

**Minutes for the 2002–2003 Fiscal Year of the
Bay Area Automated Mapping Association (BAAMA)**

BAAMA Board Meeting

June 3, 2003

6:30-8:30 pm

San Jose Convention Center

Attendees:

Malcolm Adkins

Phil Beilin, Treasurer

Scott Gilliland

Jeff Fiore

Bruce Joffe

Jeff Kapellas, Secretary

Lysee Moyaert

Suparna Robertson (Advisory)

Mike Skowronek

George White, President

1. Meeting convened at 6:40 pm.

The meeting was preceded with a tour of the San Jose Marriott and Convention Center facilities, which will be used for the CalGIS 2004 conference.

2. Minutes from the May meeting were approved as written.

3. Announcements

As previously indicated to the Board by email, Lis Klute has resigned her position on the Board due to other work and personal commitments. The Board agreed by consensus that Lis would continue as BAAMA representative to the BAR-GC.

Malcolm Adkins was elected to the Board via email prior to the meeting.

Scott's position is being eliminated at the end of June. He is looking for any job leads.

CalGIS 2005 will be held in Bakersfield. The conference will now rotate 3-ways between Northern CA, Southern CA and the Central Valley. The new arrangement will reduce BAAMA's of the proceeds, but is not a problem given our current financial position. The last Central Valley conference (Visalia) drew 450 people.

4. Treasurer's report

Phil provided the Treasurer's Report. He noted that we need to revise our registration process because money and registration forms are getting mixed up, causing monetary shortages (we were short \$35 from the May meeting). Phil suggested appointing someone to look at issue and devise a proposal to bring to the Board. Board members should submit comments to Phil.

Action Item:

Gina: meet with accountant to provide tax information by end of June.

5. Membership report

The membership report was sent out to Board members earlier in the day. Now have approximately 980 current members, about 200 more than beginning of the year. Renewal letters have been sent out, but the email links did not show on some of the print outs. A second letter will go out in July, with a follow-up letter in August. We'll also be kicking off our annual membership drive at the Picnic on June 21.

6. May 15 educational session recap

The May 15 meeting in Milpitas on GPS/GIS was very well attended and received; it was a good way to build links between the GIS and survey communities. We received very positive comments about the presentations from attendees from San Jose and San Francisco. We had problems with registration and coffee service (kudos to Scott for resolving the coffee problems. The Milpitas Community Center was a good venue, but the lack of window shades made screen hard to see.

7. BAAMA Summer Picnic, June 21

Mike and Jeff K. are handling the logistics of the picnic. The Board approved (Phil/George) a budget of up to \$500 for the food and supplies for the picnic. We still need people to man the registration during the picnic, including the acceptance of membership renewal money. The Board agreed to provide complementary invitations to the president and/or vice-president of the organizations that we partnered with during the previous year. Email pushes are scheduled for 6/6, 6/13 and 6/18. The Board discussed a revised email push procedure: Scott will be the email push coordinator, with Bruce and Malcolm acting as copy editors. The Board also discussed general administrative support for BAAMA. George and Phil agreed to work with Van to come up with a proposal for BAAMA administrative support.

Action Items:

Invite president and/or vice-president of the following organizations to the picnic:

Bruce: NoCal GPS Users Group, CSRC, California Land Surveyors Organization

Phil: Bay Area HAZUS Users Group

Mike: APA

George: APWA

George/Phil/Van: Devise administrative support strategy.

8. Board elections

As per BAAMA bylaws, Lysee presented the Nominations Committee recommendations for Board officers for the 2003-04 year: Jeff K. (President), Phil (Vice-President), Jeff F. (Treasurer) and Scott (Secretary). The Board adopted the Nominations Committee ticket unanimously.

9. BAAMA Strategic Planning session

The Board agreed to hold a Strategic Retreat on Saturday, Aug. 23 (alternate dates: 8/17, 8/24). The main topic of the meeting will be a review of the strategies and goals set at last year's retreat. Phil suggested looking at developing more specific project plans to achieve those goals.

10. July 31 Educational Session: Internet mapping

Mike and Jeff F. are the organizers for this meeting. The organizers propose a session focusing on the technology: what are the benefits and pitfalls of each. As such, they would like to have presentations from three local government users: one using ESRI, one Intergraph, one Autodesk. In addition, they would like to have a brief initial presentation providing a general overview of all of the applications or even of web technology in general. The Board discussed the session outline and agreed with the focus, suggesting that a fourth speaker might not be necessary.

The meeting will be held in the MTC offices in downtown Oakland. The MetroCenter cafeteria can cater the coffee, tea and food. The Board decided not to proceed with an additional South Bay meeting, as discussed at May Board meeting, due to the lack of organizers.

The September educational session still needs a topic and organizers. Lysee suggested databases. Mike suggested checking the results of our recent Internet poll. A topic and organizers will be decided at the July Board meeting.

11. GIS Day Strategy, November 20

Scott volunteers to be BAAMA's GIS Day "liaison" to Liz Colvard at the USGS. Lysee noted that from her experience, Scott will mostly be involved with poster contest and media outreach. Malcolm volunteered to look at the marketing materials. A suggestion was made to solicit more maps from the children of BAAMA members.

12. BAAMA Mentoring proposal

Scott distributed drafts of mentoring program materials. Phil, Jeff K., Bruce and Suparna agreed to review the drafts. Scott will to incorporate the comments and submit a final draft to the Board before July Board meeting.

Action Items:

Phil, Jeff K., Bruce, Suparna: Review and drafts and submit comments to Scott.

Scott: Submit final draft to Board prior to July Board meeting

13. Sponsorship strategy

Suparna provided revised outline of the corporate sponsorship strategy presented at the May meeting. The Board discussed the merits of the plan. Board consensus suggested contacting the current BAAMA sponsors during renewals (and possible new sponsors) about the benefits of sponsorship, including holding tech tours.

14. Membership Committee Organization item was deferred until July meeting.

15. Meeting adjourned at 8:52 pm. The next meeting will be July 1 at a location TBD.

BAAMA Board Meeting

May 6, 2003

6:30-8:30 pm

1440 Broadway, Ste. 800, Oakland

Attendees:

Malcolm Adkins (Advisory)

Phil Beilin, Treasurer

Jeff Fiore

Bruce Joffe

Scott Gilliland

Jeff Kapellas, Secretary

Lis Klute, Vice President

Suparna Robertson (Advisory)

George White, President

1. The meeting convened at 6:35 pm.

2. The minutes from the April board meeting were approved as written (Phil/Scott).

3. Announcements

Lis announced that the BAR-GC will be teaming with USGS to explore funding a project to fly the entire region in 1-foot color orthorectified imagery. George announced that the BAR-GC Private Sector advisory group has been formed and is meeting.

4. Finance report

Phil provided both a current and quarterly finances report. BAAMA has not yet received its seed and conference monies from CalGIS 2003, but expects to do so soon. Because BAAMA has already fronted its seed money to reserve the conference center for CalGIS 2004, Phil will double check that we receive our seed money back from Lee Ann rather than simply having the seed money roll over to the next year's conference, as had been the case in previous years.

Action Items:

Lis will create graph for annual membership totals.

5. May 15th educational meeting in Milpitas

The meeting topic will be GPS and GIS. In addition to BAAMA members, the NorCal GPS users group, and two other groups (check BAAMA web page), get in free. We will need to make sure we get their info for future CalGIS notices, etc.

Meeting tasks:

Speaker Introductions: Malcolm

Registration: Jeff F., Scott, Jeff K.

Registration Box: Bruce (Phil to drop off)

Registration forms: Scott (bring about 150)

BAAMA announcements: George
Donuts: Scott (6 doz)
Fruit/juice: Jeff K.
Milk/coffee: Bruce
Bagels: Jeff F. (3 doz)
After meeting article: Bruce
Email push: George (done)
Feedback forms: Bruce/Phil
Backup projector: Jeff K.
Agenda: Jeff F.
CalGIS 2004 postcards: Malcolm

6. CalGIS 2003 review

The conference had approximately 350 registrants (about 50 fewer than hoped). The consensus from the board members was that there were good presentations, speakers, and a very good facility. The final accounting isn't completed, but both chapters will receive their seed money and share of proceeds.

7. CalGIS 2004

Malcolm provided a status report. The CalGIS web site is up and running and is awaiting content. The design is very clean and easily navigable. The web host is Metropolis New Media. Malcolm has designed some very nice postcards to advertise the event; Board members should pass them out at every opportunity. A poster contest is planned, as are two social events: a soiree and a party. Unlike previous years, this will be a three day conference (Wed - Fri). First day will be an "immersion day", with training sessions in the morning and workshops on GPS/database/grants/funding/web training/etc. in the afternoon. On Thursday, the conference will start with guest speakers and sessions. Sessions for this conference will be one-hour long, to provide more diversity of topics. Friday afternoon will be reserved for user groups, meetings, etc. Trying to push people on the web. 3 more mailings: call for abstracts, preliminary program, final program. Bill Zeman is working with sponsors arrange the vendor spaces. A Platinum level has been added for sponsors, while the new bronze level has been redefined to enable cities/counties/etc. to promote what their doing. The attendance targets are 700 attendees and double sponsors from 2003. The Board needs to help do the outreach.

8. Membership drive

George provided drafts of the letters for members and sponsors renewal for comment. The Board suggested adding references to the membership picnic. In addition, he will scan the "GIS" sticker and add it as a "watermark" on the letter.

9. BAAMA summer picnic

Jeff K. volunteered to help Mike with the picnic arrangements. A GPS treasure hunt was suggested as a possible activity.

10. July meeting; Internet mapping technology

Jeff F. will help Mike with the program. The Board discussed the possibility of repeating the program in the South Bay the following month (August). If done, it would require at least 2 people from the South Bay to help to organize the meeting, find different speakers, and find a conference space with a fast Internet connection.

Action item

Malcolm: Talk with Lysee about possible coordinators for August meeting and report back to Board.

11. GIS Day 2003

This item will be on the agenda for next month. We will ask Liz Colvard (USGS) if she wants to chair the November GIS Day organizing committee.

12. Mentoring program

Scott passed out a draft Mentoring Program web page scheme that would be added to the BAAMA site. The "Volunteer Professional" (i.e. mentor) page would give listing of name, their organization and their pertinent experience. Prospective mentees would submit a form to Scott, who would contact the mentee, go over the guidelines, contact the mentor and provide contact information. Despite concern expressed by some of the Board members, Scott doesn't foresee that his time would be inundated reviewing the forms, and it does provide a bit of screening. Scott could also set up a spreadsheet to indicate the number of monthly contacts a mentor may want. Bruce suggested that the Board designate a BAAMA student liaison to assist with this program. Lis suggested contacting other groups (Career Builder.com, etc.) to find out how they handle liability issues (disclaimers, etc.)

13. Corporate Sponsorship strategy

The Board discussed the pros and cons of Suparna's suggested changes to corporate sponsor benefits: namely adding advertising to meetings and the newsletter. The general consensus was to investigate the possibility of providing sponsors with one-page that they can use in any manner they want in a special supplement to the newsletter. Malcolm suggested that there might be a way to tie the supplement in with the CalGIS conference. In addition, a BAAMA sponsorship line could be added to the CalGIS sponsor form.

Action items:

Add CalGIS sponsorship information to the BAAMA corporate sponsorship form.

14. BAAMA Officers

Elections will be held at the next meeting.

15. The Board Strategic retreat is tentatively scheduled for Aug. 15.

16. Meeting adjourned at 8:42 pm.

BAAMA Board Meeting

April 1, 2003

6:30-8:30 pm

MTC Offices, Oakland

Attendees:

George White

Mike Skowronek

Scott Gilliland

Phil Beilin

Dennis Klein

Suparna Robertson

Lysée Moyaert

1. Meeting commenced at 6:45 p.m.

2. Minutes

The minutes for March were approved as written by consensus.

3. CERES Budget Status

CERES looks to be spared at the moment. There was no action taken by the State Assembly.

4. Review Implementation Status for BAAMA's 2002-2003 Strategies

The BAAMA Board has met most of the ideas drafted on the strategies below.

(1) Implement a method of member input.

Completed items include:

- Polling on our web site. The results of the first straw poll clearly show what members are interested in. 107 people took part in the poll. A few took it twice but not enough times to sway the outcome. The ranking is as follows:
 1. Internet mapping
 2. Environmental/Resource Mgmt.
 3. 3D Visualization
 4. Urban Planning
 5. Data Sharing & Policy Issues
 6. Remote Sensing/Imagery
 7. Transportation/Transit
 8. Real Estate & Land Development
 9. Public Safety
- Encourage joint meetings with related professional organizations
- Conduct surveys to gather feedback about educational sessions

Items to be addressed include:

- Add messaging component to website

(2) Set-up Action Teams to implement new strategies

In general the action teams are working well and have moved BAAMA forward in a positive direction.

Items in progress include:

- Program development
- Web team
- Outreach partner organizations
- Membership renewal & expansion
- Membership pulse taking

Where improvement is needed:

- To find a way to bring in non-board members to work on the teams.

(3) Provide additional resources to expand & maintain website

No additional resources are needed at this time. The board has proposed

Completed items include:

- Web polling
- Web links to partners, cool links, and overall keeping up the professional look and feel of the website. Items to be addressed include:
 - Resume Posting (See discussion in #13 below)
 - Listserv, Bulletin Board (See discussion in # 9 below)
 - Online credit card processing was previously discussed, with a decision not to pursue to web site feature because the costs appear to out weight the benefits, at this time.
 - Dynamic messaging could be discussed at a future board meeting, as needed.

(4) Outreach to at least three other professional organizations consistent with BAAMA's mission. - The board has exceeded this goal with HAZUS and APWA and PSWA. As part of the May education session, Bruce will be outreaching to the local chapters of the Land Surveyors Association.

(5) Involve more students and new professionals

Completed items include:

- Completed a list of GIS leads at colleges/universities
- Educational Fair
- Outreach to 14 colleges/universities
- Prepare of a BAAMA Education Kit

Items to be addressed include:

- Implement student membership
- School membership
- Should BAAMA sponsor an internship program? How can you administer intern with another org.? Is there another BAAMA project that we could get an intern?
- How about a scholarship?

5. Membership Drive for 2003-2004

(1) Board Approved - The combination of next year's invoice, sticker, and bookmark for our current members.

(2) Newly paid members will be mailed the sticker at a later date.

(3) BAAMA Summer Picnic- Logistics

- Sign-up or honor system. Suggestion to have a sign-in sheet and id how many guests for accounting purposes. Have the renewal forms and name tags at the same table. It was suggested to have 3 sign-in stations.
- Want to have the event loose and casual (friends and family o.k.)
- We may give the stickers out the picnic upon payment.

(4) New Item - Suparna suggested to add an additional level of sponsorship. Suparna volunteered to head up this new action team.

6. Newsletter Production Coordination

As part of a campaign to reduce mailing costs, the board has proposed to do the following:

(1) Send out an email to the entire BAAMA membership with a simple question. Would you like to get your BAAMA newsletter by email only? If yes, please reply.

(2) Add the option on the membership application

(3) Do a polling on this topic, in June (after the Listserv vs. bulletin board Poll in May): a) email only
b) snail mail only. Sponsors would get at least one mailed copy of the Newsletter.

Action Item:

Dennis will send a reminder to Board members regarding the upcoming Newsletter deadline.

7. Financial Report

After discussion, the Board approved an action item for Phil to cash one of the CD's to put into checking in order to bring the balance back up. Phil will re-open a 3rd CD when the 2003 CalGIS seed money comes back. At the May Board meeting, a quarterly report for January through March will be available for discussion on past revenues and expenses and future financial directions.

8. Review of March 20th Educational Session, "GIS Professional Dev/Education"

Good reviews. Some suggested to allot more time with the pro's and less time spent on breaks. The mentoring strategy was well received in concept form. Scott will do some follow-up with both the speakers and new student members and anticipates that it will take two to three months to work out the details related to obtaining mentors, identifying mentored, matching mentors to mentored, and providing informal and flexible process guidelines for starting and ending the relationship.

9. Review of March 13th Membership Social (Gordon Biersch Happy Hour)

Good attendance 40+ and lots of fun. Board agrees to reimburse \$50 each to Erich S. and Greg B.

Action Item:

Phil will mail the check with a BAAMA thank you note.

10. BAAMA Listserv vs. Bulletin Board

Listserv vs. Bulletin Board (members at the 20 March education session preferred a Bulletin Board over Listserv.)

(1) Action Item: Mike will create a web poll regarding three choices: a) Listserv, b) Bulletin Board, or c) Both. This will create awareness for these membership services as well as create a click through link for encouraging active participation by our members. Action Item: Dennis will include this item in the end of April e-mail push.

(2) Action Item: Gina will test broadcast to the BAAMA Board to test the links on e-mail pushes before sending out the email push so we can determine why the web links have not been working.

11. CalGIS 2003 Status

A call has gone out to both boards to help bring up sponsors and registration.

Action Item:

George will be calling Lee Ann and the current conference chair to suggest that future conference be held in more central cities.

12. Strategy for May 15th Educational Session, “GIS, GPS, and Surveying”

The board likes the topic and suggested speakers. A suggestion was made to develop a monument database that can be linked to or downloaded from the website. Dennis will discuss outreach strategies for the meeting with Bruce.

Action Item:

Dennis indicated that he would contact Alan McCunney (USGS) to get his support.

13. Mentoring Program Proposal

Scott presented a proposal to make the mentoring program a reality. In general, the Board approved of his strategy and has asked Scott to present a more detailed plan at the next board meeting.

14. Resume Posting

Mike proposed to adopt the following procedure: all resumes are e-mailed in its final form to Mike. He will then convert to a PDF and upload to the website; there was a general consensus to proceed to implementation with this approach.

Action Item:

Mike will implement resume posting on BAAMA's web site starting in May and Dennis will include this in the email push at the end of April.

15. Adjourn 8:55pm

The May meeting will be held in the North Bay (location to be determined).

BAAMA Board Meeting

March 4, 2003

6:30 pm - 8:30 pm

MTC Offices, Oakland

Attendees:

Phil Beilin, Treasurer

Scott Gilliland

Van Johnson

Jeff Kapellas, Secretary

Dennis Klein

Suparna Robertson, City of San Leandro (Guest)

Mike Skowronek

George White, President

1. Meeting commenced at 6:40.

2. The minutes for January were approved as written by consensus.

3. Membership report

Dennis delivered the membership report. BAAMA now has 816 total members, an increase of 24 members from the previous month. Although the Board had decided at an earlier meeting not to pursue the matter, Dennis offered to contact some of the delinquent non-renewing sponsors.

4. Financial report

Phil provided financial statements for calendar year 2002 and Q4 2002. Phil motioned (Mike second) to pay our internet provider on an annual rather than quarterly basis. Motion passed. Phil will check to see if we can get a discount for paying annually as well as whether fees will be pro-rated if we change our service over the course of the year. After noting the large line-item for the newsletter, the issue was raised whether to continue the newsletter in its current form or whether to give people the option to receiving in PDF, online HTML only, etc. Further discussion of the matter was postponed until the next meeting. Dennis will check with Greg to get a breakdown of the publication costs. Phil will reformat report so that expenses are in parentheses.

To Do:

Phil: Check with BAAMA internet provider to see if we can get a discount for paying on an annual basis and if fees are pro-rated in the case of a change.

Phil: Reformat financial statements so that expenses are displayed in parentheses.

Dennis: Get breakdown of newsletter costs from Greg Bazhaw.

5. March 20 Educational session

Topic: GIS Education, Employment and Professional Development

Location: Shattuck Hotel, Berkeley

When: March 20, 2003 8:00-noon

The meeting will consist of two moderated Q&A panels and one presentation. The one panel will consist of GIS professionals discussing their experiences; it will be aimed toward students and people who are new to the field. The second panel will focus on what hiring managers are looking for when making hiring decisions. The presentation will be on the topic of resources for those considering self-employment. Scott is putting together a promotional packet to send to schools and flyers are being sent to area schools with GIS courses to promote the event.

Assignments:

Hospitality hosts: George, Van

Reg table: Phil, George, Dennis

Stock reg box: Phil

Announcements: George

Donuts (3 doz): Scott

Juice/Fruit: Mike (Jeff K. bring knife)

Bagels (3 doz) + spreads: Van

AV equipment/Job Boards: Jeff

Feedback forms: Jeff

Clean Up team: George, Van

Email push schedule: Dennis to put together push for 3/10 and 3/17. An additional push for the straw poll and happy hour will be made by 3/7.

6. Mentoring program

Scott offered to work on a proposal for a GIS mentoring program to be reviewed by the Board at a future meeting. Mike discussed his views of what the roles and time commitment for the mentor would be. General consensus of the Board supported setting up a mentoring program and looked forward to reviewing a concrete proposal.

7. Happy Hour, March 13, Gordon Biersch, SF 5:30-whenever

Show up, pay your own way, have a great time.

8. CalGIS 2003 status

Current projections expect 350-500 attendees. The early registration deadline has passed, so new registrants now must pay full price. The conference has about 37 sponsors, but still needs more. Send names and contacts of possible sponsors to Lee Ann.

9. Membership pulse-taking

Mike presented two models for discussion forums for the membership: an email listserv (BAAMA-L) and a BAAMA bulletin board. Both are now live and available on the BAAMA home page (under "Discussion Forum" link). The Board discussed the merits of each system: BAAMA-L can lead to spamming and its archive is user unfriendly; the bulletin board requires a separate user login (via cyburbia.org, the board host) in order to post a message. Both systems will be left active for now in order to see how they work out.

To Do

George: Make announcement about the listserv and bulletin board at the March 20 meeting

10. Newsletter production coordination

The announcement for the last two educational meetings missed the deadline to get into the newsletter. Dennis will check with Greg about the newsletter production task flow when he asks about the newsletter finances.

11. Logistics for June Membership Party: June 21, 2003

Mike reported that East Bay Regional Parks has informed him that we can rent a picnic area for \$77 + \$20 for an alcohol permit (if allowed by the park). EBRP is sending him more information regarding park rental. Potential meeting spots include Marina Park in San Leandro and Lake Elizabeth in Fremont. The logistics of collecting membership fees, checking registration, etc. will need to be worked out. We will discuss the planning in more detail at the next Board meeting.

12. Discussion of the Implementation of BAAMA Strategies was deferred due to the time.

13. Date of July Educational Session

Mike reserved the MTC auditorium (which has T1 access) for a July educational session on Internet Mapping. However, room availability dictated that the meeting date be moved to July 31. The Board agreed by consensus.

14. Topics for next meeting

- a. Newsletter format/BAAMA communication strategy
- b. Mentoring program
- c. Straw poll topics
- d. May educational meeting. Phil will assist Bruce with the organization.
- e. GIS Day 2003

15. Meeting adjourned at 8:40 pm.

The April meeting will be held in the South Bay (details to follow).

BAAMA Board Meeting

February 4, 2003

6:30-8:30 pm

MTC Offices, Oakland

Attendees:

Phil Beilin, Treasurer

Jeff Fiore

Scott Gilliland

Bruce Joffe

Jeff Kapellas, Secretary

Dennis Klein

Lis Klute, Vice President

Lysee Moyaert

Mike Skowronek

George White, President

- 1. The meeting convened at approximately 6:30 pm.**
- 2. The minutes of the January meeting were approved as written.**

3. Financial Report

Phil met with the accountant, who is creating new a budget structure and new reporting format. Phil hopes to get a preliminary quarterly report to George in two weeks (February 28). The new structure will get Phil out of the loop on some small paperwork.

4. CalGIS 2004

3-D Visions will be providing some graphic design assistance. Malcolm Adkins produced a number of possible layouts to choose from. Lysee plans a postcard-size handout and an letter-size flyer to insert into the CalGIS 2003 program. The flyer will also serve as groundwork for Web page design. There is no printing budget yet.

Malcolm has also done great work contacting possible sponsors and will be following up.

Lis has an intern who is interested in helping with the planning of the soiree.

5. BAR-GC

The next meeting will be on March 6, 10am-noon, at the MTC. Tom Sturm from the USGS will speak on the "133 Cities Initiative" orthophoto project. USGS is interested in partnering with regions to fill in holes in National Map layers; BAR-GC is in good position to facilitate this. Phil asked whether BAAMA should offer up some \$. The cost of the project is too prohibitive (\$190K /county). Several counties (Napa, Contra Costa, Alameda) may not be interested in participating, as the shared cost (\$190K/county) is high and they've recently completed or are conducting orthophoto projects. The BAR-GC meeting will also have reports on their current projects. George, as head of the private sector advisory group, has compiled a list of potential group members. Lis suggested BAAMA send a

letter of support to the National Public Partnership for Warning, supporting a BAR-GC grant application for establishing an early warning data system.

To Do:

Lis: Draft support letter for George's signature.

6. CGIA

The next CGIA teleconference will be held on 2/13. MTC will host a phone link by which those who are interested can participate. A half-hour workshop on Regional Council formation will be held at 9:30 am, with the CGIA meeting starting at 10:00am.

7. Happy Hour

Greg Braswell (City of SF) mentioned in his January presentation that he his planning a "BAAMA Happy Hour" for someplace in SF sometime during Feb 24-28. The Board agreed to publicize this once the details are worked out.

8. Public Sector Web Professionals

PSWP's January meeting, which BAAMA co-sponsored, was cancelled. PSWP will hold a meeting in February on "E-Government in a time of budget cuts" and will include a section on GIS.

9. Chabot Science Center

The Chabot Science Center in Oakland is looking for someone to three 2-hour sessions on Fridays on GIS. Jeff K. will follow-up with the CSC administrator.

10. January 2003 education session

Lysee noted that a lot of people liked the location (Auditorium in the State Building, Oakland). Not many people were bothered by the fact they couldn't eat in the room and some thought that it provided less of a distraction during the meeting. The longer break (30 mins) and "break room" provided more interaction. The meeting attracted approximately 90 attendees, including some new members (two sponsors, eight individuals). Some thought the content was too general, but even some engineers thought that it was good. The Board discussed whether one of the presentations included too much "marketing." Kudos to Jeff F. for the printed agenda, which provides an excellent template for future meetings, and for the professional introductions for the speakers. There was some discussion as to policy for Advisory Board members attending post-meeting lunches. Motion (Bruce/Jeff F.): Advisory Board members can attend post-meeting lunches at BAAMA's expense at the discretion based on how active they contribute to the Board's work; otherwise, they may attend at their own expense. Motion passed by consensus.

11. CalGIS 2003

Currently, 8 people have registered for the workshops and about 100 for general conference. The conference still needs sponsors. Malcolm Adkins has reached out to a number of sponsors; his list

has been forwarded to Lee Ann. Board members should also remind the conference sponsors and other vendors to promote the conference with their clients/customers.

12. Open Data Consortium

Bruce is inviting organizations to participate in an ODC kickoff workshop at the first day of the CalGIS conference. Future ODC meetings will meet via phone conference. If any BAAMA Board member wishes to assist in this endeavor, contact Bruce. Also, provide Bruce suggestions for government (city, county, state, etc.) contacts who might be interested in the consortium.

13. March 2003 Educational session

Scott and Jeff K. outlined some of the ideas that they are planning for the March meeting. The proposed format for the session will have two parts. The first part will focus on students and those seeking to get into GIS. This section will have a moderated "roundtable" panel discussion of four to five speakers to discuss type of work done, educational background, pros/cons of degree/certificate programs, etc. The second half of the session will focus on those who are already in the field and will look at what employers are looking for, the consulting option, etc. The speakers are currently being arranged.

Among the issues will be whether to have a special student rate to attend this session (see item 15). The session will be held on March 20 at the Shattuck Hotel in Berkeley.

14. Membership pulse-taking

Dennis provided mock-up of a potential straw poll for the BAAMA web page. Mike sought potential questions; he wants to have a 4-6 before putting it up on the web page. The Board also discussed without conclusion whether to add a text "other" box to the poll.

15. Membership report, renewal and expansion

BAAMA now has 816 members: 290 individual, 526 corporate-affiliated. BAAMA has 91 corporate sponsors. The stickers and bookmarks have still not been sent out, but will be sent out soon now that Gina is back from maternity leave. Motion (Lis/Jeff K): New members with a student ID or other verification (class schedule) at the March meeting will get a special \$5 membership fee valid through June, or \$15 valid through June 2004.

To Do

Gina: Send stickers and bookmarks to active members.

16. Summer membership event

The Board briefly discussed this item and will do so in more depth at March meeting. The tentative event date was set to June 21.

17. Meeting adjourned at 8:32 pm.

BAAMA Board Meeting

January 7, 2003

6:30-8:30 pm

Mountain View Operations Center, Mountain View, CA

Attendees:

Malcolm Adkins, Advisory

Jeff Fiore

Scott Gilliland

Bruce Joffe

Jeff Kapellas, Secretary/Notetaker

Lysee Moyaert

Mike Skowronek

George White, President

1. Meeting convened at 6:50 pm.

2. Minutes from the December meeting were approved by consensus without revision.

3. Holiday Party

The consensus from the Board was that the December 5 Member Holiday Party was a success and should be repeated next year. We got several new members as well as a number of renewals (including one corporate renewal). The attendance was estimated at 60-70, and the event received good reviews from the attendees. The total cost came under budget and we collected two bags of toys for Toys for Tots and 10 bags of food for the Alameda County Community Food Bank. There was a problem with getting the member info and dues to Gina. In the future, the registration box should contain a special envelope for membership forms and dues which will be mailed to Gina immediately following the meeting. The registration box should also contain extra copies of the membership form for address/email corrections (mark "correction" on top).

4. Finance report

George provided the finance report for Phil. As per Board direction, Phil has aligned our CDs so that one falls due (and is renewed) every 30 days. Phil, Van, George, Gina and our accountant will meet next week to make sure that new accounting structure is aligned with non-profit tax necessities.

5. CalGIS 2004

Lee Ann Garcia, CalGIS Conference Manager, asked whether BAAMA would front this month 1/2 of its seed money for the 2004 conference in order to reserve the conference site. This differs from the usual procedure in which BAAMA would roll over its seed money following each year's conference.

Motion (Lysee/Bruce): Approve \$1500 deposit on the conference center. Lysee will write a letter to Lee Ann clarifying that Lee Ann will reimburse BAAMA for these funds following CalGIS 2003 rather than rolling them over to the next year's seed money. [Ed. note: this task has been completed.]

The next CalGIS 2004 planning meeting will be on 1/29, and will focus on marketing material. Lysee will set up a conference call-in line for interested parties.

6. BAR-GC

The next BAR-GC meeting is February 20, 2003 at the State Building, 1515 Clay Street, Oakland. At the last BAR-GC meeting, George volunteered to lead the group's Private Sector Advisory Committee.

7. January 23 Educational meeting

Assignments:

Hospitality: Jeff K.

Registration: Bruce, Phil, Dennis

Announcements: George

Bagels (4 doz.): George

Donuts (5 doz.): Scott

Juice: Scott

Fruit: Mike

Email pushes (2 only, on 1/13 and 1/20): George: send text to Dennis. Dennis: format and send to Jeff F. for proofreading. Jeff F.: proofread and send to Gina for distribution. Note that email pushes should have "BAAMA" in the subject header.

Feedback forms: Jeff K.

Remake name tags: Scott

Thank you letters: George

Cleanup: Scott, Bruce, Lysee

Lunch reservations: Jeff K.

Registration lists: Gina email to everyone.

In order to speed up the registration process, the Board decided to just have a list of corporate sponsors and keep a running tally of attendees from that organization. Up to 10 people from a corporate sponsor organization can attend on a corporate sponsorship.

8. Pre-session vendor showcase

Condor had earlier expressed an interest in setting up a table during the January meeting, but it is unclear whether they will do so. George to check with Lis, who was thought to be in contact with them.

9. BAAMA Activity Schedule

BAAMA's activities (education sessions, etc.) through May have already been assigned. Lysee will work together with Bruce on the May meeting. Jeff K. and Scott will confer within the next few weeks to finalize the location of the March meeting (the Shattuck Hotel has already been reserved for that date).

10. URISA Insurance

This topic was deferred until the February meeting.

11. 2003 CalGIS

36 attendees have signed up to date for conference, an equivalent pace to previous years. Lee Ann will provide 500 promotional flyers to BAAMA for distribution. The conference is in serious need of sponsors. Sponsors have until 2/21 to sign up. The conference program will be mailed soon. The deadline for early registration is the end of January. Malcolm provided with some cogent critiques of the registration forms and will forward them to Lee Ann.

12. Membership Pulse Taking

This topic was deferred until the next meeting.

13. Materials for GIS Day

"GIS" stickers and bookmarks of the GIS Day map library will be mailed out within the next week.

14. Membership Renewal/Expansion

Bruce confirmed with the Board members that delinquent corporate sponsors have been contacted. After some discussion of strategies for getting members to renew on time, the Board decided to look into a summer "membership kickoff" renewal event (e.g., picnic) for June.

15. BAAMA Web site review

Mike checked with the web site designers, Urban Insight, on the costs of various added functionality, including listserv, resume posting, a web form for suggestions and polling. The listserv can be hosted for free by Cyberia or Metropolis. After discussion of the other options, but Board agreed (motion: Jeff K./Jeff F.) to pay \$380 to Urban Insight to add polling functionality to the BAAMA web site. Board members should send possible polling questions to Mike for inclusion on the web site.

17. Meeting adjourned at 8:45 pm.

The next Board meeting will be held at 6:30 pm, February 4 at the MTC, 801 Eighth St., Oakland.

BAAMA Board Meeting

December 3, 2002

6:30-8:30 pm

MTC Offices, Oakland

Attendees:

Scott Gilliland (Advisory)

Bruce Joffe

Dennis Klein

Jeff Kapellas, Secretary

Lis Klute, Vice-President

Lysee Moyaert

Mike Skowronek

George White, President

1. Miscellaneous

By consensus, the Board agreed to keep to within five minutes of allotted times for each item on the agenda. Lis chaired the meeting in place of George, who arrived late.

2. The revised minutes from the November Board meeting were approved (Mike/Dennis).

3. CalGIS update

CalGIS 2004 (Lysee): The 2004 CalGIS Committee is developing a basic logo (an outline of California along with a "10") which will be used with the various "themes" of the conference: "Spatially yours", "Can you map your way to San Jose?", etc. The contract for 300 reserved rooms at the Marriott has been signed. Lee Ann has an agreement letter from the Convention Center and is still working on contract details. She will need seed money and full payment of the conference center fee by end of May. Next planning meeting is in January (date TBD). Bruce asked what benefits we receive from reserving a block of 300 rooms. Lysee answered that we will get extra meeting and staff rooms for the conference. Lee Ann usually tries to reserve rooms for 1/2 of anticipated attendance. The contract with the hotel includes a "release" date by which we can release the rooms without liability should attendance not meet expectations.

CalGIS 2003 (Bruce): As of 11/30, 35 abstracts have been submitted; all were approved for presentation by the committee. Bruce was unsure how this matches with previous years, but is about 1/2 of the final number of presentations. The abstract deadline has been extended to end of January. There are still only five sponsors signed up and we really need to get more sponsors. Bruce/Lee Ann will send out list of potential sponsors for Board members to contact. Bruce contacted URISA to ask whether URISA could provide list of sponsors from other URISA conferences; Dan (CalGIS 2003 org committee chair) didn't think that it was necessary. Early registration (save \$65) has been extended until 1/31/03.

4. GIS Day

Kudos to the GIS Day organizing committee for a great meeting in Menlo Park. Next year, we need to devise a better list of grading criteria for the awards, including criteria sheets for cartography and

analysis. During the awards presentations, the winning entries should be projected on the screen to aid the audience. Dennis thought that there were too few prizes, but seven prizes were awarded for about 70 entries.

To Do:

Jeff K.: Draft letter of appreciation to Liz Colvard of USGS. (Contact George to see if he's already doing it.)

5. Holiday party: Thursday, December 05, 2002, Beckett's Berkeley

An email pushed went out with the wrong date. A corrected push was later sent. Mike passed out cost estimates based on different levels of attendance. Bruce will dress as Santa. The Board decided on registration table assignments. George will take the reg. box home. For corporate sponsors, any 10 people from the sponsor. All attendees should bring a toy or food.

6. BAAMA 2003 Education Session Schedule

Jan 23: Asset management (George/Phil)

Mar 20: Education/Professional development (Scott/Jeff K.)

May 15: Surveying/GPS (Bruce)

The Board decided to poll the membership for meeting topics for July/Sept from membership. Dennis will head outreach to the APWA for the January meeting.

7. Newsletter schedule

Board agreed that Greg's newsletter schedule sent on 11/19/02 was fine.

8. Strategy for pre-education session vendor showcase

The Board discussed the policies for managing corporate sponsors who wish to set up displays at BAAMA meetings. Three have already requested to do so. The Board agreed that corporate sponsors can set up a table (one per year), but no elaborate displays or booths. Lis will contact Condor, who indicated that they would be interested in doing this for the January meeting. Mike will email corporate members stating that this is a new benefit, and will add it to the web site list of sponsor benefits. The Board Secretary will keep the master list of which sponsors have made displays and when.

To Do:

Lis: Contact Condor regarding January meeting display.

Mike: Email sponsors regarding this benefit; update web page.

9. Public Service Web Professionals meeting

Board agreed by consensus to co-sponsor the 1/16/02 PSWP meeting.

10. URISA chapter insurance and board membership

Bruce received update from URISA on the insurance coverage. The information is vague in what it covers, and does not seem to provide event liability coverage. Barbara Hirsch (URISA) is checking to see if Board members or only the Board officers need to be URISA members in order to validate the coverage. Discussion and decision on this topic was deferred to the January Board meeting.

11. January 23 Educational meeting

No meeting room is available. The Shattuck Hotel has already been booked. San Francisco Civic Center was raised as a possible venue. Jeff K. will check with the Oakland State Building. Scott will check with San Leandro. Lysee suggested that one of the speakers might host the meeting. Other possibilities included the EBMUD offices. The Shattuck Hotel is confirmed for March. Bruce raised the issue of how to handle registration for meetings that are “jointly marketed,” as with the APWA for the January meeting. Also, would members of those organizations who are not also members of BAAMA get in free. After discussion, the Board agreed that we would participate in joint advertising of meetings with partner organizations, but entry fees to meetings would remain in force (i.e., non-BAAMA members would need to pay \$10 to attend the meeting, or \$20 to join).

12. Financial Report

George presented the financial report for Phil, who was absent. Our 2001 tax forms have been turned in. Phil, George, and Van will be meeting next week to create activity-based accounting categories, which will enable us to track expenditures better. Once this is completed, we'll be able to work with an accountant to set up quarterly expense tracking reports. George will send out estimate of cost for accountant's time; Board members will vote by email to approve. Motion (Mike/Dennis): All checks equal or greater than \$500 (except for newsletter expenses) require two signatures (President and another officer). Motion approved unanimously. Gina will return to work this month. Van will be check her availability for continuing to do BAAMA work and we'll know whether we need to find new administrative assistance by 12/15.

To Do:

Phil, George, Van: Meet with accountant to set up activity-based expenditure tracking.

George: Send cost estimate of accountant time for Board approval.

13. Action Team status

a. Educational action team status: Scott (lead) and Jeff K. are working on organizing the March meeting and/or an educational fair.

b. Outreach to partner organizations: Phil has been acting as BAAMA contact for the Bay Area HAZUS Users Group and has already set up a joint-notification channel for Bay HAZUS and BAAMA events. Bruce is contacting the California Land Surveyors Association for joint marketing of the May meeting, Mike has contacted APA, Northern California Section. Dennis is contacting APWA (North/South Bay chapters). What kind of follow up: establish joint-email. Other BAAMA connections are with PSWP (Pat), CGIA (Mike, George, Lis) and BAR-GC.

c. Membership pulse taking: Dennis should work with Van on how to design the survey and the goals of the survey. Dennis would poll the membership for upcoming topics.

14. Board membership

Pat DeTemple resigned his position with the Board after many years of service. The Board sends its appreciation for all of Pat's work with BAAMA. Scott Gilliland was nominated (Jeff/Bruce) and elected to replace Pat as a full Board member.

15. Conference calls

The Board discussed whether Board meetings have a conference call option? After discussion of the merits and drawbacks of conference calls, the Board decided to try to make a telephone line available for those who can't make it, but a physical quorum is will still be necessary. The Board also decided to try to hold every third meeting in the South Bay.

16. January meeting will be in Mountain View (location TBD) on 1/7/03. Happy Holidays and see you then!

BAAMA Board Meeting

November 5, 2002

6:30-8:30 pm

MTC Offices, Oakland

Attendees:

Phil Beilin, Treasurer

Jeff Fiore

Bruce Joffe

Scott Gilliland (Advisory)

Jeff Kapellas, Secretary

Dennis Klein

Mike Skowronek

George White, President

1. The meeting convened at 6:45 pm.

2. The minutes from the October meeting were approved (Motion: Phil/Jeff F.) as written.

3. Financial Report

Phil provided the financial report. He suggested transferring the funds from a CD that is reaching maturity into a savings account for increased flexibility, as the interest rates are so low that there is very little difference in the rates anyway. Bruce suggested looking into whether moving said funds the checking would enable us to avoid paying checking charges. After discussion, it was decided to continue with the plan established at the October meeting to deposit the funds into staggered 3-month CDs. Bruce asked for a financial statement to be sent to the Board. Gina is putting together the expense report documentation for our tax report. The report must be sent to the bookkeeper this week, as our tax forms need to be filed by 11/15. Bruce suggested looking into hiring an accountant.

To Do:

Phil: Send Board members updated financial statement. [Ed. note: done]

Phil: Coordinate with Van/Gina to get documentation to bookkeeper. [Ed. note: done]

4. CalGIS

The 2003 CalGIS Program Committee will meet 11/14 to review submitted abstracts. The deadline for abstracts has been extended until 12/6. The conference definitely needs more sponsors. Bruce suggested that Board members each send Lee Ann a couple of sponsor names and that we make the initial calls. URISA is willing to do joint marketing of our conferences; this may be a way of getting more sponsors. Lee Ann would like suggestions on keynote speakers. Board members should email Lee Ann (cc: to Board) with suggestions for speakers. She also wants to do cross-marketing with other organizations, and Board members should send contact info for relevant organizations (e.g., BAHUG, ASPRS, etc.) to Lee Ann.

CalGIS 2004: Lee Ann has worked out a deal with the Marriott (which is next to the convention center) for \$129 room rate for the 2004 conference. (The actual rate will be around \$150 once tax and

fees are added.) We will need to get about 200 people staying at the hotel in order to get extra benefits (such as extra space in the convention center, and food/beverage support.) There will be \$3K reservation fee due in May. The Board consensus was to roll over the seed money from 2003 CalGIS conference to cover this cost.

To Do:

All Board Members: Contact potential sponsors by next Board meeting.

5. October 17 educational session post-mortem

The meeting room had good audio, good computer support and two large screens. We had about 90 attendees, most of whom were new attendees. Parking was an issue; people need to arrive early and we need to make alternative parking areas more apparent in our promo materials. Dennis suggested that we outreach to the companion disciplines (such as geologic groups for a topic on earthquakes) for each meeting.

6. GIS Day: November 20

Menlo Park assignments:

Media contacts: George, Lis, Lysee

Set Up: Scott

Tear Down: Jeff K.

Ice Cream: Bruce

Membership table/membership box: Scott

Ribbons: Bruce

Mike was contacted by King Co. (WA) GIS Haiku contest, which we advertised last year (and a BAAMA member won). Their promo text will be sent out as part of the GIS Day email push.

7. Holiday party: Thursday, December 5, 6-9 pm, Beckett's, Berkeley

The Board decided on the menu for the party. Mike will write up a schedule of events. Each member will get two drink tickets. Non-members will be able to join for \$10 (and get two drink tickets). We will be collecting food and toys to be provided to the Alameda County Community Food Bank and Toys for Tots (or similar organization).

8. URISA Chapter update

URISA is changing its focus toward public policy issues (GIS certification, Open Data Consortium, etc.) and specialty conferences. They also provide other services (accounting, registration, workshop support, etc.) to chapters as well as joint marketing for regional conferences. URISA is working with GITA, ASPRS, AAG to set up a GIS Certification Institute to handle certification. They also provide liability insurance for Board members of URISA chapters (such as BAAMA). In order to qualify, all Board members must be a URISA member. Bruce suggested that each sitting Board member be subsidized 50% of the \$120 annual membership fee. After discussion and review of the URISA materials Bruce provided, the Board decided that it needs clarification on whether all Board members must be URISA members in order for the liability insurance to apply and whether the URISA Organization Umbrella Liability insurance will be included in the general liability insurance. The Board will submit these questions to URISA and make a decision at next meeting.

To Do:

Jeff K: Write up language clarification question for insurance coverage.

9. Activities Schedule 2003

Jan 23: Bruce/Jeff F.: AM/FM/GASB34/Survey Control

March 20: Jeff K./Scott "GIS in Education/Professional Development"

April 9: CalGIS

May 15: open

July 24: open

Sept 18: open

Nov. 20: GIS Day

Other meeting topics will be decided at December meeting. The Board brainstormed the following topics:

- Integration of GIS with 3D & Visualization
- GPS and Survey Control Network
- Cartography
- GIS and the Web (always a popular topic)
- Data Sharing
- GIS and Agriculture
- Real Estate and Property Development
- GIS in Transportation
- GIS Application Development: product and process

10. Action teams/Outreach

Outreach (Phil): Starting to outreach to Bay Area HAZUS User's Group

Mike will be participating in CGIA meetings, representing Regional Government.

11. SoCal URISA has had two sections disband, so it has reorganized as a chapter without sections.

12. Meeting adjourned at 8:40 pm.

BAAMA Board Meeting

October 1, 2002

6:30-8:30 pm

MTC Offices, Oakland

Attendees:

George White, President

Lis Klute, Vice President

Jeff Fiore

Bruce Joffe

Lysee Moyaert

Scott Gilliland, Advisory

Mike Skowronek

Jeff Kapellas, Secretary

1. The meeting convened at approximately 6:30 pm.

Special thanks go Lis for providing the (home-cooked) food.

2. The minutes from the September board meeting were approved as written.

3. Treasurer's Report

Mike presented the treasurer's report for Phil, who was absent. Phil has yet to meet with Gina to develop the 2-year budget summary report requested by the Board. One of the BAAMA CD accounts will come due in one week. As per previous Board instruction, that CD will be rolled over into a new 3-mo certificate, as will subsequent CDs when they mature.

4. Membership report

BAAMA has received three new corporate sponsors, and a number of delinquent sponsors have paid as the result of Board member calls. In the future, membership status will become an Action Team report item.

5. BAR-GC update

The next BAR-GC meeting is scheduled for Thursday, October 3. There is nothing new to report at this time. The BAR-GC has applied to the state for official recognition but has not heard back.

6. BAAMA policies and procedures

This item was skipped due to the absence of Dennis Klein, who requested it for the agenda.

7. CalGIS

Abstracts for conference presentations are due 10/31. October 31 is also the deadline for the early registration discount. Lee Ann needs a list of BAAMA corporate sponsors to contact for CalGIS sponsorship. She is also looking for keynote speakers. The CalGIS organizers also want to do cross-

marketing with other groups (such as ASPRS and American Transportation Society); this is not actually sponsorship, but rather announcements of the conference in newsletters, links on web sites, etc. Board members should send contact information of potentially interested groups, societies, etc. to Lee Ann.

To Do:

Lysee: Bring CalGIS flyers to the 10/17 BAAMA meeting. Provide flyer to Greg for insertion in newsletter.

Van: Provide list of BAAMA corporate sponsors to Lee Ann.

Mike: Provide list of GIS contacts from the GIS survey to Lee Ann.

8. October 17 Educational Meeting

Topic: Earthquakes and GIS. Location: Santa Clara Valley Water District Offices, San Jose.

Assignments:

Hospitality hosts: Lysee, Lis

Registration: Scott, (Mike, if attends)

Announcements: George

Create/distribute agenda: George/Phil

Double-check meeting facilities/PA/etc: Lysee

Donuts, Juice, Milk: Scott

Bagels/Cream cheese: Lysee

Fruit: Phil

After-meeting article: George

E-mail pushes: George

Feedback forms: Jeff K. send to Phil

Post-meeting clean up: All Board members

9. Holiday party

Mike passed out a summary of the places called. Becketts (Berkeley) is probably the best place, as they can do it on Thursday, whereas Jupiter cannot. They also came in under budget. Mike suggested a drink ticket scheme in which each BAAMA member would receive two drink tickets, but guests (who would get in free) would not. The alternative would be a cash bar. Each board member will take 1/2 hour turn manning the registration table and handing out tickets. We will also promote that each member bring a toy or two canned goods to be donated to charity. If someone wants to join BAAMA, we will provide a special \$10.00 registration fee.

Motion (Lis/ Jeff K.): Accept recommendation to hold a BAAMA member Holiday party at Becketts, including drink tickets and the charity toys/food drive, for an amount not to exceed \$1400.

To Do:

Jeff F.: Confirm/reserve space at Beckett's, for 12/5 or closest date.

Mike: Make punch list of responsibilities by next meeting. Create advertising flyer for distribution at October meeting.

10. GIS Day

The GIS Day (Menlo Park) activities will be held on Wednesday, November 20, from 4:00 pm -8:00 pm at the USGS offices in Menlo Park. There will be technical tours at 4:30-5 (DEMs) and 5:30-6 (Orthophotos); space on these tours is limited and is first-come, first-served. There will be a workshop from 5:00-6:00 on how to use GIS & GPS. There will also be three presentations. The map contest will have four judges, including Scott. All participants will get participation certificates; award winners will get ribbons and/or prizes. Maps will be loaded into Metropolis' web-based Map Library, which will enable the display, tracking and cataloging of the maps. The Map Library will be left up for a month following the contest. In return, Metropolis would like to send a flyer in the BAAMA newsletter and receive and recognition in the GIS Day promo materials. Poster boards won't be needed; the USGS has those on site. Lis is working on getting prizes for winners; ESRI and Intergraph have already provided some, and ASPRS may as well. A potential prize from BAAMA could be a free BAAMA membership, which would be good for the winner of the college category. BAAMA is also providing the prize for the K-3 winner (a gift certificate to Blockbuster or the KTEH Store of Knowledge). Mike suggested an Edward Tufte book (e.g., "Envisioning Information") or Mark Monmonier's "How to Lie with Maps" as potential prizes for the 9-12 category. The BAAMA Board sends kudos to Lysee, Lis, Liz and all of the GIS Day organizers for all their great work.

GIS Day SF: For the SF event, BAAMA is invited as a "participant" and would have space for a table, maybe newsletters/literature and some map samples. The Board agreed to join as a "participating organization" and have a table to outreach to SF departments. Bruce will put together a one-page "what is BAAMA, what it GIS" document and some other materials, and will send to Lis for revision.

To Do:

Bruce/Lis/George: Coordinate on putting together media kit.

11. CalGIS 2004

Lysee visited the potential conference hotels and sites (the San Jose Convention Center). The CalGIS 2004 planning committee will come up with final hotel/venue/date at its October 8 meeting. The preferred option is to hold the conference on the week of the President's Day holiday, but other alternatives are for a Thurs-Sat or Mon-Wed conference in April after Easter. Bruce noted that in past, convention centers have cost more than hotels. Lysee noted that hotels can't handle a larger turnout, which we hope to have. Two hotel options, both connected to the Convention Center: a Marriott and a Hilton. The conference still needs a theme; please send theme ideas to Lysee.

12. County Outreach Initiative

George created chart showing which Board members wish to accompany George in his meetings with County GIS heads. He will distribute the list to the Board via email.

13. Action Team Status Reports

Education: Jeff & Scott met prior to the Board meeting to discuss potential outreach strategies. Right now, they are contacting the various schools and universities in the area to let them know of the BAAMA educational outreach initiative and gather their ideas and interest.

14. SoCal & Central Cal URISA Chapters

The letter to Rob Ball supporting the formation of the new URISA chapter (as discussed at the last Board meeting and via email) has been sent.

15. BAAMA relationship with CGIA

The formation of the State GISC has raised questions as to the role of CGIA. Bruce suggested that we talk to CGIA and find out how we can help.

16. URISA

For those Board members who are attending the URISA conference in Chicago, the chapter relations committee meets the Saturday or Sunday before the conference. At George's suggestion, the questions of liability insurance and requiring URISA membership of BAAMA Board members be postponed until the next meeting.

17. Items for Next Meeting:

Setting the 2003 calendar
Administrative backup for Gina
URISA membership and BAAMA Board members

18. The meeting adjourned at 8:35 pm.

Next meeting: Tuesday, November 5, MTC, Oakland.

BAAMA Board Meeting

September 10, 2002

6:30-9:00pm

MTC Offices, Oakland

Attendees:

Phil Beilin (PHISHERMAN), Treasurer

Jeff Fiore (ORANGEMAN)

Bruce Joffe (LEFT-WING COMMANDER)

Van Johnson (V-MAN)

Jeff Kapellas (AQUAMAN), Secretary

Dennis Klein (HEURISTICS MELVILLE)

Lis Klute (BUSY BETH), Vice-President

Mike Skowronek (RAIL WARRIOR)

George White (THE EAGLE), President

Scott Gilliland (Advisory)

1. Meeting convened at 6:40 pm.

2. George presented a Certificate of Merit to Mike for his work on the Bay Area GIS survey.

3. A new agenda item regarding the restructuring of CGIA/SoCal URISA was added to the agenda.

4. The minutes of the August meeting were approved without revision.

5. Financial report

Phil presented a monthly treasury report. Board members should review the report and provide Phil any comments/suggestions on the report categories. The Board decided to reorganize its CDs so that one CD comes due each month. The CDs will then be rolled over into a new CD in order to take advantage of the prevailing interest rate. Phil will provide a 2001 budget report to the accountant for the submission of BAAMA's 2001 taxes (which are due in November). The accountant will also take over the filing of non-profit tax forms.

6. Membership

The BAAMA "GIS" stickers have arrived and will be mailed out to current members. Lis will write a "thank you" letter that will be sent out with the stickers. Individual members will get one sticker; corporate members will receive 10. Thirty two corporate sponsors still have not renewed their membership for 02-03. Board members divided up the list of delinquent corporate members to contact about renewing their sponsorship.

To Do:

LIS: write "thank you" letter for George's signature.

VAN/GINA: send stickers and thank you letter to current members.

BRUCE: Remind Board members to contact non-renewed corporate sponsors.

7. BAR-GC

Lis gave a report on BAR-GC status and activities. The last meeting of the BAR-GC decided on four priority projects for the coming year: 1. Street centerline stitching, 2. Setting up a “Homeland security data server”, 3. Creating a model Data Sharing MOU, and 4. creating a regional watershed layer. The next BAR-GC meeting will be Thursday, October 3 at the Berkeley Public Library. Dave Kehrlein has offered to speak to the group regarding the “Homeland security data server” (San Francisco has offered to host the server for the BAR-GC). The State has also released funds for “911GIS desktop” services. BAR-GC will coordinate the distribution of the funds through the 9 counties. Bruce asked whether there was an opportunity for non-public agency entities to work with the BAR-GC on the MOU project. The project is open to all, but there's no funding involved. Van asked whether any jurisdictional issues/problems have arisen concerning the BAR-GC. There have been none to date.

8. CalGIS

The data of the 2003 conference has moved due to the convention center’s erroneous double scheduling. As a result, Lee Ann received some significant benefits, including a reduction in the fee for the use of the conference rooms. CalGIS meetings in Palm Springs have traditionally had lower turnouts than in other locations, so we should promote it heavily. Attendees registering for the meeting before 10/31 will receive an “Early Bird” discount of \$115. Those who register between 11/1/02 and 1/31/03 receive a \$65 discount. CalGIS currently has only two “gold-level” sponsors, and both are “in-kind” sponsors. Board members are reminded to encourage vendors they speak with to look into CalGIS sponsorship.

9. Strategic Plan

Motion (Lis/Bruce): The Board adopts the August 2001 BAAMA strategic plan. Motion passed. The Board established “action teams” for the five areas listed in the strategic plan, as well as a sixth team for “Educational Outreach”.

Education Outreach: Scott G. (lead), Jeff K.

Program development: Bruce (lead); Lis

Membership “pulse taking”: Dennis (lead), Jeff F., Van

Outreach to partner professional organizations: Phil (lead), Jeff K., Dennis

Web team: Mike (lead), Jeff F., Lis

Membership renewal/expansion: George (lead), Dennis

Bruce reminded action team members that they need to encourage non-Board members to help out. The action teams should have their membership (4-5 people) organized by the November BAAMA meeting. The teams should also have idea of budget and resources necessary. Lis suggested having copies of the strategic plan and status report ready to hand out to people by the next BAAMA educational meeting. Dennis suggested that the action teams be showcased on the web site; they can later move to a back page. George suggested coming up with a one-page (two-sided) write up of the strategic plan that can be put into the newsletter.

10. Holiday party

Lis and Mike passed out summary of costs for a holiday party if held at Becketts or Jupiter (both in Berkeley). Jupiter cannot reserve a space past 7:00 pm. Mike suggested renting a facility, having a restaurant provide the food and we'll be charged on the head count. The Board discussed whether to plan for 50 or 100 attendees. The consensus agreed that we should try to find a place that can do a 6-9 pm Party. Jeff F. offered to assist Lis and Mike. Lis will look into renting the Berkeley Yacht Club. Phil will check out Anna's (Berkeley). Another possibility is the Pacific Coast Brewing Company. The anticipated budget for the party is \$1500-2000. We need to have a plan for the party by next board meeting.

11. October 17th meeting

We still don't have a third speaker for the meeting. Greg needs an article on the meeting for the newsletter (as well as a "President's message" and "What's Happening" articles). Jeff K. noted that we need to assign people to post-meeting cleanup duty.

To Do:

GEORGE/PHIL: Send meeting article to Greg for newsletter.

12. GIS Day

Erich Seamon (SF) sent SF's flyer from last year GIS Day for BAAMA's review and revision. There's still some question as to whether there will be a BAAMA poster contest at the SF GIS Day; Lis, Erich and Lysee need to coordinate this. George asked whether SF has done any projects that could receive recognition from BAAMA and provide a photo op. After some discussion as to the limits of the request (i.e., no "fixed" awards), two potential ideas were raised: an award for "exemplary SF poster" given to the mayor on behalf of the city, or to have him present awards to the winners of the poster contest.

13. Cal GIS

The 2004 CalGIS contract has been signed. The 2004 CalGIS organizing committee is meeting at the same time as the BAAMA Board. Lysee will provide a status report at the next meeting.

14. URISA restructuring

Bill Gentes, URISA's executive director, has resigned, and a management team of senior staff has assumed leadership of the organization. The annual conference (to be held 10/26-30 in Chicago) is still a go. There was good attendance at the URISA street conference in Portland.

SoCal URISA has decided to reorganize. The Central Valley will have its own chapter encompassing Kern, San Luis Obispo, Kings, Tulare, Fresno, Inyo, Madera, Merced, Stanislaus, San Joaquin, and Mono counties. The rest of Southern California will become a single region. The new URISA chapter does not extend into BAAMA's jurisdiction. There is a question concerning how to divvy up CalGIS proceeds, but it won't be an issue until 2005 conference.

Immediately prior to the Board meeting, Rob Ball sent a message the BAAMA Board members asking whether CGIA could poll its membership on a potential merger of CGIA and URISA. After a brief discussion, the Board agreed that it did not have time to review and discuss the implications of

the proposal and that although BAAMA is open to mutual activities, the question for now should be left off the questionnaire.

Motion: George should contact Rob Ball and ask him to remove the question from the survey.
Motion passed unanimously. [Note: Letter was sent on Sept. 11, 2002.]

15. The meeting adjourned at 8:55 pm.

BAAMA Board meeting

August 6, 2002

6:30-8:30 pm

San Jose Int'l Airport Administration Building

Attendees:

Phil Beilin (PHISHERMAN), Treasurer

Bruce Joffe (LEFT-WING COMMANDER)

Van Johnson (V-MAN) (by phone)

Jeff Kapellas (AQUAMAN), Secretary

Lysee Moyaert (WAVE REBEL)

Mike Skowronek (RAIL WARRIOR)

George White (THE EAGLE), President

Greg Bazhaw (BAZ), Advisory Board/Newsletter Editor

Jeff Fiore, Advisory Board

Scott Gilliland, Advisory Board

1. The meeting called to order at approx. 6:30 pm.

2. The July Board meeting minutes were approved as written.

3. Financial report

Phil will provide a financial statement for next meeting. He is recategorizing some items for report. Bruce noted to make sure to have the accountant double-check the recategorization. For example, CalGIS seed money needs to be tracked separately. The tax statement is due for the last year; Phil will coordinate.

Action Items:

PHIL: Provide financial statement for last fiscal year at September Board meeting.

PHIL: Provide quarterly financial statement at October Board meeting

PHIL: Contact accountant regarding tax deadlines.

4. Discussion of the GIS survey

Mike presented the summary financial statement of the GIS survey that the Board requested at the last meeting. All Board members should promote the survey and the metadata catalog to the BAAMA membership. Mike will write an article for the newsletter.

Action Items:

MIKE/DENNIS: Do an email push to the membership when the final report is ready.

MIKE: Write an article on the survey and report for the newsletter.

5. Membership Drive report

Pat was not present. George drafted two letters (one for corporate sponsors, one for individuals) to delinquent members reminding them that their membership benefits will expire on 8/31. At first meeting in September, Bruce will allocate corporate sponsors for Board members to call to try to

rejoin. The BAAMA bumper stickers may be done in time for the 8/22 meeting. After discussion, the Board decided to mail out the stickers to the members rather than pass out the stickers at the board meeting and try to administer who received the sticker and who didn't. There's still some question of how to distribute the stickers for corporate sponsors, since BAAMA's corporate contact list is often incorrect. For now, we'll distribute to those contacts.

6. CalGIS 2003

CalGIS 2003 has been moved to April 9-11 due to a booking error by the conference center. Lee Ann will negotiate a rebate or in-kind services from the conference center for the inconvenience. The new date is also inconvenient because it only gives us 10 months before CalGIS 2004. Bruce suggested to Lee Ann that she get sponsors to sign up for both years to help alleviate some of the inconvenience. Lysee will contact SoCal URISA to ensure that they follow through on Lee Ann's contract, which BAAMA has already approved. Bruce suggested that Lysee continue as the BAAMA liaison for the CalGIS 2003 committee.

7. CalGIS 2004

The first planning meeting for CalGIS 2004 is scheduled for Tuesday, 8/13. Lysee has a draft agenda and will try to get an overview of various sub-committee tasks before appointing chairs. Lysee has about 7 volunteers already enlisted to help with the CalGIS 2004 planning. Lysee requested funds for refreshments for CalGIS 2004 meetings and can provide a budget for those expenses before the next Board meeting.

8. URISA Board meeting

URISA's Board met last week. BAAMA should continue to promote URISA's strengths in order to attract membership. URISA's special conferences are successful. URISA also provides insurance against board members (including BAAMA's) from being sued. Phil raised the question of whether BAAMA could pay for Board member's membership. Bruce suggested discussion of that suggestion be tabled until the retreat in order to discuss it in context of an annual budget. Van asked whether BAAMA is required, as a URISA chapter, to provide funds to the parent organization. BAAMA is not required to do so. Kern County wants to make itself a URISA chapter. If Kern does become a chapter, it raises the issue of how CalGIS funds would be divided, with each chapter receiving an equal share or if all funds divided between Northern and Southern California.

9. Strategic retreat

The second part of the Strategic Retreat will be held Saturday, 8/10, 9:00-1:00 pm at Bruce's house. 902 Rose Ave., Piedmont.

10. Holiday party

There was more discussion about whether the BAAMA Holiday party should be open to the members, or only Board members. One issue is whether we can find a suitable space and how much it would cost. Mike offered to contact some potential locations, such as the Berkeley Yacht Club. Van suggested combining the event with a charity, such as Toys for Tots, or a food drive. The Board concurred that such was an excellent idea. Potential dates for the party are 12/4-6 or 12/11-13.

Action items:

MIKE: Contact Berkeley Yacht Club and other meeting places provided by Board members to check their availability and cost.

ALL BOARD MEMBERS: Provide meeting location suggestions to Mike.

11. Selection of new Board member

Ken Blankinship has resigned from the Board due to family obligations. The Board members expressed their appreciation for Ken's long-time contributions to BAAMA. The Board heard candidate statements from Jeff Fiore and Scott Gilliland. After deliberation, the Board voted to appoint Jeff F. to the Board.

Action item:

GEORGE: Write an article for the newsletter welcoming Jeff and thanking Ken for his contributions.

JEFF F.: Choose new nickname.

12. August meeting

The USGS asked us whether its employees can attend the meeting for free.

Motion (Jeff K./Mike): Employees of an organization that hosts BAAMA with a free meeting space may attend that meeting without charge, irregardless of the organization's or employee's BAAMA membership status. Motion passed.

Meeting Assignments:

PHIL/JEFF F./VAN: Registration desk.

PHIL: Check and replenish registration supplies in reg. Box.

VAN: Send BAAMA membership list to Jeff K.

JEFF K.: Distribute BAAMA membership list to registration desk participants.

GEORGE: BAAMA announcements

JEFF F.: Donuts

BRUCE: Bagels

SCOTT: Coffee/tea

JEFF K.: Milk/juice/fruit

JEFF K.: Backup projector and easel.

13. Newsletter

Greg gave an update on the status of the newsletter. He would like to change the membership application page to give more name/address space. He changed the mailing label spot to make better use of the space. He would like to get a larger version of the new BAAMA logo as the one from the web site pixelates when expanded for the newsletter. Mike asked Greg to provide an "organization friendly" version of the membership application (i.e., one that says "INVOICE") for posting on the web. Greg suggested that meeting organizers provide speakers with the opportunities to provide an article for the newsletter, especially speakers from corporate sponsors. Greg noted that newsletter articles geared more toward "upper management" rather than technical in nature are more likely to be read. George suggested putting a box in the newsletter calling for submissions. Mike suggested a

"Have a job/need a job? Go to baama.org" box as well as a "Need metadata? Go to ceres.org" box. Another suggestion would be a "Cool websites" feature.

Action items

MIKE: Check with web designers to see if they have a larger version of the BAAMA logo.

14. BAR-GC

Nomination of Lis as BAAMA representative to the BAR-GC (Mike/Lysee). Motion passed.

15. GIS Day

Lysee will forward poster contest info to Board members so that they can begin to advertise the map contest. Board members should also start thinking of potential speakers (20 min. talks); fire depts., police, real estate, etc. Lysee will send the schedule and location details to Mike to post on web. The poster contest be an evening session (6:00 start) rather than mid-afternoon event. Foothill Junior College is also having GIS Day and may bring their posters to the USGS after their events conclude. We also need people to contact press to get publicity and to put together a good press kit with graphics (8.5" X 11"). There will be a GIS Day organization meeting next Wednesday 8/14 @ USGS office. 6:00 pm.

Action items

LYSEE: Send poster contest info to Board Members and schedule to Mike.

16. Next meeting items

Set new educational meeting calendar: Dec 2002 – Jun 2003
October meeting update.

17. Meeting adjourned at approximately 8:35 pm.

BAAMA Board Meeting

July 2, 2002

6:30 pm - 8:30 pm

MTC, 101 Eighth St., Oakland

Attendees:

George White, President

Lis Klute, Vice President

Jeff Kapellas, Secretary

Phil Beilin, Treasurer

Mike Skowronek

Bruce Joffe

Lysee Moyaert

Dennis Klein

Scott Gilliland (Advisory)

1. Meeting convened at 6:45 pm. The minutes from the June meeting were approved.

2. Financial report

Phil provided financial report. BAAMA is still awaiting reimbursement from FGDC for expenses accrued in conducting the metadata survey. Motion (Mike/Lis): Pay Amy for time spent working on the survey. Motion passed. Phil suggested rolling CDs into an interest-bearing checking account, whose interest rate is only 0.2% less than checking and provides increased liquidity. After discussion of the pros and cons, the Board decided to continue depositing its funds into CDs.

ACTIONS:

Mike: provide Board with wrap-up financial report for the metadata survey

Phil: Manage CDs as listed above.

3. Membership Drive

Pat DeTemple was not present to provide report on membership subcommittee. Lis informed the Board that the company that will produce the BAAMA stickers sent an estimate but it was lost in the email ethers. They will resend it to Lis. Dennis emphasized that we need a big push for the next meeting. George would like to get all nine counties as members.

ACTIONS:

Phil: Send corporate sponsors list to Mike.

Gina: Add "Invoice" to the corporate membership form.

Bruce: Get a current, updated list of unpaid corporate sponsors and send Board members assignments of whom to call.

All: Call assigned corporate sponsors during August.

4. State GISC

Lis reported on the GISC. GISC asked each state agency member to contribute \$4K to cover costs. OES has contributed \$10K for the current year and will host the Aug/Sep meeting. SCAG will host

the November meeting. GISC voted on the regional council formation guidelines and application forms. The federal Stafford Act, which enables federal reimbursement for damages caused by emergencies, has been modified to require that states to complete an inventory of every major public building. This will be an important project undertaken by GISC in the coming year. GISC was impressed by the BAAMA metadata survey and the BAR-GC formation documentation. GISC has no monetary funding for BAR-GC, but will provide other kinds of support (e.g.: in-kind). The largest priorities for GISC are the development of a resource survey (a la the metadata survey) and the formation of the private sector advisory group.

5. BAR-GC

Mike reported. The BAR-GC formation committee met on June 20 and discussed a governance structure plan presented by Pat: 14 permanent seats (one each from the nine Bay Area counties, Oakland, San Jose, BAAMA, ABAG, MTC) and 11 at-large seats. The group debated whether private entities could be members. Consensus restricted membership to public agencies. The 14 permanent members will allocate the at-large seats. All representatives need to get explicit approval from their highest organizational executive. The BAR-GC approved the formation document and governance structure; it now needs to designate a GISC representative. BAAMA needs to designate its BAR-GC representative; several members have expressed interest. Mike suggested that BAAMA provide seed money at some point for the BAR-GC. Bruce suggested that if BAR-GC asks all council members to add a share, then BAAMA should do so, but if BAAMA is asked to provide more (or special) funding, then it should be considered a loan.

ACTIONS:

All: Board members interested in being BAR-GC representative should send self-nomination to George by 7/30/02.

All: Vote on representative at next meeting.

6. July 20 meeting recap

BAAMA organizers should make sure that the speaker's mikes are on. It is incumbent upon the meeting organizers to know how the microphones work. There's an ongoing problem of speakers addressing the screen and not the audience; organizers should try to warn speakers from doing this. There was another snafu in the distribution of membership lists to the organizers. For future meetings, membership lists will be sent to Jeff one week ahead of time and he will distribute them to the meeting organizers.

ACTIONS:

Van: Send membership lists to Jeff one week ahead of time.

All: Rotate and assign clean-up duties for the meeting so the same people aren't doing it each week.

All: Registration table items need to be put back in the box!!!

7. Cal GIS

Bruce communicated BAAMA concerns to Lee Ann about CalGIS and she has responded (see report). We all need to provide sponsorship form to potential sponsors. For 2004 meeting announcement, Lis expressed some comments/corrections. Lysee will revise and resend. Other members should provide comments. Lis would like to see the soiree budget increased. Motion

(Lis/Mike): Approve the 2003 CalGIS contract with revisions as mentioned. All comments are due to Lysee by 7.19; Lysee will only circulate substantial revisions for comment. Motion passed.

8. Strategic retreat

Discussion of how to structure the upcoming Board retreat. George provided a model of the planning process. The meeting will be at Mike's house, Saturday, July 20, 9:00 am -1:30 pm, with BBQ afterwards. George has a volunteer to take notes. Scott will backup. Bruce commended George on putting together a good mission/vision document. Bruce handed out a proposed structured agenda. Discussion of how to structure the retreat, what the format of the meeting will be and whether the focus should be on strategy or tasks. George suggested a looser structure; if we can get a mission, vision, identify strategic priorities and develop two action plans, we'll be doing good.

9. 8/22 educational meeting

The meeting will be on GIS in Environmental protection. This is a good opportunity to get the word out to groups who usually don't attend BAAMA functions (environmental, etc.) and we should send our push to them as well. We should also send a message to the South Bay GIS users groups.

10. Discussion of the October meeting, holiday party, and Jan meeting deferred.

11. GIS Day

Lis is willing to coordinate with SF and Lysee on the GIS Day poster contest. We should make sure that prizes distributed at the two events are comparable. Maps submissions should also be "double stickered" on the judging sheet and back of the poster to ensure that entries are returned to their owners. It may be possible to show SF GIS Day winners at the South Bay event. BAAMA/BAR-GC will make sure to set up info table to solicit memberships. Bruce noted that SF has a good PR structure and can help with publicity. Motion (Jeff/Dennis): BAAMA agrees to co-sponsor the SF GIS Day to the extent practicable. Motion passed. Mike will be BAAMA liaison with the Erich for SF GIS Day.

12. Posting RFP/RFQ Announcements on Site

Mike reported that it would cost at least \$1200 to set up a RFP/RFQ page. Discussion of whether RFP/RFQs are service available only to our sponsors. Motion (Bruce/Phil): Only sponsors can post RFP/RFQ on the site (motion failed, one abstention). Further discussion over whether we should accept RFPs from non-sponsors, and whether to provide additional services (such as email pushes) to sponsors when RFPs/RFQs are posted. Motion (George/Lis): Allow non-sponsor RFPs but encourage them to become sponsors. Motion passed (one abstention). Mike suggested box in the newsletter that let people know that they could post RFPs (and job announcements).

13. Meeting adjourned at 8:55 pm