

# **American Association for Geodetic Surveying**

*Board of Directors*

*Monthly Meeting Minutes*

*Wednesday, October 13, 2021*

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## I. Open meeting, President

A. The Board of Directors meeting was called to order by President Dave Zilkoski at 16:06.

B. AAGS Treasurer Dan Martin called the roll.

### 1. Present:

President: Dave Zilkoski

Immediate Past President: Dan Gillins

Director (2nd year): Bob Burtch

Director (1st year): Eugene Levin

Treasurer: Dan Martin

AAGS/NSPS Liaison: Jacob Heck

Communications and Geodetic Certification: Thomas Meyer

SaLIS Editor: Ahmed Elaksher

Members: Earl Burkholder, Trent Keenan

### 2. Absent:

President-Elect: Tony Cavell

Vice-President (Director 3rd year): John Hamilton

Secretary: Dan Roman

Reporter (Association editor): Ronnie Taylor

Parliamentarian: Steve Briggs

3. At least two directors were present as well as a quorum; therefore, the meeting was authorized.

## II. Agenda

A. Upon a call for additions, the AAGS BOD agenda was accepted as distributed October 13.

## III. Minutes

A. The September 08 AAGS Board Meeting Minutes final draft was accepted as distributed September 21.

## IV. Review of Last Month's Action Items and Important Business

A. Follow-up on John Palatiello, of *Miller Wenhold Capitol Strategies, LLC*<sup>1</sup> (MW) proposal for providing management services to AAGS (Zilkoski).

1. Zilkoski distributed the Palatiello/MW powerpoint presentation to AAGS Board members September 14.

2. Zilkoski compiled a bulleted list of MW association management services for the AAGS Board to consider paying for. He distributed this list by email September 21, for discussion at the September 22 AAGS Membership Committee meeting.

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<sup>1</sup> <https://www.mwcapitol.com/post/miller-wenhold-capitol-strategies-john-m-palatiello-associates-announce-merger>

3. Zilkoski asked for questions or comments regarding Board discussion of engaging MW services, vs. leaving that matter with the Membership Committee for the time being.
    - Martin commented that AAGS has not yet asked NSPS whether NSPS would provide services discussed with Palatiello. A little investigation may be in order, especially considering the transition of executive director leadership coming soon.<sup>2</sup>
    - Zilkoski affirmed that while Palatiello's expertise is unquestioned, checking with NSPS would be appropriate, given their service history with AAGS. Heck, Burtch and Meyer agreed.
    - NSPS may be able to provide services supporting AAGS strategic planning, bi-monthly bulletin, etc. NSPS also produces seminars and podcasts, and collaborates with other groups.
    - Heck affirmed that he could approach NSPS with a list of desired services.
    - Keenan declined to contribute to the list<sup>3</sup>, but remarked that, "Having an association management company run an association is the best way to split all the costs."
    - Gillins expressed skepticism of a too-broad list of services, asking what specific items were of particular interest to any Board members. Zilkoski responded with enthusiasm in favor of getting help to finalize member article content as camera-ready copy for web or print.
    - Gillins recalled that event planning is an area of need. Martin emphasized that whether editorial, production, or event/conference planning, a staff is needed to perform tasks unsuited to member volunteers.
  4. **Action item:** Zilkoski will raise the topic at the Membership Committee meeting, to discuss services that NSPS can provide and at what cost.
  5. **Action item:** Heck will draft a bulleted list of services for this discussion.
  6. **Action item:** Zilkoski will att Keenan on the email invitation to the Membership Committee meeting.
- B. Membership committee's recommendation to extend the Board meeting by 30 minutes to include a short presentation by an AAGS member (Martin).
1. The Board agreed to extend future Board meetings by 30 minutes to include a short presentation relevant to AAGS membership.
  2. **Action Item:** The choice of presenter will be covered by an ad hoc Membership Subcommittee for Communications, chaired by Dan Martin, to include Bob Burtch. Martin and Burtch will work together to compile a potential list of topics and presenters for the Board's review and comment.
- C. As recommended by the Membership Committee, Zilkoski will explore obtaining a discount for AAGS members from Joe Paiva of GeoLearn (Zilkoski).
1. **Action Item:** Zilkoski will visit GeoLearn in November, presenting seminars on GeoLearn for Florida. He will present a report to the December Board Meeting.

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<sup>2</sup> Sumner's association with Palatiello is sampled in NSPS Radio Hour, September 17, 2018, at: <https://www.americaswebradio.com/podcasts/ACSMSept17.2018.mp3>

<sup>3</sup> Trent Keenan and Tim Burns were named as candidates for the leadership position at NSPS when vacated.

- D. New agreement with the NSPS Foundation (Heck).
1. The new agreement with the NSPS Foundation was modified as discussed in the September Board meeting. Zilkoski signed the agreement and Heck returned it to A. Wayne Harrison, Chairman of NSPS Foundation, Inc. for approval.
  2. **Action item:** Heck missed the NSPS Foundation meeting in September, so he will follow up with them and report back.
- E. Bylaws review and update (Zilkoski).
1. As an annual practice, Board members were asked to review the bylaws to determine they need updating. No recommendations have been received, so this item is closed for this year.
- F. American Association for Geodetic Surveying, Inc. trademark registration (Roman).
1. Roman has received offers to update this registration. Martin forwarded the information to NSPS/Christina Lee, to check for deadlines.
    - *Trademark registration must file a Declaration of Use and/or Excusable Nonuse under Section 8 (Section 8 Declaration) between the 5th and 6th yr. registration anniversary.*
    - *U.S. Application Serial No.87000559, Mark: AAGS, U.S. Registration Date: Nov 22, 2016*
    - *Maintenance documents should be filed on its 5th anniversary of registration date, namely Nov 22, 2021*
- G. At what level should AAGS sponsor the ASCE-UESI Surveying & Geomatics Conference<sup>4</sup> in Lawrenceburg, Indiana, April 03–05, 2022 (Meyer, Elaksher) ?
1. The conference theme is *Surveying: The Road to Successful Engineering*.
  2. About 150 attendees participated in the conference in 2018, but 300 are expected at this conference, to include engineers, construction, land surveyors and geospatial professionals, students and educators.
  3. Meyer is the AAGS representative to the UESI Planning Committee for this conference. Elaksher is one of two Technical Chairs for this conference, available to answer questions.
  4. Board discussed promoting AAGS at the UESI conference:
    - The conference would be an opportunity to promote both SaLIS and AAGS membership. It is also an opportunity to strike up strategic relationships with other participants, and to promote geodetic certification. Issues of SaLIS are available for an AAGS table.
    - Elaksher remarked that papers and abstracts are still welcome, which gives AAGS an opportunity to promote cooperation with other UESI organizations.
    - Martin remarked that two AAGS banners are available for conference use.
    - Burtch and Gillins covered the level of certainty that UESI conference participants are the desired surveying and geomatics audience for AAGS. Meyer indicated that the name may be changed to highlight surveying.
    - Meyer is fully registered for this conference, with an abstract accepted to present, and he is willing to staff an AAGS conference table for some time.

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<sup>4</sup> <https://www.surveyingconference.org/program/call-submissions>

- Gillins noted that AAGS moderated a technical track at the last UESI conference, and recalled that as multiple board members were conference presenters, AAGS held a board meeting at the conference. Given that AAGS does not have its own conference, the UESI conference seems a good opportunity for AAGS to do more.
  - Abstracts are due by November 19, 2021.
5. Zilkoski recommends an overall plan. He raised the question whether AAGS should spend money to sponsor a conference before hiring a consultant to help develop a strategic plan. Such a plan would cover all conference participation and sponsorship, and include:
    - Determine AAGS value attributes as well as unique selling points
    - Identify AAGS target audiences
    - Create a marketing plan for participation/promotion in conferences
  6. Benefits associated with exhibiting or sponsoring the conference at various levels:

*Exhibitor benefits (\$1200 before 02/11/2022):*

**One full conference attendee registration and one exhibit table personnel registration  
One 6-foot skirted exhibit table, two chairs, a wastepaper basket, an ID sign  
Recognition: in the conference program and in all institute social media outlets**

*Sponsor benefits:*

A list of all registered conference attendees pre- and post conference (\$500 and up)  
1 or 2 discounted or complimentary conference attendee registrations (\$1250 and up)  
One exhibit table (\$2500 and up)  
Ad space in the conference program (\$2500 and up)

**Recognition: in a PowerPoint looping during plenary sessions, on the conference website and on conference sponsor signs, and in conference e-blasts and social media {\$500 and up}**

- Board members agreed that a table (\$1200 Exhibitor) and a logo in the conference materials (\$500 Sponsor) were the most attractive benefits.
  - Meyer noted that the conference attendee registration benefit was significant.
7. **Action item:** Elaksher will distribute the list of abstracts presented at the 2018 conference, so that Board members can see the application theme of this UESI conference in practice. (Done.)
  8. Bilby Towers tour:  
<https://www.surveyingconference.org/program/recreational-activities-tours#techtour>
  9. **Action item:** Zilkoski will add this question to the agenda of the Membership Committee meeting October 27.
- V. Treasurer's Report (Martin)
    - A. The Treasurer's Report was distributed October 13.
    - B. Income from SaLIS subscriptions is deferred until the associated issue is published. One more issue is due for this year. A draft article is forthcoming.
  - VI. Surveying and Land Information Science
    - A. SaLIS Ex-Comm (Meyer)
      1. No updates to report.

- B. SaLIS editor (Elaksher)
  - 1. AAGS is receiving proposals from authors.
  - 2. Thanks to all who contribute to the review process.
  - 3. The November 2021 issue is complete and coming out soon.  
Articles have been accepted for the May 2022 issue.

## VII. Committees

- A. Communications (Meyer)
  - 1. No updates to report.
- B. Membership (Zilkoski)
  - 1. Zilkoski drafted a list of activities that Miller Wenhold Association Management may be able to provide to increase AAGS membership and provide member services.
    - **Action Item:** The membership committee members will discuss this list at the October 27 meeting.
  - 2. Some topics discussed during the meeting included:
    - Strategic planning services
    - Digital Bulletin-type publication editing and online publishing
    - AAGS tiered certification program coordination and management
  - 3. Meyer drafted an examination for the geodetic certification program, including sample questions emailed to the Membership Committee for review and comment.
    - **Action Item:** The members will review the questions and discuss this topic at the new membership committee meeting.
- C. Geodetic Certification Committee (Meyer)
  - 1. No updates to report.

## VIII. Liaisons

- A. NSPS (Heck)
  - 1. NSPS held their 2021 Fall Business Meeting in September.
  - 2. Curt Sumner is retiring, and NSPS is in the process of deciding on his successor.
  - 3. November 3-5, 2021, URISA and NSPS will hold a joint surveying and GIS conference online. Registration will be free to URISA and NSPS members; \$25 to non-members. More information TBA: <https://connect.urisa.org/events/calendar>
  - 4. Zilkoski noted that the URISA-NSPS conference would be/have been a good direction for AAGS efforts to foster collaboration.
- B. COGO (Cavell)
  - 1. *Cavell is looking for a replacement COGO delegate/primary representative. Please let him know if you are interested.*
- C. ASPRS (Burtch)
  - 1. No updates to report.

- D. UESI (Dennis)
  - 1. See item IV.G.
  - 2. Michael Dennis, the AAGS UESI Liaison, is very busy, and infrequently active at AAGS meetings.
- IX. New Business and Announcements
  - A. AAGS Annual Election
    - 1. **Action item:** Immediate Past President Gillins will put together a slate for approval by the Board, to be distributed by October 27.
    - 2. Any thoughts or input should be sent to Daniel.Gillins at noaa.gov
    - 3. Third-year Director Hamilton was appointed earlier this year, which means that two Directors will need to be elected in this cycle.
    - 4. **Action item:** Meyer will make sure that the AAGS website is updated to reflect current officer names.
- X. Upcoming Meetings
  - A. The next meeting of the *AAGS Membership Committee* is scheduled for Wednesday, October 27 @ 4:00 PM Eastern.
  - B. The next meeting of the *AAGS BOD* is scheduled for Wednesday, November 10 @ 4:00 PM Eastern. Martin will not be available for that meeting, and Zilkoski might be unavailable as well.

*Suggested Future Board meetings for 2021 are shown below. If a sufficient number of Board members express conflict with a specific date, the meeting may be rescheduled or cancelled.*

AAGS Board	AAGS Membership Committee
November 10, 2021 @ 4:00 PM Eastern	October 27, 2021 @ 4:00 PM Eastern
December 08, 2021 @ 4:00 PM Eastern	December 01, 2021 @ 4:00 PM Eastern

- XI. For the Good of the Order
  - A. Upon invitation, AAGS **Treasurer Martin** read:
 

*“For the Good of the Order, the AAGS Board gives the President and Treasurer the authority to carry out the day to day activities of the AAGS until the next Board Meeting.”*
- XII. Meeting Adjourned
  - A. AAGS President Zilkoski adjourned the meeting at 17:08.

Respectfully submitted,

Elisabeth Rollins

Acting Recorder

File: *Documents\AAGS\AAGS Board Minutes October 13, 2021 final.docx*

Date: October 26, 2021

Compiler: Elisabeth Rollins