



IMAGIN Inc.
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2014/2015 Board of Directors:

Thomas Van Bruggen: President (2015)	Chad Collins (2015)	Shane Pavlak (2015)
Sarah Merz: Vice President (2016)	Andrew Giguere (2016)	Bill Rowe (2016)
Scott Ambs: Treasurer (2015)	Brodey Hill (2016)	Lori Schultz (2015)
Pete Schneider: Secretary (2016)	Dharmesh Jain (2015)	Scott Swan (2016)
Andrew Brenner (2016)	Diane O'Connell (2016)	Michael Woods (2015)

Minutes of the IMAGIN Inc. Board of Directors Meeting

Friday, June 6, 2014

Location: General Planning Session, Mt. Pleasant City Hall, Mt. Pleasant, MI

1. Call to Order - Board Member Roll Call

1.1. President Thomas Van Bruggen called the meeting to order at 9:38 AM

1.2. Roll Call

President Thomas Van Bruggen: Present
Vice President Sarah Merz: Present
Treasurer Scott Ambs: Present
Secretary Peter Schneider: Present
Andrew Brenner: Present
Andrew Giguere: Present
Brodey Hill: Present
Chad Collins: Present
Dharmesh Jain: Present
Diane O'Connell: Present
Shane Pavlak: Present
Bill Rowe: Absent, ex
Lori Schultz: Present
Scott Swan: Absent, ex
Michael Woods: Present

Others present:
Maryellen Jansen – Riehl Solutions

Quorum Obtained

2. Approval of Agenda

Thomas Van Bruggen presented the meeting agenda

Moved by Dharmesh Jain and supported by Michael Woods to approve the agenda

Motion Carried

3. Welcome and Introductions

President Thomas Van Bruggen made a brief comment about the IMAGIN Board of Directors and welcomed new Board members Brodey Hill (Kent County) and Andrew Giguere (Leelenau County). All Board members introduced themselves.

4. Approval of Minutes from May 9, 2014 IMAGIN Board of Directors Meeting

Moved by Sarah Merz and supported by Shane Pavlak to approve the minutes of the May 9, 2014 Board of Directors Teleconference Meeting.

Motion Carried

5. Treasurers Report

Scott Ambs reported IMAGIN currently has \$24,875.09. After the 2013 conference IMAGIN had \$14,107.09 from 2013. Scott Ambs noted that the invoice for the hotel and conference center has not been posted. The outstanding invoice bill is \$8,861.50.

Motion to accept Treasurer's Report by Dharmesh Jain and supported by Andrew Brenner

Motion carried

6. 2014-2015 Meeting Schedule Review

Dharmesh Jain noted if the March 13, 2015 proposed date/time needed to be adjusted from 9:00 AM to 9:30 AM.

7. Annual Conference Review

7.1. Report from the Conference Team

Andrew Brenner reported the conference was pretty successful. Looking at the evaluations, the conference received a 91% favorable review based on the results received from the post-conference survey. Brenner gave a brief overview of the goals set prior to the conference. He mentioned there were similar numbers of people and revenue compared to the 2013 conference. Andrew Brenner felt we failed to improve our footprint in the Michigan geospatial community and believes there are 50-100 people who are not coming to the conference that we need to find.

Scott Ambs agreed with Andrew Brenner's assertion. Ambs also stated that he sees a lot of new faces at the State of Michigan User Group meetings.

7.2. Survey Results Review

Andrew Brenner and Maryellen Jansen stated that satisfaction was very positive and there were very few negative responses. There were 46 survey responses.

The 2014-2015 IMAGIN Planning Session minutes begin on page 3.

1. 2014-2015 Message from the President

Thomas Van Bruggen delivered his message to the IMAGIN Board of Directors

2. Board Member Questions

Thomas Van Bruggen asked all Board members to write down their answers to four questions. The four questions and accompanying responses are below:

- a. **Why do you want to be a member of IMAGIN?**
- b. **Why do you want to be a member of the IMAGIN Board of Director's?**
- c. **What do you like about the current conference?**
- d. **What do you dislike about the current conference**

3. Mission and Vision Review

Thomas Van Bruggen presented the IMAGIN mission statement and vision statement (as adopted during the 2013 IMAGIN Board of Directors planning session held 6/13/2013).

Mission statement:

IMAGIN enhances professional development of Michigan's geospatial community by providing an annual conference, educational events, and networking opportunities.

Vision statement:

To Improve Michigan's Access to Geospatial Technologies and to provide opportunities for professional interaction by fostering collaboration and networking.

4. Review of 2013-2014 IMAGIN Goals and Objectives

- i. **To promote an annual education conference**
Goal met – Yes, an annual education conference was held April 27-29, 2014
- ii. **To provide educational events**
Goal met – Yes
Commentary: Chad Collins said "Yes, but we did not do enough"
Scott Ambs said "We had big plans but some fell through"
Dharmesh Jain said "We want to do more but must be practical"
- iii. **To improve communication to the membership**
Goal met – Yes, IMAGINews was reinstated, and IMAGIN now has a larger footprint in the social media realm with Facebook, LinkedIn, and Twitter.
- iv. **To host a Student Poster & Paper Competition with awards ceremony**
Goal met – Yes, a student poster and paper competition was held on January 30, 2014 at Schoolcraft College. An awards ceremony was also held at the competition.
- v. **To improve collaboration with other statewide organizations**
Goal met – Yes
Commentary: General Board "We improved collaboration with other organizations like MICAMP, the State of Michigan SEMCOG, the academic sector, Michigan Association of Planners, and other organizations"
- vi. **To recognize the contributions of geospatial professionals**
Goal met – Yes, IMAGIN held an awards ceremony and a professional map gallery at the IMAGIN conference
- vii. **To increase membership in IMAGIN**
Goal met – No, IMAGIN's membership has remained status quo from 2013

5. Team Reports – Summarization of SMART GOALS

- i. **Executive Team**
Goal was to run organization
- ii. **Collaboration Team**
3 out of 4 goals completed
- iii. **Communication Team**

- 4.5 out of 5 goals completed
 - iv. Conference Team
 - 2 out of 5 goals completed
 - v. Education Team
 - 1 out of 7 goals completed
 - vi. Membership Team
 - 2 out of 5 goals completed
 - vii. Professional Recognition Team
 - 7 out of 9 goals completed
 - viii. Student Poster and Paper Competition Team
 - 3 out of 4 goals completed
- Total goals completed/attempted 22.5/39 or 58% of goals were met or exceeded expectations

Thomas Van Bruggen noted that the IMAGIN Board of Directors did not fail in their SMART goals as they had lofty goals. They made good progress with the goals that were achieved

6. Review Board Member Questions

The answers to the questions posed in section 2 of the Planning Session minutes are included in this section. Answers in blue indicate multiple responses.

A. Why do you want to be a member of IMAGIN?

- Networking
- To gain knowledge
- To advance career
- Organizational benefit
- To represent the profession
- Assist other professionals
- GISP Points

B. Why do you want to be a member of the IMAGIN Board of Director's?

- To influence the direction of IMAGIN
- It looks good on a resume
- Networking
- The responsibility to contribute to the profession
- To ensure GIS is a valuable tool for users
- Address issues in GIS
- To attend a conference
- The presence of candy (at the Planning Session)
- To help people advance in their career(s)
- To assist the GIS community

C. What do you like about the current conference?

- The variety of speaker backgrounds
- Euchre (social events)
- Networking
- The short technical sessions
- Technical sessions
- Having fun

D. What do you dislike about the current conference?

- The lack of true training, i.e. tips and tricks
- Too early of a start
- Do not see much benefit from vendor attendance
- Too few attendees
- Would like higher quality keynotes
- A more centralized location
- The conference is too short (number of days)
- The presence of conflicting sessions
- More professional development opportunities for GIS professionals

- Nothing
- The beer selection (during social events)
- Need to bring in other users; not enough outreach
- Not enough new attendees and ideas
- Tuesday afternoon is a wasteland (lack of attendees)
- Silent auction

Thomas Van Bruggen noted that for questions A and B they matched very similarly to the survey responses received from the IMAGIN membership.

Pete Schneider indicated that while question D has a lot of answers, it is not indicative to a problem. Question C has fewer answers than question D but there were several repeat answers for question C.

7. Team Designations and Assignments

The IMAGIN Board of Directors decided to reduce the number of teams (including Executive Team) from nine to four. The following teams have been either eliminated or condensed into a different team: Education, Nominating & Governance, Professional Recognition, Collaboration, and Conference.

The Executive Team has absorbed the Nominating and Governance team.

The Communications Team has absorbed the Conference, Education, and Professional Recognition team.

The Membership Team has absorbed the Collaboration team.

The SPPC Team remained unchanged.

The Board of Directors volunteered for the four teams. Team designations and assignments for the 2014-2015 year are below:

Bolded names indicate Team Lead.

Executive Team

- **Thomas Van Bruggen – President**
- Sarah Merz – Vice President
- Scott Ambs – Treasurer
- Pete Schneider – Secretary
- Maryellen Jansen – Riehl Solutions Representative

Conference Team

- Andrew Brenner – Agenda & Tracks

The rest of the Conference Team will be finalized by teleconference or email by the conclusion of the July 11, 2014 teleconference meeting.

Communications Team

- **Sarah Merz**
- Lori Schultz
- Michael Woods
- Brodey Hill
- Thomas Van Bruggen
- Andrew Brenner

Membership Team

- **Shane Pavlak**
- Scott Ambs
- Chad Collins

- Dharmesh Jain
- Brodey Hill
- Bill Rowe

Student Poster & Paper Competition

- **Pete Schneider**
- Andrew Giguere
- Diane O'Connell
- Scott Swan

Andrew Brenner has signed on to be the lead on the Conference. Brenner's task will be to assemble the conference layout which includes keynotes and tracks. This will be Brenner's third year organizing the conference.

8. IMAGIN Goal and Objectives

The Board of Directors adopted the following goals and objectives for the 2014-2015 year:

- I. Provide professional development networking opportunities for Michigan's geospatial community
- II. To improve communication to the membership
- III. To host a student paper and poster competition with awards ceremony
- IV. To improve collaboration with other statewide organizations
- V. To recognize the contributions of geospatial professionals
- VI. To increase membership in IMAGIN

The goals from the 2013-2014 are below:

- Goal 2013-01: To provide an annual education conference
- Goal 2013-02: To provide educational events
- Goal 2013-03: To improve communication to the membership
- Goal 2013-04: To host a student paper and poster competition with awards ceremony
- Goal 2013-05: To improve collaboration with other statewide organizations
- Goal 2013-06: To recognize the contributions of geospatial professionals
- Goal 2013-07: To increase membership in IMAGIN

9. 2015 Annual Conference

9.1 Date preferences

After deliberation, the Board of Directors has decided to pursue the dates of June 14-16, 2015 for the annual education conference

9.2 Location preferences

The Board of Directors has decided to pursue a location in Traverse City, MI for the annual education conference

10. Preliminary 2014-2015 Budget Discussion

10.1 Membership Dues

Thomas Van Bruggen would like to task the Membership Team with analyzing our conference rates or membership rates.

10.2 Conference Registration Fees

Discussion was taken up on the issue of conference registration fees

10.3 Management Contract

Discussion about the management contract future with Riehl Solutions

11. Closing Roundtable

Thomas Van Bruggen stated that teams need to be finalized with non-board members by the July teleconference meeting

Thomas Van Bruggen has issued an action item for the Executive Team to work with Riehl Solutions to define an 'a la carte' pricing option for conference registration fees

12. Adjournment

Lori Schultz moved and was supported by Brodey Hill to adjourn the IMAGIN Board of Directors Planning Session meeting for 6/6/2014 at 3:24 PM.

Minutes respectfully submitted by Pete Schneider, Secretary - IMAGIN