low but a concerted 2 email general attendance publicity push also encourages and provides direction for mail-ins and walk-ins. First push went out next day (Wednesday) and will go out again on Monday morning. It is linked to content on the Web which is already quite adequate as is. Also the Newsletter announcing the event and promoting late minute entries was received by BAAMA Members on Friday, so it too will push up attendance. Even if there is a low poster submittals, the event has expanded to include two hours of multi-tracked speakers on GIS subjects. Event holds promise being a good format, expanding the BAAMA footprint of possible presentation time in a single year through BAAMA as a professional information channel.

ACTION:

Make sure speakers are told to preload their slide shows.

Lis - Bowls and Toppings

Intergraph - Ice Cream

Bruce - Toppings

USGS - Poster boards

BAAMA Board Holiday Party: Thursday Dec 6

Don't forget the gift exchange like all years - A BAAMA tradition.

Doña Tomas (5004 Telegraph Ave.)

Fine Oaxacan cuisine plus a plethora of tequilas.

ACTION: Voted that Gina Angulo and spouse, et. al. are invited to attend.

BAAMA Holiday Bar Crawl

Discussed. To be held for the first time in Berkeley, Hopefully prior to Christmas and then once again in the South Bay in January.

ACTION: Check with organizers for place and date.

January Meeting

There was discussion regarding topic and format. Tentative concept is to have the theme be Emergency Response with possible break-out session at end on another topic, perhaps as the kickoff meeting of a Committee to be formed that day and meet every other meeting during the coming year and present a set of findings at next years January Meeting. Topics could be such areas as:

- Data Sharing
- Open GIS Technology
- Certification
- Digital subdivision map submittal standards

ACTION. Lis, Jeff & Mike to pin down program format.

CalGIS

CalGIS already has six main sponsors, but it needs more. The Call for Abstracts has already gone out. Some Board members did not get Lee Ann's status report. SoCal URISA wants to host the 2003 conference, with the conference moving back north in 2004. Register by December 3 for \$95 rather than \$145 after that date.

ACTION:

Board members should advertise the Call for Abstracts to their colleagues and try to recruit more corporate sponsors.

Strategic Retreat

No Discussion. No Action. Tabled

3. General Business

Financial Report

Phil Beilin presented the November BAAMA Treasury Report and it was unanimously approved. Voted unanimously to raise Gina Angulo's rate from \$15 to \$17.50.

ACTION:

The Treasurer is to verify who is authorized to sign the bank account card.
Gina Angulo's rate to be adjusted immediately.

Membership Drive

Current membership is as follows:

Corporate - 425 total; 23 out of 77 sponsors delinquent

Individual - 274 total; 118 delinquent

Non Members - 274 total; 274 delinquent

Van managed the preparation and mailing of a letter to all delinquent individual members.

ACTION:

Dennis is to implement a 3 time push campaign that will stand on the shoulders of the mail campaign enabling us to get on everybody's radar scope. All delinquent members that do not re-up, dropped from the rolls in July. All Nonmembers who do not register are dropped in March.

All board members who volunteered to renew self-selected sponsors were directed to continue till all delinquent sponsors have been contacted.

Direct the Web Master to revisit the add-ons offered under our Web development contract that would expedite implementation of an Online

- New Member registration form and payment.

- Exiting Member Dues payment.

GIS Survey

Discussion of status report, No Action

4. New Business

Ceres Letter

A DRAFT of a proposed letter to Gary Darling, State Geographic Information Officer regarding the service quality of the Ceres GIS Data Clearinghouse Web site was discussed. It contains a litany of comments on service derelictions strong enough to warrant further examination prior to submission.

ACTION:

Lis Klute is to work with Patrick DeTemple to review this letter as needed. Once each statement is verified for accuracy and reasonableness, this letter will be presented at our December Board Meeting for approval as a BAAMA position statement to the State Geographic Information Officer and the head of the Resources Agency.

Adjourned - - 8:30 p.m.

BAAMA Board Meeting

October 2, 2001

MTC Offices, Oakland

6:30 pm - 8:30 pm

Attendees:

Lysee Moyaert

George White

Dennis Klein

Jeff Kapellas

Jeff Fiore (advisory)

Bruce Joffe

Phil Beilin

Van Johnson

Mike Skowronek

Lis Klute

1. The meeting convened at approximately 6:45 pm.

2. The September minutes were approved without revision.

3. Review of September educational meeting.

Registration went smoothly, and it was especially good to have the membership lists emailed out to Board members beforehand. Some additional list sorting is needed for the City of San Jose, which has several different departments under its corporate membership. The meeting was well attended (approx. 80 attendees) and all of the presentations were well-explained. All three PowerPoint presentations are on the BAAMA website (see virtual library page).

4. Board Officers and Representatives duty descriptions.

The duties of the Board Officers are already well-defined in the BAAMA charter. However, the question was raised whether some of the BAAMA "representative" posts (CalGIS liaison, etc.) should be more formalized. In many cases, it is good to have one BAAMA contact person for a particular issue. Bruce has been the "default" CalGIS and URISA contact. It was agreed that he would remain as CalGIS contact and that Mike S. would take over for URISA.

Patrick will be GICC coordinator, with Lis as alternate. They need to let the state GIS folks (Gary Darling, Dean Angelides, etc.) know that. Patrick and Lis are reminded to channel all GICC info to the Board and get feedback back from the Board before expressing a "Board" opinion.

Dennis volunteered to be Outreach Coordinator, the "gatekeeper" for pushes. He will manage the "timing" of pushes to make sure that members aren't inundated by BAAMA Spam. Van asked Board members to provide at least a day's advance notice for the push. Mike will look into whether BAAMA's ISP can manage a remailer.

Membership contact will help make sure that the membership lists are up to date, send out invoices, and check contact info. Van reminded the Board that Gina needs to "bundle" up her

membership admin duties in order not to upset her other workflow. The Membership liaison's duties should entail working to grow membership, track down those who haven't paid, and find out if we're serving the membership. Jeff F. volunteered to work with Van to on it, pending details on what it entails.

Bruce will be liaison to CGIA.

No facilities coordinator needed right now: three of our main meeting places are provided by the contacts of two people.

5. Re-visiting the Strategic Workshop outcomes.

There was a free-form discussion over the BAAMA strategic retreat outcomes and whether BAAMA as an organization is doing everything we want. For example, the metadata survey fits into our outreach goals. Certain goals (an effective website, data compilation, education) are "drivers" for other goals, such as membership outreach. It was noted that we're meeting a number of our goals (such as the website) without explicitly setting out to do so.

The agreed goal of the organization is still to become the "voice of GIS" in the Bay Area and to be engaged in the public policy issues that involve the profession.

Dennis raised the question of exactly who is the "profession" that we want to reach.

Lysee suggested having another strategic meeting in April/May to discuss those issues.

6. Financial report

BAAMA has raised \$440 in new membership/sponsors and an additional \$350 from pledges. One CD coming to maturity (\$12K) and should rollover. Phil doesn't believe that he has the time to set up the Quickbooks database set up and do the treasury report. In addition, the due date for the submission of tax forms is coming up. He will try to meet again with Van to determine if there's some way to streamline the process.

Bruce suggested that George use his administrative experience to look at possible ways to better divide the administrative duties around the Board.

7. Membership

We now have 73 corporate members, but haven't been leveraging our contacts with those sponsors. Van will send out the telephone numbers and email for the delinquent corporate sponsors to the Board members. Board members signed up to call the delinquent members to remind them to renew (see accompanying list).

Majority of the individual members (69%) still haven't paid. Dennis will create a push email for the delinquent email members.

8. Survey

The deadline for the survey is Oct 15. So far, we've received 4 or 5 responses in the mail and 7 or 8 on-line.

9. Upcoming events

Fremont technical tour (10/03): Fremont will provide free lunch. Approximately 20 people are signed up.

HJW technical tour (10/17): About 10 people have signed up so far. It is not known how many can sign up.

URISA conference (10/21-24): Four BAAMA board members will attend.

GIS Day: The organizers are beginning to get inquiries. Intergraph has volunteered to provide ice cream. The next meeting will focus on meeting logistics. Bruce will create ribbons. Lis is organizing the prizes and could use help

Holiday party: neither restaurant (Venizia or Dona Tomas) will be available on Friday 12/7. Also, both restaurants have an expensive reservation cover charge (approx. \$1000) for holiday weekend nights. Board members are asked whether it is possible to do it on Thursday 12/6. [Note: In follow up emails, it was decided to have the party on Thursday, December 6 at Dona Tomas in Oakland.]

Holiday pub social: John Falkowski found a pub in San Jose (Fuel) for the South Bay get-together. Jeff K. will look for North Bay. [Note: I've decided on Jupiter in Berkeley for the first N. Bay pub social. However, should we hold this at the same time as the S. Bay or in alternating months (say in January)?]

January General meeting: Patrick is the lead. The meeting will be held at the Berkeley Yacht Club.

CalGIS: Board members need to push to get abstracts and sponsors to sign up. Make sure that we get people registered. Let's all do our part.

Bruce will attend the Nov 1-3 National Geodata Forum in Denver. He will promote OpenGIS consortium. If anyone knows someone who is interested in the Forum, contact Bruce.

11. Van Johnson asked Board members to send him their home/office contact information

BAAMA Board Meeting
September 4, 2001
MTC Offices, Oakland
6:30 - 8:30 pm

Attendees:

George White, Vice-President
Bruce Joffe
Mike Skowronek
Lysee Moyaert, President
Phil Beilin, Treasurer
Lis Klute
Jeff Kapellas, Secretary
Josie Thompson (Advisory)
Patrick DeTemple
Ken Blankinship
Van Johnson

1. Minutes

The minutes need to come out quicker. Changes in the format of the minutes were suggested, as was a more explicit restatement of the "action items" following each item.

2. Treasurer's report

Phil had to cash a CD valued at \$12,000 in order to cover the CalGIS seed money and the Urban Insight web redesign fee (see August 2001 minutes). We did not receive enough cash in membership renewals in order to cover these costs. As a result, we lost some of the interest + principle (>\$100) in penalties on the deposit. Van suggested making 12-mo. projections on expenses in order to plan upcoming expenses and better manage cash flow.

Recommendation/action items:

Phil will put together a statement of BAAMA funds as of the 25th of each month. He will also create a monthly report of projected cash outlays.

3. Membership report

BAAMA now has 206 individual and 344 corporate members. The percentage of members that are affiliated with a corporate sponsor has been growing over last few years. There are currently 170 delinquent individual members and 43 delinquent corporate sponsors. Van estimates that it takes 6 mos. to get membership renewals. There was much discussion as to how to improve the membership renewal process, including the possibility of a multi-year membership. We will soon send out letters to corporate members explaining that the membership is due and who their point of contact for membership is (along with a request to inform us if the point of contact has changed). The letter should indicate "Membership Invoice" and have a statement that looks like a bill. The letter should also indicate that non-renewal will result in the loss of the corporate link on the BAAMA website.

Action items:

Send letter during the week of 9/10.
Email push at the same time as the letter is sent.

4. Website

The website is up and running. Mike is using a demo version of Dreamweaver to modify/update the site. He likes it and will purchase a full copy. He will soon add new content: meeting minutes; past presentations.

Action item:

Mike will purchase Dreamweaver (~\$300).

5. Newsletter

No one received hard copy newsletter yet. There was a reminder to all that we must get articles (especially those regarding the educational meetings) in on time in order to get the best possible attendance at the meeting.

Action item:

Phil will check to see if the publisher printed and mailed the newsletter.

6. FGDC Survey report

Mike decided not to put a copy of the FGDC survey in current newsletter because the on-line version (the preferred response method) was still not working. The problem involves transaction locking with the Access database in order to prevent simultaneous submissions from overwriting one another. The student intern at the UC Berkeley GISC who developed the on-line survey interface is working to correct the problem. Mike will talk with GISC later in the week.

Action item:

When up and running, send out the survey to the contact list and email a message to the members asking them to respond. The message and cover letter will go out under Lysee's signature.

7. CalGIS conference report

CalGIS already has six main sponsors, but it needs more. The Call for Abstracts has already gone out. Some Board members did not get Lee Ann's status report. SoCal URISA wants to host the 2003 conference, with the conference moving back north in 2004.

Action items:

Board members should advertise the Call for Abstracts to their colleagues and try to recruit more corporate sponsors.

Bruce will resend Lee Ann's status report to the rest of the Board.

Bruce will ask Lee Ann if she has a current copy of our membership database.

8. GIS Day

There is a lot of participation for GIS Day activities, mainly from the South Bay. The theme of the meeting has changed to "Discover your neighborhood: from your block to the world." Two more speakers have been lined up for conference: Monterey Bay Aquarium Research Institute will discuss their seafloor maps, and Michael Bills (San Jose) will discuss redistricting. The entry form for the "poster and map contest" will go out soon. We need to put a statement on entry form indicating that posters left in possession of BAAMA become the property of BAAMA and that BAAMA reserves the right to publish digital photos of the work on its website. Rules for the contest: 1 entry/person. Max. size: 3' X 4'. Medium open. There will be four major grouping with separate prize categories for each: K-6; 7-8; 9-12; college/professional. Liz at USGS is contacting the schools in the area; Lysee will contact the Girl Scouts and Boy Scouts Since USGS is providing the display space and has poster mounting "doors," BAAMA's main expense should be ice cream.

Action items:

Have proposed itinerary for next BAAMA meeting.

Spread word about poster contest.

Board agreed to cover van rental expenses to allow BJ to move poster board out of his basement to Pat's basement.

9. September educational meeting

Will be held in Rm. 202a, County Health building, San Jose.

Action items:

Coffee: Lysee

Bagels (3 doz. + spreads): Lis

Donuts (5-6 doz.): Lis

Fruit: Lis

Milk: Lysee

Juice: Lysee

Sound system: Lysee

Registration: Greg Bazhaw

Projection system: Lysee; Ken backup

Van will email membership lists to the head of the registration team.

Lysee will make arrangements for lunch.

10. Holiday party

Projected date: 12/7. Bruce is looking for venues within walking distance of BART. So far two present themselves: Caf, Venizia (Berkeley) and Roadhouse Caf, in Orinda. Lis suggested Embassy Suites in Pleasant Hill.

Action:

Lis will have the Embassy Suites email menu to Bruce.

11. URISA Conference

Bruce reminded all Board members that they should be promoting the conference.

12. CGIA

Patrick is the new Treasurer of CGIA. Our membership is due. We would like to renew. Bruce volunteered to be the BAAMA representative to CGIA.

Action:

Renew membership.

13. Strategic directions

George suggested that, due to the time, this item be moved to the beginning of next meeting's agenda. Until now, BAAMA has been "event driven" and we need to move away from that to gain a wider perspective. For example, how does BAAMA want to participate in GICC? Pat gave short report on the recent GICC formation meeting. GICC had enough participation (30 participants/15 observers) to form the council. A panel gave presentations on GIS/GICC that were educational in nature and aimed at state agency representatives. Opportunities for BAAMA involvement will include the regional committees and the technical committees. The scope of these committees is not very clear right now, but they will be developed soon.

Should there be a BAAMA liaison to GICC? Pat will participate as part of CGIA, and Lis will as part of Contra Costa County. We should discuss this question at the next meeting.

Next meeting: Tues. Oct. 2 at San Jose

BAAMA Board Meeting

August 7, 2001

6:30 pm

San Jose City Hall

Attendees:

Bruce Joffe (LEFT-WING COMMANDER)

Mike Skowronek (RAIL WARRIOR)

Phil Beilin (PHISHERMAN), Treasurer

Jeff Kapellas (AQUAMAN), Secretary

Dennis Klein (HERMAN MELVILLE)

George White (THE EAGLE), Vice-President

Lysee Moyert (WAVE REBEL), President

John Falkowski, Santa Clara County

Bob Nguyen, Santa Clara County

Jeff Fiore, Intergraph

1. The meeting was called to order at 6:45 pm.

2. The minutes of the July meeting were approved with minor corrections.

3. Treasurer's report

BAAMA currently has \$2700 in its checking account. There is a need to pay \$3000 to Lee Ann Garcia for CalGIS seed money. In order to pay the full amount now, BAAMA would need to cash-in a CD before its maturity date (October), thereby incurring a penalty on the CD. After some discussion, it was decided to contact Lee Ann to see if it would be OK to send her \$1500 immediately with the balance following as membership renewals are deposited later in the month. If she needed the money immediately, BAAMA would cash-in a CD. In any case, BAAMA would definitely settle the account by the end of the month.

RAIL WARRIOR noted that the bill for the website design should be arriving within a couple of weeks. However, if the membership renewals come in, there should be enough money in the account to handle it.

It was agreed that PHISHERMAN should purchase at BAAMA's expense a copy of the QuickBooks software for use with the Treasurer's Report.

V-MAN was absent, so no membership report was available. WAVE REBEL emphasized that we needed a renewed list of contacts for corporate sponsors. THE EAGLE suggested sending out invoices to individual members (rather than just sponsors) to encourage renewals.

LEFT-WING COMMANDER suggested that since BAAMA business takes up a significant amount of time for V-MAN's assistant Gina, V-MAN should track her time and bill BAAMA for it. LEFT-WING COMMANDER will ask V-MAN to do so.

4. Website

The BAAMA website has now been transferred to a new ISP, Hostpro. The cost is \$60/mo. Urban Insight will bill us quarterly for the ISP cost and name registration. The site should be ready in a couple of weeks, in time for the next meeting. Currently, it only has the names and pictures of Board members, but no bios. The site features a new jobs page; a person entering a job listing can specify the dates that a listing will be displayed. The "vision" and resume pages have been removed for lack of content and use, respectively. Those pages could be added later, but BAAMA would have to pay to do so.

The "Decision Room" discussion forum is still available. There was some discussion on its use. It was suggested that we have a test topic by which to judge its use, with a push for its use with the membership and a finite timeline for monitoring. It was agreed that the data sales topic might be a good one for this test.

RAIL WARRIOR suggested the creation of several generic email addresses for posting on the website. These would be as follows:

president@baama.org (forwarded to the BAAMA president)

info@baama.org (forwarded to the secretary)

webmaster@baama.org

membership@baama.org (forwarded to the Treasurer/membership director)

newsletter@baama.org (forwarded to newsletter editor)

RAIL WARRIOR will download the 30-day trial version of Dreamweaver before deciding whether to purchase it for maintaining the website.

5. Newsletter

No newsletter report. The deadline for submissions is 8/24. THE EAGLE suggested a newsletter article about the website.

6. FGDC Survey

RAIL WARRIOR passed out draft questions of survey. He hopes to finalize them in next week or two in order to launch the project on Sept 1. Results will be reviewed after a month. Board members were asked to review the questions and send back input as soon as possible. [Note: Mike sent these questions out by email to the Board following the meeting.] The list of contacts for the survey is being compiled; Board members are encouraged to give RAIL WARRIOR the contact information for people who should be sent the survey. We still need someone to go through the BAAMA membership list to weed out duplicate names from the survey contact list. LEFT-WING COMMANDER suggested that once the survey goes out, we should open related survey-oriented topics on the BAAMA discussion forum. The survey should also be inserted as a special insert to the newsletter.

7. Advertising policy.

This agenda item was dropped due to lack of need for discussion.

8. GIS conference.

Rob Ball is co-chair for the program. There is still need a marketing chair to serve as a point person for marketing. The Board requested that Lee Ann send the status report only a day or two before the Board meeting so that we have the latest news. LEFT-WING COMMANDER suggested that Board members make it personal responsibility to contact a sponsor/co-sponsor for CalGIS. RAIL WARRIOR suggested that in contacting potential sponsors, we indicate that we are aware of the problems from last year and are working to correct them. It was agreed to put the call for sponsors (or a link) on our website. The conference website was still not up; LEFT-WING COMMANDER will contact Lee Ann to find out why. LEFT-WING COMMANDER suggested that THE EAGLE and/or HERMAN MELVILLE help as a marketing advisor to remind Lee Ann and Scott of the marketing needs for the conference.

9. GIS Day

GIS Day will be held at the USGS Menlo Park offices from 3-7 pm on Nov. 14, 2001. This year, the organizers will narrow the geographic extent of school outreach to the Palo Alto/Menlo Park area, but the outreach will be more in-depth, including teacher in-house/in-service workshop day. The GIS Day activities will include a hands-on segment, including GPS. RAIL WARRIOR suggested coming up with press release to be distributed to all area media. It was decided to revisit the press release at the October meeting. The September newsletter will contain a short blurb on the GIS Day activities, as will the website.

10. July meeting recap

All agreed that it was a great meeting. The meeting had the highest attendance ever (165) and there was good feedback from the attendees. We received good comments back from the three email pushes for the meeting; people appreciated the extra notification. It was agreed that one person should be final point of contact for push to make sure that there aren't any typos, so that draft emails don't get sent out. There was a lot of enthusiasm for follow-on activities, so we need to pool ideas for how to follow up. LEFT-WING COMMANDER is putting together an open-data consortium designed to get data providers to devise some standard data-sharing agreement documents.

11. September meeting

Neither meeting organizer (Lis, Ken) were available. The Board agreed (7-0) to pay for the hotel cost (up to \$85) for speaker Roger Eckstein, who is coming from Sacramento. Question of whether we can put up Roger Eckstein from Sacto. Board agreed (6-1) for the same for Lis. However, Board agreed in general to pay for reasonable hotel cost (up to \$85) for the speakers, not for the Board members or organizers. In the future, the Board will try to match organizers with meeting locations.

12. Strategic calendar

Bill Zeman (HJW Geospatial) said that they can do tech tour in October. Fremont has been slow in organizing their tour, but is now ready. Fremont can do it the week of 10/9, HJW can do it 10/17. Board members wanted to see if Fremont will be willing to do it first week of October, in order to avoid tours in successive weeks.

It was suggested that BAAMA revive its holiday party for BAAMA members (different from the Board holiday get-together). After some discussion, it was agreed that a regular "BAAMA beers" gathering might work best. John F. offered to come up with a list of N. Bay/S. Bay locations.

Regarding the Board holiday party, LEFT-WING COMMANDER will locate an appropriate restaurant. The party will be held sometime in first two weeks of December, on either a Friday or Saturday night (12/7 or 8 preferred).

RAIL WARRIOR will organize a February tech tour. WAVE REBEL will organize an Autodesk(?) workshop.

13. New business

HERMAN MELVILLE suggested that the CalGIS conference provide program "tracks" to organize the various panels.

LEFT-WING COMMANDER reminded the Board to remind people of the October URISA conference in Long Beach.

14. Next meeting

9/4 in Oakland.

15. Meeting adjourned at 8:55 pm

BAAMA Board Meeting

July 5, 2001

6:30 - 8:30 pm

MTC Offices, Oakland

Attendees:

Lysee Moyert (WAVE REBEL), President

Phil Beilin (PHISERMAN), Treasurer

Mike Skowronek (RAIL WARRIOR)

Van Johnson (V-MAN)

George White (THE EAGLE), Vice-President

Bruce Joffe (LEFT-WING COMMANDER)

Patrick DeTemple (PHILOSOPHER KING)

Jeff Kapellas (AQUAMAN), Secretary

Josie Thompson, Advisory Committee

Bill Zeman, Advisory Committee

1. The meeting was called to order at approximately 6:35 pm.

2. Advertising

Recent inquiries from vendors for placing advertising inserts into the BAAMA newsletter raise the issue of whether the Board should revise its newsletter advertising policy. The current policy allows BAAMA sponsors to place inserts to the newsletter at the cost of \$150/page, which is slightly more than the cost of the additional sorting and mailing costs. V-MAN suggested possibly charging non-profit and educational organizations at cost for inserts, with others paying the \$150/page fee. After some discussion of the merits of the proposal, the Board decided to keep the current policy unchanged.

3. Storage space

As a follow-up to the previous Board meeting, AQUAMAN made received several quotes for 5' x 10' storage space in the Oakland area for BAAMA's PA system and poster boards. All of the quotes fell in the \$90-\$120/month range. Access was an additional issue, as the earliest time that storage spaces open their gates is 7:00 am, which would make logistics difficult for South Bay meetings.

PHILOSOPHER KING suggested continuing use of his basement for storage, with the possibility of providing keys to another BAAMA board member to facilitate access.

4. Membership application revision

Lis Klute had volunteered to assist with this item. It was not known whether it was finished.

5. Treasurer's report

With the annual membership push coming up, V-MAN suggested that the Board develop a strategy for chasing down members who have not paid their dues. WAVE REBEL suggested sending an email to each person listed under a corporate membership indicating who the

point-of-contact is for that membership and asking them to let us know whether that contact has changed. PHISHERMAN agreed to draft the letter.

V-MAN noted that with the recent growth of corporate sponsors (from about 40 to 72), we need better outreach to the management of those sponsors to inform them that they are members and of what BAAMA is doing. After some discussion, it was agreed to try a scheduling lunch meetings between a couple of Board members and 6-8 corporate sponsors. LEFT-WING COMMANDER and V-MAN agreed to try organize the first ones.

6. CalGIS update

The theme of the conference will be "The Power of Geography" and State Senator Deborah Bowen has been confirmed as one keynote speaker.

Lee Ann Garcia is still looking for a marketing chair and a programming chair. LEFT-WING COMMANDER informed Lee Ann that she needs to indicate which tasks have been completed on her monthly status reports to the Board. So far, she has completed negotiations with the Sacramento Conference Center and is currently negotiating with area hotels for a discount for attendees.

7. Poster Contest

The poster contest will be held at USGS Menlo Park. Richie Taketa (SJSU), Len Ados (USGS) and Susan Benjamin (USGS) have agreed to assist with the development and preparation of the contest. LEFT-WING COMMANDER suggested that if this year's contest doesn't receive more Board support than in recent years, we should suggest dropping the contest. WAVE REBEL stated that she would like to make the contest more of a "Career Day"-type activity in order to broaden its appeal. This led to some discussion as to the focus of the contest, whether it is for outreach to schools or a job fair for members, and how the contest fits into BAAMA's organizational goals. It was agreed that school outreach materials needed to be ready by August in order to get them on the teachers' planning calendars. It was agreed to make the September Board meeting the drop-dead date for determining whether to proceed with the contest.

8. July Educational meeting.

The meeting will be held Thursday, July 19th at the Oakland Air Museum. Five speakers have been confirmed. LEFT-WING COMMANDER spoke with the OAM manager about better coffee service at the break. Board member tasks are as follows:

Registration: Jeff, Pat
Projectors: Mike, Ken Blankenship (?)
Sound system: Phil (bring); Pat/Van (take away)
Refreshments: Pat (donuts), George (bagels, fruit, milk)
Extension cords/power strip: Jeff

9. Strategic calendar planning

The organizers/topics for upcoming meetings are as follows:

September 2001 (San Jose)

Organizers: Lis, Ken Blankenship

Topic: Enterprise GIS/databases(?)

November 2001 (USGS, Menlo Park)

Organizer: Lysee

Topic: Poster Contest

January 2002

Organizers: Pat, Van

Possible topic: web design

March 2002

CalGIS

May 2002

Organizer: Phil

Possible topic: wireless apps

July 2002

Organizer: Jeff

A March 2002 meeting on metadata training and follow-up to the GIS survey was also considered.

Technical tours: Bill Zeeland agreed to set up an October tour of HJW/Geospatial.

LEFT-WING COMMANDER agreed to be the organizer for this year's holiday party.

Newsletter deadlines are usually four weeks prior to the educational meeting. WAVE REBEL wants to expand the President's Message to the entire Board, with members taking turns to write the column.

Next Board meeting: August 7, 2001, 6:30 pm at San Jose City Hall.

10. GIS survey

The project intern (Amy Lee) has begun compiling names of recipients for the survey. Board members are encouraged to send their GIS contacts to RAIL WARRIOR.

11. Website design

Board members have one more chance to review the website prototype before it goes public. There's also a good possibility that a full "draft" version of the site will be ready by the time of the July educational meeting.

BAAMA may want to search for a new web service provider. IGC (\$30/mo.) hosts the current web site; the ISPs recommended by the web site designer currently charge \$50-60/mo.

BAAMA will purchase a copy of Dreamweaver for website maintenance purposes.

E-commerce: BAAMA has an account that enables it to receive credit card payments via the web, but it would need to have a link to a firm such as Cybercash to manage transactions. The account was set up to enable members to pay their membership and CalGIS fees via the web. However, there's some question as to whether there would be enough transactions to cover the Cybercash commission costs. V-MAN will check the details of the Cybercash transaction costs. LEFT-WING COMMANDER will ask Lee Ann to determine if she has already set up a separate account for CalGIS payments. (Addendum: Lee Ann reports that she

has set up a separate CalGIS account, so Board members have decided via email to cancel its current credit card account.)

11. Feedback

WAVE REBEL asked the Advisory Board members present (Josie and Bill) to provide feedback on BAAMA's meetings and work. Bill Zeman thought most of the meetings went well, but that CalGIS had problems with how it was marketed and lack of attendees.

Josie Thompson recently moved back to the area. She would like to see on-line or email membership registration. She also suggested that BAAMA explore the possibility of setting up a scholarship fund (possibly as a poster contest prize). One option is to include a check-off box on the registration form enabling members to contribute to the fund.

V-MAN asked WAVE REBEL and THE EAGLE to discuss what each believed that they would bring to the BAAMA leadership. WAVE REBEL wanted to get more South Bay participation, more female participation on the Board and to move the poster contest into a more career-oriented direction. THE EAGLE added that he would like to renew the strategic focus of the Board (possibly through another retreat), increase membership, reach out beyond the Bay Area when the topic warrants and do a better job in organizing and promoting CalGIS.

12. The meeting was adjourned at approximately 8:45 pm.