ORURISA BOARD RETREAT

Friday, April 28, 2017
8:30 AM to 4:30 PM
Meeting called by: Molly Vogt, President
Meeting type: ORURISA board retreat
Facilitator: Molly Vogt
Minutes prepared by Theresa Burcsu, Communications Director/Secretary

Action items and decisions recap

Board Action Items:
1. John B. to provide Keith with some Data Fair questions to include in the GIA evaluation
2. Everyone with interest in the OneURISA (formerly Unified Membership Model) to send Cy suggestions or comments on how to gather information from members about desired/required membership services
3. Cy to lead and form a new healthcare SIG in response to Gov. Kitzhaber's challenge to solve health care issues using GIS voiced at GIA.
4. Theresa to ensure that John Sharrard has admin rights to Wild Apricot
5. Theresa to share spreadsheet of committee and board action items with everyone.
6. Everyone to review and update committee and board action items spreadsheet.

Decisions:
1. Keith Massie was unanimously reappointed to the 3-year position of Treasurer. Lesley motioned for Keith to remain. John B seconded motion.
2. The Board will use Google Docs to share documents (informal decision).

Committee Action Items:
- Biz & Communications Comm.: explore website providers and maintenance
- New Audiences committee: address issue of getting non-traditional GIS participants.

Potential Action and Discussion Items:
- <u>Potential board or committee action item</u>: explore other potential revenue sources.
- <u>Potential action item</u>: how do we inform membership of things like H.R. 482?
- <u>Potential action item</u>: develop ORURISA's capacity to tell stories to bring in new people.

Resources
1. Draft agenda: https://docs.google.com/document/d/1AleIiVhbnXkhwW2CGSA1-E2NJILzXauUAyyi0Cgncjg/edit?usp=sharing
2. Treasure's update and Financial report: https://drive.google.com/open?id=0BxfgH5q6pPPMaXBTX0NXdVZvb1k
3. Committee goal making outcomes recorded in Google sheet "Committee and Board Action Items for 2017-18: https://docs.google.com/spreadsheets/d/1_vGgfjd0Xer0LWwCHF9LMqhde2SB54Lk0Pj4SOSbhxE/edit?usp=sharing

Attendance Record

(absent) "Percy" David Percy, Portland Open Source Geospatial User Group
(absent) Alexa Todd, Young Professionals
(absent) Amy Esnard, Gorge Area GIS Users Group
(absent) Chris Wayne, Klamath Basin Users Group
Colleen Miller, Central Oregon GIS Users Group
Cy Smith, Member-at-Large
Dean Anderson, Past President & Oregon GIS Association
John Bragg, South Coast Users Group
John Sharrard, Member-at-Large
(absent) Karim Naguib, Southern Oregon GIS Users Group
(absent) Keith Massie, Treasurer
(absent) Laura Gabel, Central Coast GIS Users Group
Lesley Hegewald, Willamette Valley GIS Users Group
(absent) Mark Scott, Columbia Pacific GIS Users Group
Matt Freid, Member-at-Large
Molly Vogt, President
Richard L'Esperance, Member-at-Large
(absent) Robb Kirkman, Portland Area GIS Users Group
Theresa Burcsu, Communications Director/Secretary
Melissa Crane, President Elect

 Molly welcomed everyone and introduced new board member, Melissa Crane, President-elect.

Board Business Meeting
Treasurer's Report - Molly for Keith

- Looking to ensure that next year we get the discounted rate at PSU for GIA. Wasn't ultimately able to get it.
- Website - ORURISA spends a fair amount of $$ on this, the Board may want to review this.
  - Action item for Biz & Communications Comm.: explore website providers and maintenance
  - Website: $1,912
- Treasure's update and Financial report is located in the https://drive.google.com/open?id=0BxfgH5q6pPPMaXBTX0NXdVZvb1k
  - When viewing the spreadsheet, keep in mind that the *president's expenses* are for two years, all other projected expenses are for one year. Pres. Expenses include sending the Pres to URISA (national) conference.
  - Bank balance as of 3/8/2017: $4,367
  - No projected revenue from 2017 GIA at this time, despite improved turnout. Reasons for projection include higher venue cost and free workshops (were not free in the past and provided some revenue).
  - GIA is the only revenue source. Chapter membership is rolled into the conference fee.
  - Potential board or committee action item: explore other potential revenue sources.
    - e.g., Workshops sponsored by ORURISA where there is a fee. In the past, workshops have proposed as both opportunities for revenue and opportunities to provide a

service to the community (free or subsidized for members). When workshops were a revenue source, it was because the group needed some revenue.

- Suggested solution: Having a mixed model may be useful where those who can pay (i.e., employers pay for professional development) and subsidize costs for students and others in need.
- e.g., Symposium by the Sea. Part workshop, part conference. Usually a fee with these.
- Question: Is the issue finding the sweet spot for revenue and subsidization?
- Other issues:
    - Getting someone to organize the events.
        - Possible solution: delegate responsibilities to SIGs/Sections. Could develop a template or agenda that can be hosted regionally with very little change to make the lift easier.
    - In the past events haven't been successful.
        - Possible solution: use the idea, but examine and implement changes to improve attendance/participation.

Treasurer's appointment - vote needed

- 3 year term - Keith is interested in reappointment. Lesley motioned for Keith to remain. John B seconded motion.
- Decision: unanimous decision to reappointment Keith

Unified Membership Model (UMM) update- Cy

Background

- UMM was to be evaluated by 8 chapters, including the Oregon chapter. Chapters were selected to provide a range of sizes and state membership models, Canadian Ontario Chapter also selected. Ontario chapter was unable to implement the evaluation due to lack of support and agreement about how to perform the evaluation. Chicagoland Chapter also selected and didn't finish the evaluation because the chapter became so small that it became inactive. Chapter evaluations took place in 2016.
- Reason for pursuing the UMM was to address a serious membership decline from 5000+ to about 1800 members nationally. Increase the membership to historic levels. Power in numbers. Efficiencies gained.

Evaluation results and next steps

- 6 chapters completed the UMM evaluation
- UMM advisory group added members from Ontario and Chicago. Advisory group is currently formulating an implementation plan for the UMM. Last met on April 26, 2017.
- Advisory group has just collected all of the evaluation info. Will examine closely the *cost per member for services.* Membership services are currently provided by URISA administrative staff to provide services to the membership. Advisory group will use the cost per member for services to evaluate and determine an appropriate membership fee and meet the new membership model objective to lower existing membership fees. Advisory group anticipates that the membership services provided to members must be changed to accomplish lower membership fees under the UMM.
- UMM has been renamed; now called "OneURISA". Rebranded to help gain support from newly exposed participants and members to this membership model proposal.

- Chapter Advisory Board was created about 2 years ago (2015) to provide direct chapter input to the national level URISA and to increase collaboration between chapters and national board members.
- Implementation Plan (draft) due by end of May 2017 to national board. Advisory group will consult chapters prior to submitting to the national board.
- Advisory group may hire a consultant or organization to help identify an implementation plan solution. Funds to pay for this would be solicited from URISA sponsors and member organizations.

Discussion
- Will be useful [for the Oregon chapter] to compare and evaluate website services offered by URISA versus current provider(s); more specifically, some of the GIA website services, like registration costs, could be taken on by URISA. California does this.
- Detailed cost balancing will be in the UMM implementation plan.
- Oregon Chapter looked at the current revenue model of GIA as the sole revenue source during its evaluation of the UMM.
- $75 is the current proposed URISA fee
- Question: has a survey been done that asks for information from current and/or potential members about desired services?
    - Answer: No. We [the UMM advisory group] are thinking about doing this later in the process. Also looking to keep the functions and processes for participation relatively unchanged because current model seems to be working. Advisory group concluded that the costs for services to members and chapters is the key [to a successful UMM].
    - Action item: send Cy suggestions or comments on how to gather information about membership services
- NOAA created the Coastal Training program that was implemented at local coastal reserves. Market analysis was completed at the beginning of the process to understand who else was providing services and identify gaps in services being provided. This was followed with a specific needs assessment targeting the gap identified (GIS training needs). The assessment included questions such as: *if we provide training what training would you like or need? How far would you travel? How much would you pay for X, Y, or Z?* Finally, we used the info to develop the strategy for training and put together a marketing program. Evaluations are always used to gather info about events. They provide info that can be used to fine-tune future events and make the case to potential funders.
- Action item: JB to provide Keith with some Data Fair questions in the GIA evaluation.
- The Oregon model is built on passive membership obtained from attending GIA. Active participation comes from attending workshops and SIGs and sections.
- The ORURISA board members in attendance discussed surveys and the value of them.
    - Questions on the surveys are important and provide some opportunities to increase awareness of the functions of the national URISA organization.
    - Most typical users may not care about what happens at the national level.
    - There seems to be some anxiety about reaching the "right" audiences in terms of being knowledgeable about the areas in which URISA wants/needs information.
    - Action item: Everyone may provide Cy with ideas for reaching the right audiences to provide information about membership services (also see similar action item above)

Geospatial community news and updates
- Data sharing legislation - Cy

- o HB2906 hearing with amendment occurred on April 27, 2017. Bill was given a do pass with amendments by the General Government section of the Joint Ways and Means committee to the next committees and legislature. Sen. Betsy Johnson wants to carry bill to the legislature when the time comes. Bill will result in re-evaluation of definition of Framework data, addressing of data gaps, and funding for these. Budget to be proposed for 2019 session. Budget proposal will need to be provided in 2018. OGIC will be put in statute with this bill. Mandate is to share Framework data starting 1/1/2020. Funding model will be the key to success. Committee voiced understanding that the cost for doing this will be high and funds necessary.
- URISA Board update - Robb & Cy
  - o OneURISA proposal
- Other news - All
  - o Cy - Four geospatial bills in the US Congress: S.110 Digital Coast Act; Emergency 911 bill (NG911) - funding Next Gen. 911 - has been funded through broadband fund and transportation; National Geospatial Data Act - will mandate government oversight over geospatial data spending and demand partnerships among local, state, and federal agencies to create/build data; Cy couldn't think of the 4th bill, but it was not HR482 or S.103 both cited as the Local Zoning Decisions Protection Act of 2017
    - HR482 & S.103 as introduced to house and senate to prohibit connecting to federal geospatial databases on the topic of housing and racial equitability. "No federal funds may be used to design, build, maintain, utilize, or provide access to a federal database of geospatial information on community racial disparities or disparities in access to affordable housing."
    - Discussion:
      - ▪ What should ORURISA be doing to distribute information such as H.R.482 and other issues of concern to the Oregon GIS community?
      - ▪ Potential action item: how do we get info to membership?
        - Potential solutions:
          - Twitter. News feed. Monthly newsletter/email summary.
          - News Serve idea on the ORURISA website is a solution. Embeddable? Automated?
          - Identify associated groups that we could advise on geospatial issues and ensure that they know about us. (e.g., AOC, League of Oregon Cities)

Geo Quiz
Driest place on earth - Dry Valleys, Antarctica
Image: City with a 12-to-1 sheep to human ratio: Christchurch, NZ

SIG / Section updates and past year reports

Lesley Hegewald, Willamette Valley GIS Users Group
- Will have a meeting Tuesday, May 16th in Albany from 1:30-3:30pm.
- Section meetings: WVGISUG organizers put out a call for hosts and presenters. Usually have 1-3 presenters.
- The last meeting included a round table.
- Discussion topics may include who is using ArcGIS Pro, what projects different organizations have going on.

Successful formats: Presentation, round table, followed by a happy hour.

Colleen Miller, Central Oregon GIS Users Group
- Had a successful event in November.
- John S gave some demos on Collector, Survey 1-2-3, drone/UAM demo.
- Have had issues getting people to present what they've done.
    - Proposed solution: ask participants to do a very short demo of what folks are doing.
- Networking is crucial to the section because there are only a few GIS users.

Discussion on the topic of getting presenters: offer prizes (e.g., a pitcher of beer, coffee card, etc.)

Discussion: getting people who are not traditional GIS folks involved.
Action item: "New Audiences" committee will address issue of getting non-traditional GIS participants.

John Bragg, South Coast Users Group and New Audiences Committee
- Have run into people who don't know what GIS is, so states "computer mapping" instead. Story tellers who use maps and data and images to get their stories across. Challenged group to think about the stories we tell to and telling stories to bring new people into the group and community. Develop story telling skill in the organization by tapping people with these skills.
- Potential action item: develop ORURISA's capacity to tell stories to bring in new people.
- SCUG will work with the WVUG to put on the Symposium by the Sea.

Robb - PAGIS
- Good turnout last time especially among the younger generation.
- Could plug into the PSU GIS career fair.
- Ideas for future meetings: Interview panels, resume writing.
- Reaching out to the Technology Association of Oregon and other orgs to get new memberships.

Rogue Valley held a meeting. John S presented and it was well-attended.

Klamath Basin UG had scheduled a meeting but was goofed up by the weather and hasn't been rescheduled

Board Committee updates and past year reports
- Overview and recap of Committees – Molly Vogt
    - 4 board committees. Each committee has a draft charter and is continuing to clarify roles and responsibilities and goals.
    - The GIS in Action board committee has been merged with the GIA planning committee.
        - Concern was voiced that Board was not informed early enough about the PSU rental rate to do something about it. The communications between the planning committee and the Board will always be dynamic. Perhaps certain points of coordination can be identified and used for input in the future.
- Board Business & Communications Committee – Molly Vogt
    - Charge: is to facilitate communications and information sharing and board business such as planning the Board Retreat.

- New Audiences Committee – John Bragg
  - Charge: thinking about how we engage with groups not related to URISA; also deepening relationships within existing organization network. Individuals/groups on the periphery of GIS.
- Existing Relationships – John Sharrard
  - Charge: how to make resources (information, topics, tools, and more) available to the SIGs and sections. Allow groups to have a shared set of resources.
- GIS In Action – Rich L'Esperance
  - Charge: make GIA successful
  - GIA was successful! We tried some new things this year. May want to introduce one or two new things every year…but this year was very successful so likely much will be emulated next year.
  - Room for improved communications between the ORURISA Board and the GIA planning group (joint with ASPRS).
  - Will form the full committee in September.
  - May get a few people together once or twice over the summer to get working on the PSU discount/venue issues. The issue of contention seemed to be that no students were driving the process. Discount is for student-run events.
  - New leadership will be need in the fall for the committee.

Geo Quiz
- Which continent has no active volcanos? Australia - Melissa Crane - winner
- Image: Which mountain is this? Three Fingered Jack - John S.
- How many Clark Counties are there in the US? 12 - Rich L'Esperance

Vision and Goals for 2017-18
- ORURISA mission and goal reviewed (taken from our website) - Molly
  - Special topics:
    - Rebranding - Rich
    - GIS for Public Good - John B.
      - Purpose: to identify the sorts of things that ORURISA can get behind for the public good
      - Actions ORURISA could take:
        - Sessions at conferences such as GIA and Symposium by the Sea
        - Figuring out what this is. Topics such as social justice/geographies in need
      - Next actions: none defined
    - Governor's Challenge - Cy
      - Background
        - *The challenge identified 3 components needed to meet the health care needs of the people of Oregon.*
          1. *Financing*
          2. *Operations*
          3. *Delivery*
        - *GIS could play a role in ensuring that health care needs are met. Individuals and organizations that are on the financing side of health care make funding contributions but don't currently play a significant role in driving expenditures for response or prevention of health care issues. The*

organizations that are on the operations side of health care tend to see the funding as expenditures rather than investments. They pursue very tactical approaches to resolving issues. The Governor provided an example, that if a baby is dying in the emergency room, and a choice has to be made between making an expenditure to save that child versus spending money on programs to help mothers that would keep more babies from getting in that position, the money will be spent on the dying baby every time. And that's appropriate, but we have to find a way to spend some of the resources on investments in programs for prevention. The finance and operations organizations need a tool or platform for informed decision making; GIS can provide such a tool. The StreamBank common operating picture and coordination model is an example of this. It can be used to coordinate efforts and increase efficiency with which resources are being used, e.g., prevent overlapping coverage where it doesn't make sense.

- o *Next steps:*
  1. *Meet with Pam Curtis and Stephanie Betteridge of OHSU's Center for Evidence Based Policy.*
  2. *Meet with GIS community members who want to be involved.*
  3. *Augment the Gov's presentation into something with more detail to become self-explanatory to the audience*
  4. *Meet with the funding and operational community to discuss the issues and possible solutions.*
  5. *Develop a plan of action, timeline, etc.*

- Tom and Oona from DHS joined the meeting after lunch. Tom was hired to put together a map portal or viewer for all things DHS that is similar to what Gov. Kitzhaber proposed in his [The Governor's] challenge.
- Discussion: What is ORURISA's role in this?
  - Decision: will form a SIG focused on healthcare GIS to provide a mechanism for moving the solution forward.
    - Cy volunteered to be the initial SIG lead and develop a proposal/charter. John B. interested in being a part.
    - Action item: Cy to form the healthcare SIG.
  - Question: Does this fit into the ORURISA mission?
  - Answer: Let's review the mission
    - Question: What is meant by "enterprise information environment" in mission item #3?
    - Answer: to collaborate across a broad array of agencies and organizations.
  - It was proposed that this challenge is DHS's challenge and that ORURISA can be place to facilitate the solution.
  - Concern: if ORURISA proposes a solution (a top-down solution), it will be perceived as a threat to local organizations
  - It was proposed that our organization can also play a role in the education of the public.

Geo Quiz

What was the percentage of OR voters who voted for an independent gubernatorial candidate.

Answer: 4%

Committee Break-Out Session

Desired outcomes: Committee-driven lists of goals for collective prioritization for 2017-2018
Outcomes recorded in Google sheet "Committee and Board Action Items for 2017-18:
https://docs.google.com/spreadsheets/d/1_vGgfjd0Xer0LWwCHF9LMqhde2SB54Lk0Pj4SOSbhxE/edit?usp=sharing

Description of activities: committees met in break-out groups to discuss and record goals. Everyone came back together to learn about the identified goals. Committees broke-out again to add specificity and timelines.

Outcomes:

Topics that were not discussed but added to spreadsheet as "unassigned":

- Rebranding
- Workshops

Geo Quiz: Most populated country on Earth: Monaco

Board Business and Communications

Informal decision made by hand raising vote: Board will use Google docs for sharing documents.

Existing Audiences

Action item: TB to ensure that John Sharrard has admin rights to Wild Apricot

Molly compiled a parking lot list of items to discuss over the next year.

PARKING LOT

- News serv
- Workshops for revenue / kool apps
- Website service
- Twitter activity
- Liaisons to professional orgs with shared interests - for news updates and presentations at their meetings (New Audiences committee)
- Storytelling as objective - to reach & partner with new audiences
- Career guidance and networking - PAGIS/YP then share back with Board/SIGs, coordinate with New/Existing audiences.

Meeting adjourned at 4:20 PM.