

MEMORANDUM

TO: File

FROM: Sara von Althann
Division of Corporation Finance
U.S. Securities and Exchange Commission

RE: Meeting with Data Coalition, et al.

DATE: January 17, 2017

On January 17, 2017, Commission staff met with representatives of the Data Coalition, Esri, Tableau, and Cloudy Data Insights to discuss geocoding and other matters relating to data tagging in public filings with the Commission.

The following Commission staff participated: Scott Bauguess, Mike Willis, Christopher B. Arnold, J. Matthew DeLesDernier, Marco Enriquez, Walter Hamscher, Brian Hankin, and Hermine Wong of the Division of Economic and Risk Analysis; Karen Garnett, Julie Marlowe, Michael Stehlik, and Sara von Althann of the Division of Corporation Finance; and James R. Reese of the Office of Compliance Inspections and Examinations.

Data Coalition's founder, Hudson Hollister, participated. Additionally, the following Esri staff participated: Patrick O'Brien and James R. Miller. The following Tableau staff participated: Danny Sutton and Bill Buttling. The following Cloudy Data Insights staff participated: Will Middleton.