

Minutes: ASPRS Potomac Region Board Meeting, 18 June 2018

Board Members Present:

Jackie Carr (Vice President)
Chris McGlone (Immediate Past President)
David Lasko (Secretary/Treasurer)
Hope Morgan (Region Director)
Yogendra Singh (Historian)

Board Members Absent:

Gang Chen (President)
Mukul Sonwalkar (Region Officers Council Representative)
Evan Brown (Region Director)
Michael Paquette (Region Director)

1. **Opening:** The meeting was held via teleconference and was opened by Vice President Jackie Carr at 5:35 pm; a quorum was present. The minutes from the April Board meeting were unanimously approved.

2. **President's Report (Carr for Chen):**
 - The Board welcomed its new Regional Director, Hope Morgan, who replaced David Alvarez. Hope has recently invigorated the North Carolina Chapter of the ASPRS Potomac Region, which now has several interim officers serving, with an election forthcoming this December, as well as three main committees.
 - Jackie, in support of Gang, recently connected with Kurt Schwoppe, Director of Business Development for Imagery for Esri. Kurt indicated Esri is willing to support Potomac Region events at their local facility. This includes hosting up to 50 people in their spaces, setting up and conducting technical tours. Kurt also shared some successful social and technical events in which he has participated lately. Kurt has been actively involved in ASPRS for several years.
 - Technical Tours:
 - Esri in Charlotte, NC. Esri has agreed to sponsor a tour with the date forthcoming.
 - PrecisionHawk, Raleigh, NC (drone sales and services). Date to be set.
 - NC Emergency Management Office, Raleigh, NC. Date to be set.
 - Geodynamics, Newport, NC (a coastal mapping company). This will occur sometime in November.
 - Student Chapters: Gang has reached out and begun discussion with faculty advisors at University of West Virginia, James Madison University and Appalachian State College. He will coordinate with students this fall. Hope reported that she is working with academic professors, associated with APSRS, at other universities to start student chapters.
 - ASPRS Annual Meeting and call for Abstracts: The ASPRS 2019 Annual Conference, January 28-30, 2019, will be co-located in Denver, Colorado with the 19th Annual International LiDAR Mapping Forum (ILMF). Abstracts are due July 15.

3. **Vice President's Report (Carr):**

- GeoTech Background
 - Jackie provided a review of the reference paper she provided in advance of the meeting. This includes themes, dates, financial aspects and planning process for the past GeoTech conferences dating back to 2003. See the attachment for details about past conferences. Key points include:
 - Strong NOAA backing and participation were very helpful in making many past events both successful and profitable. NOAA did not charge for use of the facility and attracted many employees.
 - Industry sponsorship that included provision of venues helped make other conferences successful. Similarly, setting themes that are industry oriented may help to increase attendance.
 - Teaming with other organizations to host or sponsor events may provide an easier way to get involved with a broader set of activities. This includes adding mini-events related to ASPRS at events which have some connection to the activities and interests of ASPRS.
 - Many organizations have found that connecting conference activities with professional development are quite successful (certification, license maintenance, continuing education credits, ...)
 - Many organizations have found that over recent years corporate sponsorships commitments are smaller and harder to garner. Requests for corporate exhibit space are also dwindling.
 - In general, the conferences have not provided a lot of profit for the region, which is fine since value is more important than profit. The main costs include food and facilities. Thus if we have a sponsor that provides use of their facility at no charge, we have less risk of loss of funding.
 - Hope indicated there are some NC state conferences that are good candidates for our involvement, such as a state level GIS conference in 2019. She is on their program committee and can act as an interface for our involvement.
 - Hope also indicated she has set up webinars that have been very successful. These focus on specific topics and involve just a few hours of attendees' time, a handful of presentations and grant credit hours.
 - The Board generally expressed an interest in smaller, more frequent local events targeted for specific audiences held at different locations across the region rather than planning a larger, general conference that lasts one or two days.
 - Discussion of increasing member benefit activities, setting goals
 - Jackie challenged the Board to consider setting a goal of one activity per month across the region, starting in the fall, as part of a broader goal to increase the level of activities for our membership over the long term. Online events in particular provide a good way to start this, since they are easy to set up, attract a significant number of attendees and do provide value. One hour panel presentations followed by a social hour is another type of activity that is fairly easy to set up.
 - Esri will be providing us with some past examples they have found successful.

- As Vice President Jackie will be oversee the progression and coordination of these events. Anyone willing to pursue an event should contact her.
- Awards. We have not provided any award recently. The Board discussed examples of awards we could provide, such as member of the year, student research awards, collaborative project awards. We will need to develop a process to advertise, nominate, deliberate and provide these awards. Anyone willing to run this process should contact Gang or Jackie.

4. Secretary/Treasurer's Report (Lasko):

- Total in accounts as off May 31: \$33,588
 - Checking \$6,314
 - Money Market \$27,274
- May income: \$72 deposit of unused portion of grant to recent JMU activity.
- May expenses:
 - None

5. Region Directors' Report (Paquette, Brown):

- Vricon
 - Update at next Board meeting.
- TUGis (7-8 August 2018)
 - Lasko will coordinate with TUGis regarding possible participation, such as providing a booth.
- Smithsonian Tour
 - Jackie will follow up regarding when this can occur. This may be open to Region family members as well as Region members

6. Regional Officers Council Representative's Report (Sonwalkar):

- Update at next meeting

7. Other Relevant Business:

- Chris mentioned we need someone to manage and oversee updating our related social media sites with current information. Jackie, Dave and Chris will gather information offline and this will be added as an agenda item to address at the next meeting.

8. Meeting was adjourned at 6:22 pm.

Attachment: [GeoTech Study and Alternatives – May 2018](#)

GeoTech Study and Alternatives – May 2018

What follows...

- Gathering information to consider re-invigorating GeoTech as a means to...
- Subjective observations from the research...
- Insights to past GeoTechs...
- GeoTech success criteria and other general questions...
- Considering alternatives for increasing member benefits...
 - Examples of other types of events...
- Working list of related Regional, National and International Conferences...
- What does Potomac Region membership look like geographically?

Gathering information to consider re-invigorating GeoTech as a means to...

- Increase membership benefits
- Generate region income
- Increase PR's visibility for improved member recruitment

Subjective observations from the research...

- GeoTech has always been more about membership benefit than income generation
 - Most reliable income generation and participation may have been when it was hosted annually at NOAA with NOAA's sponsorship (hearsay and spotty data)
- Organizations at all levels are struggling to host well-attended and highly valued conferences
 - Successful strategies
 - Strong government sponsorship (NOAA's annual hosting of GeoTech was invaluable to generating topics, increasing exposure, and broadening audience)
 - Strong industry sponsorship (covering venue or food expenses, cash contribution and broadening audience)
 - Many small and large organizations are teaming up to host events and conferences which benefit members of both/all organizations
 - Conferences tied to professional development credits tend to be most robust (professions where edu. credits are required to maintain license or certification)
 - Challenges
 - Desire for exhibit space at many events is down
 - Sponsorship commitments seem to be smaller
 - Facility and amenities (refreshments) can be a major cost, facility sponsor typically does not offset any refreshment costs
 - A single locale event means some members have much greater travel costs to participate (in the past, the NC Chapter also held a one day event)

Insights to past GeoTechs...

Snapshot summaries of 3 past GeoTechs (derived from final budget reports)

	2015	2013	2010	2008 - Nat'l accredited workshop offered
Total actual profit/loss	\$218.25	-\$362.05	\$187.11	\$8,437.11 *
Income est/actual	\$14,475 / \$4,520	\$4,085 / \$8,760	\$19,965 / \$13,200	\$18,290 / \$19,355
Expense est/actual	\$9,521 / \$4,301	\$9,955 / \$9,122	\$16,500 / \$13,032	\$12,982 / \$10,918
# of registered attendees	23	52	124	88
# of non-member attendees	5	25	6	56 (26 students)
# of student attendees	4	7	17	31
# of sponsors	1 (\$750 total)	1 (\$500 total)	5 (\$1250 total)	Report shows 0
# of exhibitors	2 (\$700 total)	0	2 (\$600 total)	Report shows 0
Largest expense	Refreshments (\$2,281)	Refreshments (\$3722.40)	Refreshments (\$6,836)	Refreshments (\$6,769)

* No record found verifying how much was Nationals portion and what was retained by Potomac Region; some estimation documents indicate PR kept 10% of workshop registration

GeoTech history document (2008) provided by Pete Doucette gives a snapshot of themes, sponsors and exhibitors over time

<https://drive.google.com/open?id=1MKvsYVxfW4TLaaYNukL79TorNVSfdCEt>

Updated GeoTech history document (2018) extends this capture forward through the 2015 GeoTech

<https://drive.google.com/open?id=1Lh8lcvwpHvLI6nJ3LI1t7F3rp5DX1E0y>

Observation: Sponsor and exhibitor numbers and participates have varied significantly over time. This can be both a benefit and a challenge in re-invigorating an event.

GeoTech success criteria and other general questions...

- What would success look like?
 - Number of sponsors
 - Number of exhibitors
 - Registration numbers
 - Profit / loss
- Internally, we should not lose money
 - Region reserves are still very good despite the loan to National, can still afford some risk
 - Region no longer is supported by a portion of the membership fees to National and reserves have been diminishing over the last few years
- What do members want and will a two day conference provide that?
 - What do members want in their local region that is not provided by National?
 - A conference?
 - Local seminar events that require less travel?
 - Opportunities to engage colleagues? Social hours?
 - Opportunities to learn more about employment and careers opportunities?
 - Tech tours
 - “Meet the company” events
 - Opportunities for technical demonstrations
 - Tailored “soft” skill learning like leadership, or navigating commercial and federal customer bases, job search skills for younger professionals
 - Etc.
- How do we evaluate for short-term and long-term event goals?
- Whatever we do, how do we get the word out? What communication is working? What isn't?
For example, we have 40 followers on FB, but 571 active members in the region...

Considering alternatives for increasing member benefits

smaller localized (within the region) free or lower cost events...

Potential teaming partners...

- Organizations hosting either regional events or national events in our region, working list follows

Without substantial Region cost...

- Increase number of Tech Tours annually, increase regional spread of Tech Tours
- “Meet the company” events
- ASPRS Geobytes webinar re-broadcasts with social hour, with original presenter to answer questions if local to the region
- Repeat Annual meeting presentations by presenters within the region with social hour
- Co-organize workshops/events with academic or industry partners, e.g., GIS Day celebration and software training
- Your ideas...

For fee events...

- ½ day seminars
- Evening technical panels or featured speakers (potentially with corporate sponsorship)
- Repeat or updated offering of a National conference workshop developed by a region member
- Your ideas...

Spending money to get the ball rolling...

- Evening technical panels or featured speakers (paid speakers)
- Student and young professional social events (happy hours)
- Hosting an event in coordination with a partner’s event or conference (PR sponsoring something)
- Offering incentives to support student chapters’ activities
- Your ideas...

Examples of other types of events...

(sponsored or offered free to provide member benefits)

Hosting a technical session as a precursor to another larger event

<https://pswasprs.org/events/>

Later afternoon/evening colloquium / panel discussion with refreshments after

<https://www.aaas.org/event/engaging-public-food-and-water-security-perspectives-aaas-leshner-public-engagement-fellows>

Evening technical meetings http://neweng.asprs.org/mtgs_events.html

Meet the company events:

http://www.womenintechnology.org/index.php?option=com_jevents&task=icalrepeat.detail&evid=259&Itemid=135&year=2018&month=05&day=21&title=meet-the-company-procentrix&uid=2c68a8548e872de3004343010178cf59

Working list of related Regional, National and International Conferences...

Related Regional Conferences – These could be partnering opportunities.

What	Where	When
EnerGIS 2018 – GIS for Energy	Canonsburg PA	26-27 April 2018
TUgis	Towson MD	7-8 August 2018
2018 PSLs Summer Conference	State College PA	23-24 August 2018
MD Society of Surveyors Fall Conference	College Park MD	17-20 October 2018
AAG Mid-Atlantic Division Meeting	location unspecified	2-3 November 2018
2019 Annual VAS Convention	Herndon VA	24-27 April 2018
NCSS Annual Conference & Trade Show	?? NC	Feb? 2019

Related National Conferences – Dates to deconflict or partnering opportunities (in blue).

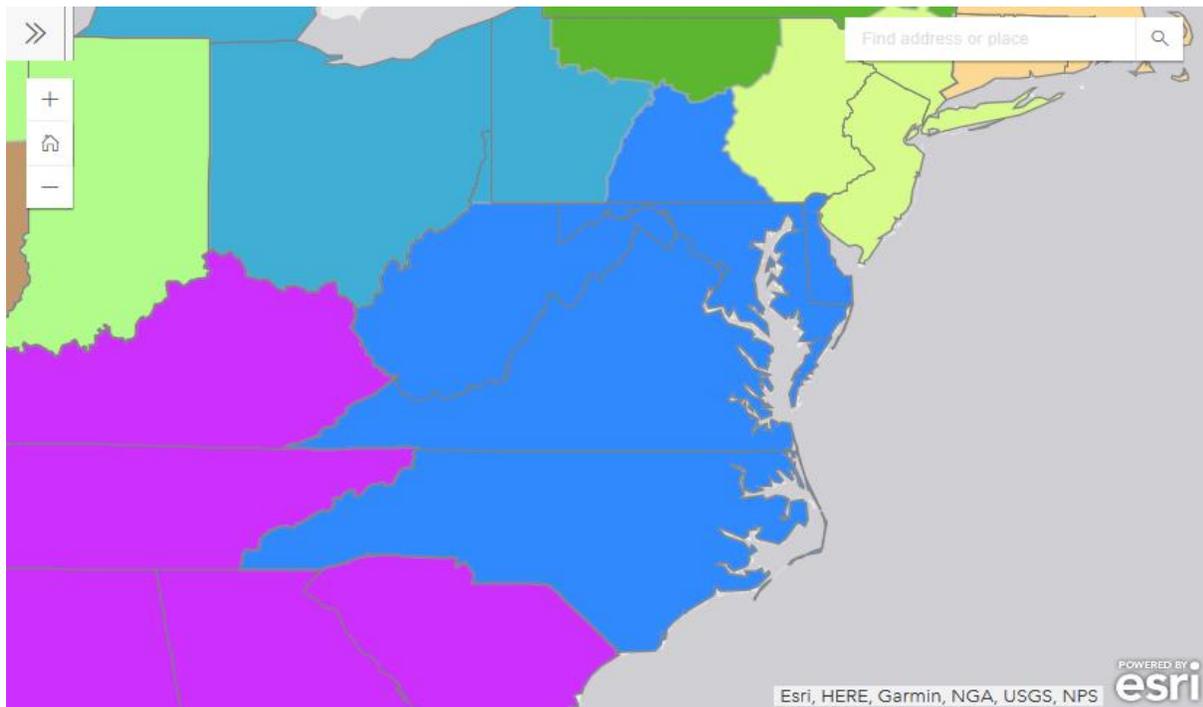
What	Where	When
FOSS4G (Free and Open Source Software for(4) Geospatial) 2018	St. Louis MO	14-16 May 2018
National Space-based Positioning, Navigation, and Timing (PNT) Advisory Board Meeting	Baltimore MD	16-17 May 2018
CaGIS AutoCarto	Madison WI	22-24 May 2018
Esri User Conference	San Diego CA	9-13 July 2018
Commercial UAV Expo	Las Vegas	1-3 October 2018
2018 ASPRS UAS Symposium at Commercial UAV Expo	Las Vegas NV	4 October 2018
<i>NSPS Fall Business Meeting</i>	<i>College Park MD</i>	<i>18-20 October 2018</i>
IGTF/ILMF	Denver CO	28-30 January 2019
GXP 360	San Diego CA	March 2019
<i>AAG</i>	<i>Washington DC</i>	<i>3-7 April 2019</i>
<i>IGTF</i>	<i>Washington DC area</i>	<i>?? 2020</i>
*UMGEOCON	La Crosse WI	23-24 May 2018

*Regional conference (<https://umgeocon.org>) demonstrating partnership approach – seven regional organizations working together (<https://umgeocon.org/hosts/>)

Related International Conferences – Dates to deconflict

What	Where	When
ISPRS Technical Commission III Symposium 2018 on Developments, Technologies and Applications in Remote Sensing	China	7-10 May 2018
ISPRS TC II Mid-term Symposium Towards Photogrammetry 2020	Italy	3-7 June 2018
International Geoscience and Remote Sensing Symposium	Spain	22-27 July 2018
SPIE Remote Sensing 2018	Germany	10-13 September 2018
18th International Scientific and Technical Conference FROM IMAGERY TO DIGITAL REALITY: ERS & Photogrammetry	Greece	24-27 September 2018
4th International Conference on GIS and Remote Sensing	Germany	27-28 September 2018
ISPRS Technical Commission III Symposium 2018 on Developments, Technologies and Applications in Remote Sensing	China	7-10 May 2018

What does Potomac Region membership look like geographically?



Membership by State (May 2018)	# Active	%	# Lapsed	# Inactive	%
District of Columbia	11	2.1%		56	5.4%
Delaware	3	0.6%		3	0.3%
Maryland	110	21.3%	1	228	21.9%
North Carolina	82	15.9%	2	101	9.7%
Pennsylvania	12	2.3%	1	33	3.2%
Virginia	278	53.8%	5	580	55.8%
West Virginia	11	2.1%	1	38	3.7%
Not even current residents of the region!!!	10	1.9%		1	0.1%