Notes from April 2012 Strategic Planning Meeting

Present

Shannon White, Mark Duewell, Paul Wright, Steve Marsh, Liz Cooke, Matt Gerike

* 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