



IMAGIN Inc.
2277 Science Parkway, 4A
Okemos, MI 48864
888-298-1002
866-298-2115
www.imagin.org

2011/2012 Board of Directors:

Scott Ambs: President (2013)	Andrew Brenner (2012)	Trudy Galla (2012)
Bill Rowe: Vice President (2012)	Charlie Bristol (2013)	Sarah Merz (2012)
Scott Swan: Treasurer (2012)	Andrew Cain (2013)	Paul Riess (2012)
Thomas Van Bruggen: Secretary (2013)	Chad Collins (2013))	Lori Schultz (2013)
Aaron Boos (2012)	Eric Daley (2012)	Open Position (2011-2012)

Minutes of the IMAGIN Inc. Board of Directors Meeting
Friday, March 2, 2012
Comfort Inn & Suites Hotel and Conference Center
Mt. Pleasant, Michigan

1. Call to Order - Board Member Roll Call

1.1. President Scott Ambs called the meeting to order at 9:54:38 AM

1.2. Roll Call

President Scott Ambs: Present
Vice President Bill Rowe: Teleconference
Treasurer Scott Swan: Absent
Secretary Thomas Van Bruggen: Present
Aaron Boos: Present
Andrew Brenner: Absent
Charlie Bristol: Absent
Andrew Cain: Teleconference
Chad Collins: Present
Eric Daley: Present
Trudy Galla: Absent
Sarah Merz: Present
Paul Riess: Present
Lori Schultz: Absent

Quorum Present

1.3. Others Present – Riehl Solutions

Maryellen Jansen
Sue Feenstra

Introductions

2. Presentation of Agenda

Moved by Thomas Van Bruggen and supported by Bill Rowe to approve the Agenda as presented for the March 2, 2012 IMAGIN Board of Directors Meeting

Motion Carried

3. Review & Approve Minutes of the January 6, 2012 Board Meeting

Moved by Sarah Merz and supported by Eric Daley to approve the minutes of the January 6, 2012 board meeting as presented.

Motion Carried

4. Treasurers Report

President Scott Ambs reported that Scott Swan is absent. Maryellen Jansen reported on the balance sheet and the Profit Loss statements, as well as the comparison report to last year. Things look a bit worse this year because we are a bit behind in the conference promotion compared to last year.

Scott Ambs asked about membership numbers. Active members are at 134 and \$9500 in revenue to date for 2012 membership.

Moved by Thomas Van Bruggen and supported by Paul Riess to approve the Treasurers Report as presented.

Motion Carried.

The balance sheet is attached to these minutes as Addendum 1: Balance Sheet
The profit and loss statement is attached to these minutes as Addendum 2: Profit & Loss
The year to date comparison is attached to these minutes as Addendum 3: YTD Comparison

5. Old Business

Review Past Action Items

AI-2011-20

AI-2011-22

AI-2012-01

Thomas Van Bruggen reported on the outstanding action items.

For status updates, see current action item report.

6. NG911- Technical Advisory Committee

Scott Ambs reported that the 911 grant subcommittee will be at the IMAGIN conference. All applicants that submitted were awarded some level of funding, and some funding was left unallocated. 33 applicants totaling about \$700,000 in funding was awarded. The process now is that the grantees are moving forward with their data work and there will be further phases to the NG911 central repository where additional counties and 911 call centers can share/update the data continually. There will be gap fill for areas not covered by the 33 counties where CGI will be working to build the gaped area. Framework will be used as a base and then CGI will attempt to work with counties to work together to build a statewide base of street centerlines.

Open Discussion:

Future maintenance funding

Memo of Understanding has cleared a lot of obstacles

Desire to have online editing for those that do not have local data

7. Team Reports

7.1. Executive Team - Scott Ambs, *Key Contact*

Scott Ambs reported the team had a teleconference on March 1, 2012 with a primary discussion on the conference and board member recruitment and providing services to the membership.

7.2. Communication Team– Thomas Van Bruggen, *Key Contact*

Thomas Van Bruggen reported that the team has not met. Numerous postings to the website for the 2012 Conference and the Mobile GIS Seminar had occurred.

Maryellen Jansen reported that she brought IMAGIN display that has been used in the past. This needs to be updated because it is significantly out of date. We can review the board after we get through the agenda.

7.3. Education Team – Sarah Merz, *Key Contact*

Sarah Merz reported that the team last met in January before the Student Paper and Poster Competition (SPPC). The education team needs to find ways to reach out to the universities. The team itself has four (4) active members.

Thomas Van Bruggen read the reports that Andrew Brenner had submitted reports on both the SPPC and on the Mobile GIS Seminar.

The Education Team report on the SPPC is attached to these minutes as Addendum 4: SPPC Report
The Education Team report on the Mobile GIS seminar is attached to these minutes as Addendum 5: Mobile GIS Report

Open discussion topics:

Ways IMAGIN can present data out to education opportunities.

AI-2012-02: The IMAGIN Board of Directors will meet via teleconference on Friday, April 13, 2012 at 9:00 AM with the primary agenda topic to be focusing on education and results.

AI-2012-03: The IMAGIN Education team shall construct a draft framework for the Student Paper and Poster Competition (SPPC), including how the event may be hosted in a virtual environment. The framework shall include the possibility of pre-competition webinars to interact with students/education institutions. This framework will be utilized as the focus for discussion at the April 13, 2012 Board Meeting.

7.4. Conference Team – Maryellen Jansen, Key Contact

Maryellen Jansen reported that publications are a bit slower in getting out this year compared to last, but we are quickly catching up. Sue Feenstra is coordinating the vendors this year, and we have three (3) vendor commitments to date, and research for potential new vendors is occurring. The main exhibit hall is planned for 20 vendors but can be adjusted. Registration for the conference is up on the website and email blasts have been transmitted, with more blasts occurring as we move closer to the conference.

Education session abstracts are forthcoming to the website. Keynote speakers are confirmed. There will be a combination of general sessions and breakout sessions. Golf outing has been abandoned because of a lack of a coordinator, but a board/vendor reception will occur Sunday evening. A Monday evening vendor social is planned. The only item not coming together so far is a planned event, which may or may not be needed. The committee is looking into options.

AI-2012-04: Entire Board to look for vendors and to transmit to Sue Feenstra for contacting potential. Every board member is charged to send Sue at least five (5) vendor potentials that are not part of our normal vendor clients by Friday, March 9, 2012. Sue can be contacted via email at sue@makeitriehl.com.

AI-2012-05: Riehl Solutions and Maryellen Jansen to contact the Mt. Pleasant Comfort Inn & Suites Conference Center and the Bay City Doubletree Hotel to begin negotiations for the 2013 conference center location. Based on the negotiations, the Board will select a 2013 conference location during the Friday, April 13, 2012 teleconference meeting.

Open discussions about the conference.
Need awards nominations

7.5. Nominating & Governance Team – Lori Schultz, Key Contact

Bill Rowe reported that the team is working on nominations for board positions. There are three (3) or four (4) open spots on the board. The Executive team will have at least one opening as Scott Swan is not going to run for the Treasurer's position.

None of the board members are in a position of trouble per the bylaws regarding attendance.

Open Discussion

Need to recruit positions for the board

Excused Absences vs. Absences – what are the real conditions for excused absence. We need better commitment from board members.

The Board of Directors Attendance Report is attached to these minutes as Addendum 6: Board of Directors Attendance

The Nominating & Governance Team Report is attached to these minutes as Addendum 7: Nominating & Governance Team Report

7.6.Statewide Imagery Team – Scott Ambs, Key Contact

Scott Ambs reported that the team is putting together a list of state and federal contacts for departments for potential interested parties to have a meeting where the vested parties can talk about a statewide program and see where the interest goes. In the end, Eric Swanson wants to see a recommendation of what a Statewide Imagery Program should consist of. The team feels that participation from the MML, MAC and MTA is important as well. The team will be organizing a meeting of key participants within the next month and will report back at the April meeting.

Open discussion topics:

Other partners to committee: economic development, utilities,

This is IMAGIN moderating the discussion

Timing – State is tentatively signing a new Microsoft/Bing contract within the next month

8. Board Member Recruitment

Scott Ambs spoke to the importance of commitment from board members. We do have a policy regarding three absences in a row and the removal from the board, but the commitment is more than just attendance. Active participation is the key.

Open discussion:

Attendance has historically been an issue as well

Problem is greater than just the board, but also indicative of the team memberships and the overall membership that has to some degree dwindled.

Potential change to the bylaws regarding absences from meetings

-May or may not truly be a bylaws issue

AI-2012-06: Scott Ambs to contact board members that have been absent and discuss their absences and commitment to the IMAGIN Board.

AI-2012-07: Riehl Solutions to transmit a bulleted list of items regarding commitment to a board of directors.

AI-2012-08: By March 30, 2012, each board member shall recruit a board member nominee and once verified, submit the name to Bill Rowe for addition to the list of nominees.

Open discussion regarding potential candidates

9. Member Value Discussion

Agenda item tabled due to time constraints.

10.Closing Roundtable Discussion

Board member meetings

AI-2012-09: Board to think about if the board should change to monthly teleconference meetings with quarterly face-to-face meetings or to stay with the bi-monthly meetings. A decision will be made regarding the meeting schedule at the April 13, 2012 Board Meeting

11. Adjournment of the March 2, 2012 IMAGIN Board of Directors Meeting

Moved by Bill Rowe and supported by Thomas Van Bruggen to adjourn the March 2, 2012 IMAGIN Board of Directors Meeting at 1:42 pm.

Motion Carried.

Minutes Respectfully Submitted by Thomas Van Bruggen, IMAGIN Secretary

Balance Sheet [Cash]**As of February 2012**

3/1/12
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Assets	
Imagin Savings S1	2,227.49
Imagin Checking S4	9,271.31
Total Assets	<u>11,498.80</u>
Liabilities	
Equity	
To Be Determined	(50.00)
Temporary Unrestricted	2,630.00
Retained Earnings	9,256.23
Current Earnings	(337.43)
Total Equity	<u>11,498.80</u>
Total Liability & Equity	<u>11,498.80</u>

Profit & Loss Statement [Cash]

October 2011 through February 2012

3/1/12
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Income		
Convention Revenue		
Confernece Registrations	550.00	
Total Convention Revenue		550.00
Membership Dues		
Membership Dues	9,525.00	
Total Membership Dues		9,525.00
Checking Interest		1.86
Dividend Income		1.40
Total Income		<u>10,078.26</u>
Expenses		
Credit Card Processing Fees	151.11	
Postage & Delivery		
Postage	14.68	
Total Postage & Delivery		14.68
Professional Fees		
Professional Fees	10,000.00	
Total Professional Fees		10,000.00
Telephone		
Telephone - Land Line	96.96	
Telephone - Conference Calls	75.00	
Total Telephone		171.96
Web Hosting		77.94
Total Expenses		<u>10,415.69</u>
Operating Profit		<u>(337.43)</u>
Other Expense		
Net Profit/(Loss)		<u>(337.43)</u>

Profit & Loss [With Last Year - Cash]

October 2011 through February 2012

3/1/12
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	This Year	% of Sales	Last Year	LY % of Sales
Income				
Convention Revenue				
Exhibit Booth Sales	0.00	0.0%	4,500.00	23.6%
Golf Outing Player Registratio	0.00	0.0%	65.00	0.3%
Confernece Registrations	550.00	5.5%	1,375.00	7.2%
Non-Vendor Expo Sponsorships	0.00	0.0%	1,000.00	5.3%
Golf Outing Sponsorship	0.00	0.0%	125.00	0.7%
Total Convention Revenue	550.00	5.5%	7,065.00	37.1%
Membership Dues				
Membership Dues	9,525.00	94.5%	12,360.00	64.9%
Total Membership Dues	9,525.00	94.5%	12,360.00	64.9%
Checking Interest	1.86	0.0%	4.48	0.0%
Dividend Income	1.40	0.0%	1.37	0.0%
Adjustment for Deferred Income	0.00	0.0%	(385.00)	(2.0%)
Total Income	10,078.26	100.0%	19,045.85	100.0%
Expenses				
Credit Card Processing Fees	151.11	1.5%	116.26	0.6%
Board Meetings				
Board Meeting Food Costs	0.00	0.0%	27.05	0.1%
Total Board Meetings	0.00	0.0%	27.05	0.1%
Postage & Delivery				
Postage	14.68	0.1%	83.60	0.4%
Total Postage & Delivery	14.68	0.1%	83.60	0.4%
Professional Fees				
Professional Fees	10,000.00	99.2%	14,500.00	76.1%
Total Professional Fees	10,000.00	99.2%	14,500.00	76.1%
Other Expenses	0.00	0.0%	46.40	0.2%
Telephone				
Telephone - Land Line	96.96	1.0%	94.51	0.5%
Telephone - Conference Calls	75.00	0.7%	200.00	1.1%
Total Telephone	171.96	1.7%	294.51	1.5%
Web Hosting	77.94	0.8%	59.94	0.3%
Total Expenses	10,415.69	103.3%	15,127.76	79.4%
Operating Profit	(337.43)	(3.3%)	3,918.09	20.6%
Other Expense				
Net Profit/(Loss)	(337.43)	(3.3%)	3,918.09	20.6%

Education Committee Report on Poster Competition

I attended and judged the poster competition for IMAGIN on 26th January at Schoolcraft College. The poster competition was held in a breakout room adjacent to the cafeteria.

There were only two posters submitted by students. Both students were from Schoolcraft College. The quality of the posters was reasonable for an undergraduate course and the best poster was awarded to Gabriella Margina for a poster on potential exposure of populations to nuclear accidents.

Other posters from previous competitions were displayed as part of the educational component of the display for Schoolcraft students.

Overall the organization and response of the competition was disappointing and did not reflect well on IMAGIN as an organization, or generate any excitement over a prize that is not inconsequential. The fundamental problems with the way things were executed was the promotion of the event. I was not involved in the promotion but for this to work, each potential lecturer of a GIS class needs to be contacted personally and encourage to promote the event in their class. There has to be some buy in by the lecturers to the value of the competition for them and their students.

Given the status of the event it is unlikely that students would travel to the event from places other than Schoolcraft College, so there are some options that could make the poster event more exciting to students to put in the work.

- 1) Run the whole event as a virtual event, where students submit posters as pdfs and the exhibition is on the web, and the interviews can occur by web or phone
- 2) Have posters from individual courses sent to Schoolcraft college from their universities/colleges, Diane is willing to discuss these ideas with IMAGIN

I think that overall the paper and poster competition is worth keeping alive, however if we want to keep it going significantly more energy needs to be put into organizing it. It may be worth discussing this with lecturers now for next year so they can build the poster creation into their coursework. I believe the prize money is enough to incentivize students to participate if they 1) know about it and 2) are expected to do it as part of their GIS coursework.

Report on Education Committee

Mobile GIS Seminar

The Mobile GIS Workshop took place on February 10th 2012 in the Pierpont Commons East Room of the University of Michigan's North Campus.

The workshop was presented by Rob Fisher of GeographIT who flew in from Harrisburg PA to present. He provided two 2 hour workshops. The first was introductory and the second intermediate. The workshop was co-sponsored by the Taubman School of Architecture and Urban Planning.

The workshops were distributed to a number of satellite locations including

- Traverse City
- Muskegon County
- Leelanau County
- Virginia
- Gaylord

There were around 60 people attending the first workshop and around 25 people attending the second workshop. Feedback about the workshop was that it provided good information to the attendees. The web part of the meeting worked well and people were interested in forthcoming activities.

PDFs of the powerpoints were forwarded to the communications team although I do not know if it has been posted yet.

Addendum 7: Nominating & Governance Team Report

IMAGIN Committee Activity Report

Date of Report: 02-29-2012

COMMITTEE: Nominating and Governance

CHAIR: Bill Rowe

BOARD LIAISON:

Name(s) of IMAGIN Staff supporting:

Type of Report:

Contains ACTION ITEMS

For Information Only

Budget attached (for new project proposals)

Report:

1. Please see attached spreadsheet tracking Board attendance for 2010-2011 and for 2011-2012 beginning with the Annual Meeting in May.
2. We are still one member short on our Board. Please continue to think of current IMAGIN members who would make a good candidate. I know times are tough, but there are still some good folks out there who could serve.
3. Please let the N&G Committee know of your intentions on running for the board or for board officer positions. Also let us know if you are aware of any other members who you feel would make good board member candidates. Current Board Members whose terms will expire in 2012 are:

- **Aaron Boos – Running**
- Andrew Brenner
- *Eric Daley – Not Running*
- *Sarah Merz – Not Running*
- **Paul Riess – Running**
- **Bill Rowe – Running**
- **Scott Swan – Running**