

American Association for Geodetic Surveying

Board of Directors

Monthly Meeting Minutes

Wednesday, September 08, 2021

I. Open meeting, President

A. The Board of Directors meeting was called to order by President Dave Zilkoski at 16:07 Eastern.

B. AAGS President-Elect Tony Cavell called the roll.

1. Present:

President: Dave Zilkoski

President-Elect: Tony Cavell

Immediate Past President: Dan Gillins

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

Director (2nd year): Bob Burtch

Treasurer: Dan Martin

AAGS/NSPS Liaison: Jacob Heck

Invited guest: John Palatiello, of *Miller Wenhold Capitol Strategies, LLC*¹

2. Absent:

Director (1st year): Eugene Levin

Secretary: Dan Roman

Reporter (Association editor): Ronnie Taylor

Communications and Geodetic Certification: Thomas Meyer

Parliamentarian: Steve Briggs

SaLIS Editor: Ahmed Elaksher

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 September 08.

III. Minutes

A. No changes were requested to the August 11 AAGS Board Meeting Minutes final draft, distributed August 26.

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

A. Palatiello presented slides to introduce his organization as *Miller Wenhold Association Management*², and to recommend services to AAGS (Zilkoski).

1. Zilkoski had provided Palatiello AAGS vision, objects, membership, strengths and weaknesses, as well as a list of services currently provided to AAGS by NSPS.

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

² <https://www.mwassociation.com/>, of Miller Wenhold Capitol Strategies, *cf.*

<https://www.mwcapitol.com/post/miller-wenhold-capitol-strategies-announces-john-m-palatiello-associates-inc-rebranding>

2. Palatiello recounted his organizational and leadership background:³
 - 1982 – 1987, Asst Exec Director for Public Affairs, Govt Affairs Director, ACSM
 - Apr 1987 – Dec 2017, Executive Director, [MAPPS](#)
Cf. <https://web.archive.org/web/20051223225533/http://www.mapps.org/ContactUs.asp>
 - 1995 – Present, Administrator, [COFPAES](#)
Cf. [COFPAES' Palatiello Dispels Myths of Brooks Act Litigation at ACSM Convention](#)
 - 2009 – Present, President, [Business Coalition for Fair Competition \(BCFC\)](#)
 - Feb 2013 – Present, Government Relations Consultant, [NSPS](#)
Cf. [2020 NSPS Day on the Hill - National Society of Professional Surveyors](#)
 - Apr 2014 – Present, Executive Director, [Maryland Society of Surveyors](#)
 - Feb 2015 – Present, Executive Director, [Virginia Association of Surveyors](#)
Cf. <https://www.vasurveyors.org/page/OfficersDirectors>
 - Sep 2018 – Present, Executive Director, [Subsurface Utility Engineering Association \(SUE\)](#)
Cf. <https://www.sueassociation.com/blog>
 - 2018 – Present, Founder & President, [U.S. Geospatial Executives Organization \(U.S. GEO\)](#)
 - Apr 1987 – Present, Partner, [Miller/Wenhold Capitol Strategies, LLC](#)
Cf. <https://www.mwcapitol.com/johnpalatiello>
 - May 2021 – Present, Executive Director, [Pennsylvania Society of Land Surveyors \(PSLS\)](#)
Cf. <https://psols.wildapricot.org>
3. Palatiello described the *Miller Wenhold Association Management* firm and capabilities in general terms, such as enhancing the AAGS value proposition by developing more benefits and programs to motivate people to become members.
He introduced the Miller Wenhold team ([MWAM: Our People](#)), including longtime staff with their specialties:

https://www.mwassociation.com/our-people	https://jmpa.us/staff/
Paul Miller, CEO/Owner John Palatiello, President Dave Wenhold, CAE, Founding Partner Khea Sam, Exec. Account Coordinator Debbie Birtwistle, Director of Finance Sally Palatiello, Exec. Account Coordinator Nicole Smith, Dir. of Communications & Marketing John "JB" Byrd, Dir. of Advoc. & Congressional Outreach <i>Natalie Butler, Exec. Account Coordinator</i> <i>Meghann Patterson, Account Coordinator</i>	Paul Miller, CEO John Palatiello, President Dave Wenhold, Partner Khea Adams, VP of Association Mgmt. Debbie Birtwistle, Director of Finance Sally Palatiello, Director of Meeting Planning Nicole Smith, VP of Public Policy John (JB) Byrd, VP of Public Policy <i>Tommy Goodwin, Pres. of Association Mgmt.</i> <i>Mitchell (Mitch) Moonier, VP of Public Policy</i>

³ Bullets in grey were not mentioned. Additional details come from <https://www.linkedin.com/in/jpalatiello/>

4. Palatiello brought up types of service that Miller Wenhold (MW) would like to provide to AAGS. He explained that MW is currently bringing on new staff, even from out of state, to enhance MW needed capabilities specifically in Member Management and in Communications:
 - OFFICE ADMINISTRATION: dedicated phone line
 - BOARD & COMMITTEE SUPPORT: meeting notes, meeting recording
 - MARKETING & COMMUNICATIONS: improved branding, logo design, social media presence, press releases to surveying-related trade press, finely tuned URL
 - GOVERNANCE: recommendations to build in better effectiveness and more efficiency, help to mobilize the talent of volunteer members at large, and in AAGS leadership
 - STRATEGIC PLANNING: SWOT analysis; 360 degree review of members, stakeholders, allied organizations, competing organizations; analysis of where AAGS is and where it needs to go strategically to strengthen, expand, enhance, and grow the organization
 - IMPLEMENTATION: “what we need to do in order to implement the results of the SWOT analysis, implement those objectives and plan.” prioritizing and benchmarking to measure and assess progress
 - FINANCIAL SERVICES: banking, bookkeeping, budgeting, accounts payable, accounts receivable, reporting, reserves management, tax compliance; maintain all insurance and all licenses that are necessary to be business as a 501(c)(3) nonprofit organization, on behalf of AAGS
 - MEMBERSHIP MANAGEMENT & RECRUITING: develop programs to enhance that value of membership, to attract new members and keep current members; develop a membership benefit package and program where individuals in allied disciplines (surveyors, photogrammetrists, GIS professionals) would have an interest in being members
 - CERTIFICATION & ACCREDITATION: develop and manage certification programs, like the certification programs for professional lobbyists and insurance regulators that MW Capitol Strategies manages
 - DIGITAL & PRINT DESIGN, WEBSITE MANAGEMENT: website creation and development, including dues payment, continuing education, event registration, social media, webinars, newsletters, use of video, e-commerce
 - EVENT MANAGEMENT: conferences, workshops, seminars, educational programs, both in person and virtual
 - GOVERNMENT RELATIONS: work to raise members comfort level and work through their inhibitions about lobbying, creating an effective government relations program that benefits members
keep membership informed about what's happening in public policy and legislation, so that members are aware of policy issues and their impact, and so that members can take appropriate action in their own practice
5. Specific costs and fees were not discussed.

6. As Palatiello closed his presentation, Gillins inquired about how the services offered by Miller Wenhold relate to the services AAGS already receives from NSPS, and how conflict is to be avoided.
 - Having seen a list of the services provided by NSPS, Palatiello indicated that while MWAM would be able to provide the same capabilities, MWAM would also be fully comfortable providing a complementary set of services, for a hybrid solution coordinated with NSPS Office Manager Trish Milburn, with whom Palatiello says he has a very good relationship.
7. Palatiello's departure from the AAGS Board meeting was followed by discussion:
 - Zilkoski remarked to the Board that AAGS needs to take steps soon, to maintain the functional integrity of the organization.
 - Action Item: Zilkoski will compile a bulleted list of Miller Wenhold Association Management services for the AAGS Board to consider paying for. He will distribute this list by email as soon as possible, for discussion at the September 22 AAGS Membership Committee meeting.
 - Gillins pointed out that NSPS could have provided promotion and advocacy services to AAGS, if AAGS had known what to ask for, but NSPS is not in the business of promoting associations.
Zilkoski responded that Palatiello, as an entrepreneur in the business of promoting associations, has the ability to assess AAGS for needs, and sell such services to promote AAGS.
 - Action Item: Zilkoski will request that Palatiello share a .pdf of the powerpoint presentation with AAGS Board members.

From August 11 Discussion:

NSPS has an Executive Director, and a large Board of Directors. Palatiello may act independently. Palatiello is skilled and experienced with the political side. NSPS has a defined audience. Palatiello can assess and promote the evolution/expansion of the AAGS audience.

- 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 choice of presenter will be covered by an ad hoc Membership Subcommittee for Communications, chaired by Martin, to include Burtch.
 2. Action Item: The Membership Subcommittee for Communications will present a list of candidate topics and presenters for the Board's review and comment. Martin will call Burtch.
- C. Membership committee's recommendation to contact GeoLearn, Joe Paiva, to explore obtaining a discount for AAGS members.
 1. Action Item: Zilkoski will contact Joe Paiva (GeoLearn), to discuss this topic.
 2. Action Item: Zilkoski will report on this by the October meeting.

- D. Heck had drafted a new agreement with the NSPS Foundation.
 - 1. The single-page draft agreement had been distributed to Board members, who were urged to review it, and provide comments by September 02.
 - 2. Zilkoski's assessment is that the draft agreement provides latitude for AAGS to use monies flexibly for educational purposes.
 - 3. As the only change suggested, Heck reworded Section IV. Termination, item b. from "If AAGS disbands or ceases, the funds remaining in the AAGS Fund shall be used for ***scholarships for geodesy surveying students.***" to "If AAGS disbands or ceases, the funds remaining in the AAGS Fund shall be used for ***scholarships for students of surveying, geodesy, or a related field.***"
 - 4. The sources of funds present no limitations on the use of funds, as all funds are described in the same way.
 - 5. Martin moved that Heck be authorized to finalize the new agreement, with the modification indicated, and send it to Zilkoski, Martin, and NSPSF's A. Wayne Harrison as approved. Cavell seconded, and the motion carried without further discussion.
- E. Follow up on August 18 General Membership Meeting (Zilkoski)
 - 1. The August 18, 2021, General Membership Meeting notes were distributed September 08. *Elisabeth Rollins will continue taking minutes for the monthly Board meetings, but is not regularly available to take monthly meeting notes for additional meetings, unless otherwise arranged.*
 - 2. As recommended at that meeting, the AAGS Bylaws were distributed September 08 to be reviewed for update.
 - 3. Action Item: Board members are urged to review the bylaws.
 - 4. Action item: Zilkoski will add this topic to the agenda for the October 13 Board meeting.
- V. Treasurer's Report (Martin)
 - A. The Treasurer's Report was distributed September 08.
 - B. Action Item: Martin will talk with NSPS Christina Lee about getting monthly financials to the Board prior to the following month's Board meeting.
 - C. *The Board and Membership Committee meetings may be switched, since financials may be more easily available prior to the fourth Wednesday of the month.*
- 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, including a unique proposal for a series of articles.
- VII. Committees
 - A. Communications (Meyer)
 - 1. No updates to report.

B. Membership (Zilkoski)

1. The August 25, 2021, Membership Committee Meeting Notes were distributed September 08.
2. The next Membership Committee meeting is scheduled for September 22, 2021 @ 4:00 PM Eastern.

C. Geodetic Certification Committee (Meyer)

1. No updates to report.

VIII. Liaisons

A. NSPS (Heck)

1. NSPS 2021 Fall Business Meeting (in person) will be held Wednesday, September 22, 2021, at The Hyatt Lodge at Oak Brook, Illinois (near Chicago):
<https://www.nspss.us.com/events/EventDetails.aspx?id=1315888>
 Heck will not attend in person, but call in, and hopes to have the finalized NSPS Foundation document delivered well before they meet.

In addition:

- + The 2021 Surveyor's Historical Society Rendezvous will be held from September 22-25, 2021, in and around Perrysburg, Ohio:
<https://www.wvsps.org/surveyors-historical-society-rendezvous-september-22-25-2021/>
- + 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>

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. The ASPRS Board of Directors has announced the appointment of Karen Schuckman as the next Executive Director of ASPRS.⁴

D. UESI (Dennis)

1. The ASCE-UESI Surveying & Geomatics Conference, in Lawrenceburg, Indiana, is scheduled for April 2022.
2. The Call for Abstracts has a November 19⁵ deadline.

IX. New Business and Announcements

- A. No updates to report.

X. Upcoming Meetings

- A. The next meeting of the AAGS Membership Committee is scheduled for Wednesday, September 22 @ 4:00 PM Eastern.

⁴ <https://www.xyht.com/aerialuas/karen-schuckman-is-the-asprs-next-executive-director/>

⁵ <https://www.surveyingconference.org/program/call-submissions>

B. The next meeting of the AAGS BOD is scheduled for Wednesday, October 13 @ 4:00 PM Eastern.

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
October 13, 2021 @ 4:00 PM Eastern	September 22, 2021 @ 4:00 PM Eastern
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 President-Elect Tony Cavell 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 17:10 Eastern.

Respectfully submitted,

Elisabeth Rollins

Acting Recorder

File: *Documents\AAGS\AAGS Board Minutes September 08, 2021 final.docx*

Date: September 21, 2021

Compiler: Elisabeth Rollins