Notes from April 2012 Strategic Planning Meeting

Present

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* Advocating for statewide efforts
  + 2009 & 2007 build on those lidar efforts
    - Lidar has been proactive rather than reactive
  + Development of parcel
* Need for high-level, long term goal setting and building
* Legislative Agenda doesn’t exist
* Use/partner with professional organizations (MACOG, MML, MAPPERS, Surveyors)
* Send people to other’s conferences
  + Use funds to attend and present at conferences
* Committees discussion
* Near term goals
  + Need more white papers to layout the groundwork – whitepapers as factual –layout facts as it applies for us as an industry; GIS or state
  + Other types of papers include opinion papers, editorial pieces, preferred position papers
  + Need to take positions as an organization
* Challenge is that MGISAC is a member organization
* Council is divided on issues
  + House divided ---example data sharing
  + Minor vs major concerns
  + Need an issue that there is agreement to all (pick an issue)
  + Lidar doesn’t trip the trigger for all
  + Maybe rural addressing; leaf off/on imagery;
  + Need to identify top needs
  + Standards that we all agree on?
* Conference is our “known” – we do it every other year?
  + What is the value? Network; expertise; professionalism of our industry
* Multi-year ID/IQ – aerial/lidar/planimetric data
  + Short term goal- agreement
* Regional workshops
  + Credibility
* Need for long-term planning and goals
* Marketing ourselves
  + We don’t do this well
  + Press releases of events
  + Photographer/maps at booths
* Sr. Executive Seminar at MAGIC
  + Similar to our conference
  + New legislators, organizations, Municipal eague, decision makers
  + State coordinators choose list of people who might come
  + They don’t pay for conference
  + Pre-conference
  + Descision-makers – communicate at *their* level
* Wrenches – different at local level and state level
* Federal – core elements, funding
* MGISAC needs to establish a relationship with RPCs
* Fiscal
  + no ebb and flow
  + Fiscally conservative group with the money
  + Expenditures could be for things we don’t have expertise in or time to manage
    - Website
    - Communications/Marketing
  + Rainy day fund – conference
  + Budgetary items – NSGIC and Booths
* White paper idea
  + What is the buy in of our State members in participating in MGISAC? What does it mean to them?
  + Discussion of current climate in state work
* Membership
  + What is the membership responsibility?
  + What does it mean to be a member