



**IMAGIN Inc.**  
**2277 Science Parkway, 4A**  
**Okemos, MI 48864**  
**517-338-3035 x 709**  
**866-298-2115**  
**www.imagin.org**

**2013/2014 Board of Directors:**

|                                      |                         |                        |
|--------------------------------------|-------------------------|------------------------|
| Scott Ambs: President (2015)         | Andrew Brenner (2014)   | Shane Pavlak (2015)    |
| Bill Rowe: Vice President (2014)     | Chad Collins (2013)     | Peter Schneider (2014) |
| Aaron Boos: Treasurer (2014)         | Dharmesh Jain (2015)    | Lori Schultz (2015)    |
| Thomas Van Bruggen: Secretary (2015) | Sarah Merz (2014)       | Scott Swan (2014)      |
| Robbie Beller (2015)                 | Dianne O'Connell (2014) | Michael Woods (2015)   |

**Minutes of the IMAGIN Inc. Board of Directors Meeting**

**Friday, October 18, 2013**

**Location: Central Michigan University Bovee University Center, Mt. Pleasant, MI**

**1. Call to Order - Board Member Roll Call**

**1.1. President Scott Ambs called the meeting to order at 9:31 AM**

**1.2. Roll Call**

President Scott Ambs: Present  
Vice President Bill Rowe: Teleconference  
Treasurer Aaron Boos: Present  
Secretary Thomas Van Bruggen: Present  
Robbie Beller: Present  
Andrew Brenner: Present  
Chad Collins: Present  
Dharmesh Jain: Present  
Sarah Merz: Present  
Diane O'Connell: Present  
Shane Pavlak: Present  
Peter Schneider: Present  
Lori Schultz: Teleconference  
Scott Swan: Teleconference  
Michael Woods: Present

Quorum Obtained

**1.3. Others In Attendance**

Maryellen Jansen – Riehl Solutions

**2. Approval of Agenda**

**Moved by Thomas Van Bruggen and supported by Andrew Brenner to approve the agenda as presented.**

**Motion Carried**

**3. Review and Approval of Board Meeting Minutes**

**Moved by Sarah Merz and supported by Peter Schneider to approve the minutes of the September 13, 2013 Board Meeting**

**Motion Carried**

## **Treasurers Report**

Aaron Boos presented the Treasurer Report as follows:

Checking Account Balance: \$4,677.00

Notable transactions: \$2500 withdrawal for management fees.

Savings Account Balance: \$2,229.00

No change from previous report

Combined Account Balance: \$6,906.00

Open Discussion:

The question was asked if IMAGIN will be able to not go in the red. It was the opinion that with membership renewals going out by the end of October or first of November that we will be fine.

Membership renewals only go out in the mail to current (previous year) members, but could also go to members from one year back.

**Moved by Dharmesh Jain and supported by Sarah Merz to approve the Treasurer's report as presented.**

## **Motion Carried**

The Balance Sheet report is attached to these minutes as Addendum 1: Balance Sheet

The Profit and Loss report is attached to these minutes as Addendum 2: Profit & Loss

## **4. Old Business**

Scott Ambs reviewed the Action Item List

## **5. 2014 Budget**

Aaron Boos presented the budget worksheet and a work session was held to set the budget for the 2013-2014 year.

**Moved by Scott Ambs and supported by Andrew Brenner to approve the budget as presented.**

The 2013-2014 IMAGIN Budget, as approved, is attached to these minutes as Addendum 3: Budget

**AI-2013-10: ACTION ITEM: Thomas Van Bruggen to work with Michael Henderson on 5% fees Add Processing Fees to website at 5.00%**

**AI-2013-11: ACTION ITEM: Exec Team and Andrew Brenner to negotiate contract by the November Meeting.**

## 6. Team Breakout Sessions

| Member             | Collaboration | Communication | Conference | Education | Membership | SPPC | Prof Rec |
|--------------------|---------------|---------------|------------|-----------|------------|------|----------|
| Scott Ambs         | X             |               |            |           | X          |      |          |
| Bill Rowe          |               |               |            | X         | X          |      |          |
| Aaron Boos         | X             |               | X          |           |            |      |          |
| Thomas Van Bruggen |               | X             |            |           |            |      | X        |
| Robbie Beller      |               |               |            | X         | LEAD       |      |          |
| Andrew Brenner     |               |               | LEAD       |           |            |      |          |
| Chad Collins       |               |               |            | LEAD      |            |      | X        |
| Dharmesh Jain      | LEAD          |               |            |           | X          |      |          |
| Sarah Merz         |               | LEAD          |            |           |            | X    |          |
| Diane O'Connell    | X             |               |            |           |            | X    | LEAD     |
| Shane Pavlak       |               |               | X          |           |            | X    |          |
| Peter Schneider    |               |               | X          |           |            | LEAD |          |
| Lori Schultz       |               | X             | X          |           |            |      |          |
| Scott Swan         |               |               |            | X         |            |      | X        |
| Michael Woods      |               | X             |            |           |            | X    |          |

From 10:30 am until 12:30 am, breakout team meetings were held at various locations in the Bovee University Center.

## 7. Team Reports

### 7.1. Executive Team

Scott Ambs reported that the team met to discuss today's meeting and the budget.

### 7.2. Conference Team

Andrew Brenner reported that the team is looking at keynote speakers and track chairs. The conference format will be similar to this past year. Sunday afternoon will have an early evening event to bring people in. A lot of new ideas about the direction of the industry are being discussed for implementation into the conference.

### 7.3. Education Team

Chad Collins reported that the team met today and decided to focus more on website utilization for education resources. Additional content for webinars of our own as well as linking to others webinars. Also education for topics for items such as the SAW grant. The team will also work with the Conference Team for workshops.

Open discussion regarding the marketing of the education events.

### 7.4. Student Paper and Poster Competition Team

Pete Schneider reported that the team has determined purse values of \$300 for 1<sup>st</sup> place, \$150 for 2<sup>nd</sup> place, and \$50 for third place for both the paper and poster competitions. Judges are being contacted, and two have been confirmed. Ashton Shortridge at MSU and Frank Sobie at CS Mott Community college have agreed to be a judge. The team is looking for a third and alternate judge. The first email blast went out last week to 100+ contacts in the education field contact list. The first round of phone calls for contacts at education institutions have been made. Scoring rubrics for the competition are being developed.

Open Discussion:

Possible way to recognize the University and professor who referred the student into the contest.

#### **7.5. Professional Recognition Team**

Thomas Van Bruggen reported that the team met and discussed website content, the silent auction and fund, and changing the Jim Living Geospatial Achievement Award to the IMAGIN Geospatial Achievement Award. The team will be meeting again in November.

#### **7.6. Communication Team**

Sarah Merz reported that the team has been meeting regularly. Facebook and LinkedIn profiles are in use and the website is being continually updated. The team is going to be working on enhancements to the calendar / list of events. The IMAGIN database is being worked on. The first release of the new IMAGIN newsletter will be published in January of 2014. The team is also working on branding throughout all IMAGIN publications.

#### **7.7. Collaboration Team**

Dharmesh Jain reported that the team met and discussed the team goals. The first two goals are mostly accomplished and the team will be meeting November 5 at 10:00 am. The first goal is to identify at least three organizations to collaborate with. MiCAMP, MAA, and Michigan Planners group are the first groups identified and will be reviewed.

#### **7.8. Membership Team**

Robbie Beller reported that the team met and is looking to obtain a membership list to review. The team is also working on looking at the collaboration partners. The team will also be looking into potential changes of the price structure. The team will also work on some marketing materials in coordination with the communication team.

#### **8. Closing Roundtable**

Consensus that the meeting today was productive utilizing the new format for the meeting.

#### **9. Next Meeting Date**

November 8, 2013  
9:00 AM  
Teleconference

#### **10. Adjournment**

**Moved by Thomas Van Bruggen and supported by Andrew Brenner to adjourn the October 18, 2013 IMAGIN Board Meeting at 1:14 pm.**

**Motion Carried**

Minutes respectfully submitted by Thomas Van Bruggen, IMAGIN Secretary

**Balance Sheet [Cash]****As of September 2013**10/7/13  
1:39:31 PM

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|                              |                 |                 |
|------------------------------|-----------------|-----------------|
| Assets                       |                 |                 |
| Imagin Savings S1            | 2,229.36        |                 |
| Educational Scholarship Fund | 677.10          |                 |
| Imagin Checking S4           | 4,677.04        |                 |
| Total Assets                 | <u>7,583.50</u> | <u>7,583.50</u> |
| <br>                         |                 |                 |
| Liabilities                  |                 |                 |
| <br>                         |                 |                 |
| Equity                       |                 |                 |
| Temporary Unrestricted       | 2,630.00        |                 |
| Retained Earnings            | 7,643.18        |                 |
| Current Earnings             | (2,689.68)      |                 |
| Total Equity                 | <u>7,583.50</u> | <u>7,583.50</u> |
| <br>                         |                 |                 |
| Total Liability & Equity     | <u>7,583.50</u> | <u>7,583.50</u> |

## Profit & Loss Statement [Cash]

**October 2012 through September 2013**

10/7/13  
 1:54:34 PM

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|                                |                          |
|--------------------------------|--------------------------|
| Income                         |                          |
| Contributions Income           |                          |
| Jim Living Scholarship Fund    | 500.00                   |
| Educational Scholarship        | 677.00                   |
| Total Contributions Income     | <u>1,177.00</u>          |
| Convention Revenue             |                          |
| Exhibit Booth Sales            | 9,500.00                 |
| Conference Registrations       | 23,775.00                |
| Non-Vendor Expo Sponsorships   | 1,050.00                 |
| Total Convention Revenue       | <u>34,325.00</u>         |
| Membership Dues                |                          |
| Membership Dues                | 13,095.00                |
| Total Membership Dues          | <u>13,095.00</u>         |
| Checking Interest              | 0.24                     |
| Dividend Income                | 1.18                     |
| Other Income                   | 9.17                     |
| Total Income                   | <u>48,607.59</u>         |
| Expenses                       |                          |
| Bank Service Charges           | 50.00                    |
| Credit Card Processing Fees    | 1,181.48                 |
| Board Meetings                 |                          |
| Board Meeting Food Costs       | 215.48                   |
| Non-Conference Facility Rental | 320.00                   |
| Total Board Meetings           | <u>535.48</u>            |
| Conference Expenses            |                          |
| Conference Supplies Misc.      | 144.69                   |
| Member Recognition Expense     | 603.96                   |
| Annual Conference Costs        | 14,056.07                |
| Total Conference Expenses      | <u>14,804.72</u>         |
| Postage & Delivery             |                          |
| Postage                        | 95.30                    |
| Total Postage & Delivery       | <u>95.30</u>             |
| Professional Fees              |                          |
| Professional Fees              | 32,500.00                |
| Total Professional Fees        | <u>32,500.00</u>         |
| Program Expense                |                          |
| Jim Living Scholarship Award   | 500.00                   |
| SPPC                           | 1,000.00                 |
| Total Program Expense          | <u>1,500.00</u>          |
| Office Expense                 | 32.35                    |
| Other Expenses                 | 132.06                   |
| Telephone                      |                          |
| Telephone - Conference Calls   | 110.00                   |
| Total Telephone                | <u>110.00</u>            |
| Web Hosting                    | 155.88                   |
| Organizational Memberships     | 200.00                   |
| Total Expenses                 | <u>51,297.27</u>         |
| Operating Profit               | <u>(2,689.68)</u>        |
| Other Expense                  |                          |
| Net Profit/(Loss)              | <u><u>(2,689.68)</u></u> |

A3: 2013-2014 IMAGIN Budget

| Revenue:                            | 2011-2012 Actual     | 2012-2013 Actual     | Average              | 2013- 2014 Budget    |
|-------------------------------------|----------------------|----------------------|----------------------|----------------------|
| Jim Living Scholarship Fund         | \$500.00             | \$500.00             | \$500.00             | \$500.00             |
| Silent Auction                      | \$0.00               | \$677.00             | \$338.50             | \$500.00             |
| Conference                          | \$41,115.00          | \$28,375.00          | \$34,745.00          | \$41,125.00          |
| Membership Dues                     | \$11,285.00          | \$13,095.00          | \$12,190.00          | \$13,000.00          |
| Checking Interest                   | \$7.24               | \$0.24               | \$3.74               | \$0.00               |
| Processing (Credit Card Processing) |                      |                      |                      | \$1,200.00           |
| Dividend Income                     | \$2.19               | \$1.06               | \$1.63               | \$0.00               |
| Other Income                        | \$0.00               | \$9.17               | \$2.00               | \$0.00               |
| Adjustment for Deferred Income      | \$495.00             | \$0.00               | \$247.50             | \$0.00               |
| <b>Total Revenue:</b>               | <b>\$53,404.43</b>   | <b>\$42,657.47</b>   | <b>\$48,028.37</b>   | <b>\$56,325.00</b>   |
| Expenses:                           | 2011-2012 Actual     | 2012-2013 Actual     | Average              | 2013 - 2014 Budget   |
| Bank Service Charges                | \$0.00               | (\$50.00)            | (\$25.00)            | \$0.00               |
| Credit Card Processing Fees         | (\$752.00)           | (\$1,156.95)         | (\$954.48)           | (\$600.00)           |
| Board Meeting Food Cost             | (\$230.00)           | (\$215.48)           | (\$222.74)           | (\$200.00)           |
| Communications Team                 | \$0.00               | \$0.00               | \$0.00               | (\$1,500.00)         |
| Conference Team                     | \$0.00               | \$0.00               | \$0.00               | \$0.00               |
| Collaboration Team                  | \$0.00               | \$0.00               | \$0.00               | \$0.00               |
| Educational Team                    | \$0.00               | \$0.00               | \$0.00               | \$0.00               |
| Executive Team                      | \$0.00               | \$0.00               | \$0.00               | \$0.00               |
| Membership Team                     | \$0.00               | \$0.00               | \$0.00               | \$0.00               |
| Professional Recognition Team       | \$0.00               | \$0.00               | \$0.00               | \$0.00               |
| SPPC Team                           | (\$500.00)           | (\$1,000.00)         | (\$750.00)           | (\$1,000.00)         |
| Non-Conference Facility Rental      | \$0.00               | (\$320.00)           | (\$160.00)           | (\$300.00)           |
| Conference Supplies Misc.           | \$0.00               | (\$144.69)           | (\$72.35)            | \$0.00               |
| Member Recognition Expense          | (\$541.21)           | (\$603.96)           | (\$572.59)           | \$0.00               |
| Annual Conference Costs             | (\$17,844.00)        | (\$13,408.00)        | (\$15,626.00)        | (\$19,490.00)        |
| Postage                             | (\$14.68)            | (\$95.30)            | (\$54.99)            | (\$100.00)           |
| Professional Fees                   | (\$27,025.00)        | (\$30,000.00)        | (\$28,512.50)        | (\$30,000.00)        |
| Jim Living Scholarship Award        | (\$500.00)           | (\$500.00)           | (\$500.00)           | (\$500.00)           |
| Office Expense                      | (\$137.64)           | (\$32.35)            | (\$85.00)            | (\$50.00)            |
| Other Expenses                      | (\$20.00)            | (\$132.06)           | (\$76.03)            | (\$150.00)           |
| Telephone Land Line                 | (\$103.77)           | \$0.00               | (\$51.89)            | \$0.00               |
| Telephone Conference Calls          | (\$145.00)           | (\$110.00)           | (\$127.50)           | (\$100.00)           |
| Web Hosting                         | (\$155.00)           | (\$155.88)           | (\$155.44)           | (\$160.00)           |
| Organizational Memberships          | \$0.00               | (\$200.00)           | (\$100.00)           | (\$200.00)           |
| Adjustment for Deferred Expenses    | (\$31.06)            | \$0.00               | (\$15.53)            | \$0.00               |
| <b>Total Expenses:</b>              | <b>(\$47,999.36)</b> | <b>(\$48,124.67)</b> | <b>(\$48,062.02)</b> | <b>(\$54,350.00)</b> |
| Net Revenue (Loss)                  | \$5,405.07           | -\$5,467.20          | -\$33.65             | \$1,975.00           |

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