



**IMAGIN Inc.**  
**1217 Turner St**  
**Lansing, MI 48906**  
**517-338-3035 x 709**  
**866-298-2115**  
**www.imagin.org**

#### 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, November 14, 2014

Location: Teleconference

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

**1.1. President Thomas Van Bruggen called the meeting to order at 9:08 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: Present  
Lori Schultz: Present  
Scott Swan: Present  
Michael Woods: Present

##### Others Present:

Maryellen Jansen – Riehl Solutions

##### Quorum Obtained

#### 2. Approval of Agenda

**Moved by Shane Pavlak and supported by Andrew Brenner to approve the agenda**

**Motion carried**

#### 3. Approval of Minutes from October 17, 2014 IMAGIN Board of Directors meeting

**Pete Schneider reported the following errors, omissions, and changes to the October 17, 2014 meeting minutes:**

- **Section 3**
  - **Original statement** – Pete Schneider noted that he need add a conference team update to the September 12, 2014 minutes
  - **Update** - Pete Schneider noted that he needed *to* add a conference team update to the September 12, 2014 minutes
- **Section 4**
  - **Original statement** - Scott Ambs declared that IMAGIN had approximately \$5,903.87 in savings
  - **Update** - Scott Ambs declared that IMAGIN had \$5,903.87 in savings
- **Section 5**
  - **Original statement** - The IMAGIN Board of **Director's** received a refresher of the 2015 budget. No commentary or action was taken on this topic.

- **Update** - The IMAGIN Board of **Directors** received a refresher of the 2015 budget. No commentary or action was taken on this topic.
- **Section 7.1**
  - **Original statement** - Thomas Van Bruggen reported on the Exective Team happenings. Van Bruggen stated that the team met on Thursday October 16, 2014 via teleconference. The team reviews the preliminary board meeting agenda
  - **Update** - Thomas Van Bruggen reported on the **Executive** Team happenings. Van Bruggen stated that the team met on Thursday October 16, 2014 via teleconference. The team **reviewed** the preliminary board meeting agenda
- **Section 7.2**
  - **Original statement** - Brenner indicated that they need to have a monthly update released to the membership about the conference to keep the topic on **peoples** minds.
  - **Update** - Brenner indicated that they need to have a monthly update released to the membership about the conference to keep the topic on **people's** minds.
- **Section 7.3**
  - **Original statement** - The Communications Team has also developed four policy for Board review:
  - **Update** - The Communications Team has also developed four policies for Board review:
  - **Original statement** - IMAGIN has released 252 tweets **total Hill** also posted IMAGIN information on collegiate websites.
  - **Update** - IMAGIN has released 252 tweets **total Hill** also posted IMAGIN information on collegiate websites.
- **Section 7.4**
  - **Original statement** - Shane Pavlak stated that he has **reviewd** pricing for memberships of other regional organizations
  - **Update** - Shane Pavlak stated that he has **reviewed** pricing for memberships of other regional organizations
- **Section 9**
  - **Original statement** – Van Bruggen conferred with Maryellen Jansen and asked Jansen to provide an example of another **organizations** by laws for comparison.
  - **Update** - Van Bruggen conferred with Maryellen Jansen and asked Jansen to provide an example of another **organization's** by laws for comparison.

**Moved by Brodey Hill and supportd by Mike Woods to approve the minutes from the October 17, 2014 IMAGIN Board of Directors meeting**

**Motion carried**

#### **4. Treasurer's Report**

**Scott Ambs reported that the profit/loss showed a profit of \$1439.24 for the month. Ambs reported the following balances:**

**Savings - \$2,230.53**  
**Checking - \$3,973.81**  
**Educational/Scholarship Fund - \$1,355.27**

**Maryellen Jansen added that IMAGIN has received \$4,300 in membership renewals as opposed to approximately \$4,200 at this time last year. Jansen attributed the uptick in the timeliness in getting invoices distributed. Invoices were sent out in early October.**

**Bill Rowe moved to accept the treasurer's report and was supported by Brodey Hill**

**Motion carried**

## 5. Old Business – Review Action Items

**AI-2014-13** Review Communications Team procedures before November 14, 2014 meeting

Thomas Van Bruggen reviewed action item AI-2013-13. Van Bruggen and Sarah Merz asked for commentary regarding the action item. No commentary was heard. The Board authorized Merz and the Communication Team to finalize the procedures.

**AI-2014-14** Review entire website (www.imagin.org) and all subdirectories for spelling errors, broken links, misinformation, etc.

Van Bruggen asked the Board members to submit any website corrections that align with AI-2014-14 to him directly. Van Bruggen mentioned that Board members Schultz, O'Connell and Schneider offered updates/corrections to the website.

Van Bruggen closed all open action items

## 6. IMAGIN Team Reports

### 6.1. Executive Team

Thomas Van Bruggen reported that the Executive Team met on Thursday 11/13 and reviewed the current meeting agenda and held general discussion regarding the conference and how to handle adding contacts to the database.

### 6.2. Conference Team

Andrew Brenner reported that the conference team is gathering information for certain aspects of the conference. Brenner informed the Board that team member Caryn Ashbay is in charge of promotion of the event and is working on a post card to be mailed out. Brenner continued that Ashbay also has a draft email ready to be distributed. Brenner and Ashbay are also working on finalizing information for the website.

Brenner inquired with Maryellen Jansen whether the abstract portal or the registration portal has been set up. Jansen replied that they were not but it is not laborious to set them up.

Brenner then moved on to addressing tracks and keynotes. Brenner noted GISCorps is not available to keynote. Brenner has also had contact with motivational speaker Tim Cusack. Cusack informed Brenner that he is willing to perform the keynote at approximately 1/3 cost of a normal talk. Brenner has also had conversation with ESRI about providing a keynote track. Brenner continued to say that the talk with ESRI is still in its initial stages.

Brenner mentioned sponsorship options that Jansen provided to the team. Brenner also touched on the vendor package and website setup options.

Brenner continued into discussion about the social program. Brenner was informed that Chad Collins, Pete Schneider, Brodey Hill, and Janice Rockburn met recently about forming the social program. Discussion was had amongst the Board about the social aspect of the conference.

Diane O'Connell gave a brief update on the awards luncheon and silent auction.

Pete Schneider and Thomas Van Bruggen mentioned that they need to start discussion options for the map gallery. Chad Collins offered an idea and volunteered his time towards the effort. Schneider and Van Bruggen gladly accepted the generous gift of time from Collins.

Brenner finished up by noting that he is considering workshop options for the Tuesday of the conference.

### 6.3. Communications Team

Sarah Merz reported that the team met recently and has been discussing the upcoming release of the IMAGINews newsletter. Merz stated that the newsletter is scheduled to be sent to the printer by the new year with a release date in early January. Merz also commented that social media updates have been going well.

Thomas Van Bruggen reiterated his call for website updates as previously recorded in section 5 – Old Business.

### 6.4. Membership Team

Shane Pavlak, Membership Team chair, stated that he had been in contact with the state GIS organizations for New York and Minnesota. Pavlak shared that he had procured a profit/loss statement for Minnesota. He also noted that he confirmed membership costs for each organization.

Dharmesh Jain questioned Pavlak if he knew of the source of revenue for the organizations. Pavlak offered that revenue streams likely come from conference registrations and vendor booths. Pavlak also noted that both states have a single GIS organization.

### 6.5. Student Poster & Paper Competition Team

Pete Schneider reported that the SPPC Team has concluded their first round of contacts. He also reported that the team is busy determining a judge slate and they currently have one judge, one offered, and are still looking for a third judge. An alternate judge is also still needed to be identified. Schneider also stated that second round of contacts will be made during the first weeks of December.

### 6.6. Nominating & Governance

Bill Rowe reported that the team is beginning to think about future Board members. Rowe and Lori Schultz also asked Board members whose terms will be expiring at the 2015 conference to think about their plans for re-election. Board members with expiring positions are:

Thomas Van Bruggen, President  
Scott Ambs, Treasurer (Past President)  
Chad Collins  
Dharmesh Jain  
Shane Pavlak  
Lori Schultz  
Michael Woods

## 7. IMAGIN Membership and Communications Database

Thomas Van Bruggen reported that the IMAGIN Membership and Communications database is rounding into desired form. Van Bruggen and Pete Schneider continue to work on adding data and contacts. Van Bruggen also reported that he is hoping to begin adding more information for each person, such as conference attendance information. Van Bruggen asked Maryellen Jansen, to clear out the *Constant Contact* list and replace the data with the new database.

Pete Schneider expounded on Van Bruggen's report and appealed to all Board members to email

them if they know people who are not in the list. Van Bruggen stated that he is still working on a way for the rest of the Board to view the database.

## **8. IMAGIN By Laws Review – Work Session**

### **8.1. Review of Article III – Meetings**

**Thomas Van Bruggen began review of Article III of the IMAGIN Bylaws. Van Bruggen asked if any Board members had any commentary regarding the article. Van Bruggen expressed concern about section C:**

NOTICE OF MEETINGS. Printed notice stating the place and time of any Meeting shall be provided to the Board of Directors by mail not less than 7 days and not more than 28 days before the Meeting. Notice shall be considered provided when deposited in the United States mail.

**Lori Schultz and Bill Rowe provided explanation that printed notice did not need to be provided based on section D of the Bylaws.**

**The Board held discussion based on the Waiver of Notice and how well the Board has adhered to this section and whether it needs revised.**

### **8.2. Review of Article IV – Board of Directors**

**Due to time constraints section 8.2 has been tabled until the December 12 Board meeting. Thomas Van Bruggen created action item AI-2014-15 for the entire Board to review Article IV in the IMAGIN Bylaws and email any suggestions or changes to the Executive Team or himself.**

## **9. Closing Roundtable**

**Maryellen Jansen informed the Board that Riehl Solutions will be moving from their current location at 1217 Turner St in Lansing to a new, larger location still in the Lansing area.**

## **10. Next Meeting Date – Conference Call**

December 12, 2014  
9:00 AM to 11:00 AM

Next Face to Face Meeting (no conference call availability)  
Thursday April 2, 2015  
9:00 AM to 10:00 AM  
At Constitution Hall in Lansing, MI

## **11. Adjournment**

**Lori Schultz moved and was supported by Dharmesh Jain to adjourn the IMAGIN Board of Directors November 14, 2014 teleconference meeting at 10:47 am.**

**Minutes respectfully submitted by Pete Schneider, Secretary - IMAGIN**