



**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, December 12, 2014**

**Location: Teleconference**

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

**1.1. President Thomas Van Bruggen called the meeting to order at 9:02 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: Absent, ex

Bill Rowe: Present

Lori Schultz: Present

Scott Swan: Present

Michael Woods: Present

##### **Others Present:**

Maryellen Jansen (Riehl Solutions)

##### **Quorum Obtained**

#### **2. Approval of Agenda**

**Scott Ambs moved and was supported by Dharmesh Jain to approve the agenda**

**Motion carried**

#### **3. Approval of Minutes from November 14, 2014 IMAGIN Board of Directors meeting**

**Moved by Dharmesh Jain and supported by Pete Schneider to approve the minutes of the November 14, 2014 IMAGIN Board of Directors Meeting**

**Motion carried**

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

**Scott Ambs reported a profit/loss for October & November of -\$92.97. Ambs updated the Board on current membership dues income. He reported IMAGIN had \$5,360 in income from membership dues and expenses for the October 2014 thru November 2014 time period were \$5,453.27.**

**Ambs also reported the balance sheet has a total of \$5,810.90 across all accounts (Savings, Checking, and Scholarship Fund)**

Pete Schneider asked about a membership comparison from this time last year. Maryellen Jansen reported that from October 1, 2013 through November 30, 2013 we had \$2,400 in membership dues revenue. Ambs noted that membership renewal invoices went out later last year than they did this year. Ambs also stated that membership dues for 2013 totaled \$12,810.

Bill Rowe moved to accept the Treasurer's report and was supported by Michael Woods

Motion carried

**5. Old Business – Review Action Items**

**5.1. AI-2015-15 – Review Article IV in the IMAGIN Bylaws and submit any changes or updates to the Executive Team by email at [exec@imagin.org](mailto:exec@imagin.org)**

Thomas Van Bruggen presented action item AI-2015-15 and noted that the action item will be addressed in section 7 – IMAGIN Bylaws Review of the agenda. Van Bruggen instructed Secretary Schneider to close the action item at this time.

**6. IMAGIN Team Reports**

**6.1. Executive Team**

Thomas Van Bruggen reported to the Board that the Executive Team met on Wednesday 12/10/14 and primarily discussed the agenda for this meeting. Secondarily, the Executive Team had lengthy discussion regarding bylaw revision. Van Bruggen also noted that the Executive Team held minor discussion regarding the conference.

**6.2. Conference Team**

Andrew Brenner informed the Board of Directors that communication mediums are nearing their release. Brenner stated that those mediums are post cards, emails, and website additions.

Andrew Brenner paused and asked for the Communication Team to provide an update regarding the post cards. Thomas Van Bruggen, speaking in the proxy of team chair Sarah Merz (illness), gave a breakdown of cost regarding the post cards that will be used to advertise the conference. Van Bruggen offered the following numbers:

Post card printing - \$200.00 for 650 post cards (Cost will fluctuate based on number of cards sent). Van Bruggen stated that initially the post card was developed for a 3" x 5" post card, however, the Communication Team is looking to upsize the post card to 5.5" x 8". Van Bruggen said there is not price difference to print on the larger card. Van Bruggen continued to bring up postage rates. He stated that standard post card postage rate is \$0.34 per card. Van Bruggen also stated that the selected printing operation will charge \$0.05 per card to print the mailing address on the card as opposed to buying mailing labels and doing them by hand. The Communication Team is also leaning toward using First Class postage as which the organization can use as a method of address validation as first class postage is returned if the address is not valid. First class postage would bump up the cost from \$0.34 to \$0.49 per card. Van Bruggen offered a total estimate of \$560.00 to complete the post card process from beginning to end. He noted the number may go up or down depending on the number of cards sent out

After the post card update, Brenner updated the Board on the potential for workshops from Esri. Brenner outlined the hosted workshop options (below):

**Hands On Training Lab** – The Hands On Training Lab would occupy one breakout room and have 15 workstations. Each workstation has 12 different topics which run approximately 45 minutes each. The workstations are filled on a "first come-first served" basis. Esri will provide a room manager to assist and troubleshoot issues.

**Instructor Led Workshop** – Esri has offered to run a two-day workshop. The cost for the

workshop is paid by the conference attendee. In order to make this option work, Brenner stated that the workshop would need to run on Tuesday and Wednesday (June 9 & 10). Workshop attendees would need to register for Tuesday night, on their own. Great Wolf Lodge has agreed to extend the conference lodging rate to accommodate this option. Brenner explained a caveat to this option. The caveat being that the workshop can hold 12 attendees, and the cost associated with that is \$804.00/person, or \$9,640.00 total. IMAGIN would have to account for the cost of the room and any other incidentals related to the workshop. Brenner stated that he is awaiting a list of courses available for this training.

**Brenner then asked the Board for their input. Board input was generally positive toward the option. Board members agreed that the option sounds good but IMAGIN needs to know what its liability is in case of less than full attendance. Brenner was instructed to determine more details.**

**Brenner then stated that the presence of the workshop would not inhibit the other three technical tracks.**

**Brenner finished up with a call to action by the rest of the Board to help locate abstracts and sponsorships. Brenner stated that generally the "call for papers" yields average interest and that people need to be approached about presenting.**

**Brodey Hill inquired with Maryellen Jansen about the vendor display layout.**

**Lori Schultz asked Brenner about a keynote speaker update. Brenner confided that Esri has offered to send Christian Carlson to speak, noting that he is a dynamic and enthusiastic speaker. Brenner continued that Esri has offered to keynote Tuesday morning. Brenner is still looking to solidify that keynote slot.**

**Brenner stated the next Conference Team meeting is Wednesday 12/17/14.**

### **6.3. Communications Team**

**Thomas Van Bruggen reported that the Communications Team met on Wednesday 12/10/14 and their primary topic was the January IMAGINews newsletter. Van Bruggen informed the Board that they are in the need for a "spotlight" article after several commitments fell through based on their approval process for the article. The Communication Team has asked the Board to consider writing a "spotlight" article or nominating an organization to be highlighted. Van Bruggen finished the topic stating that the newsletter will go to print the week of January 12 and mailed the week of January 19.**

**Pete Schneider inquired as the final submission deadline for articles. Sarah Merz stated January 7, 2015.**

**Van Bruggen continued that several updates to the website will be coming soon. He finished by acknowledging the vendor packet needs finalization and that he and Pete Schneider will be meeting to discuss the contact database.**

### **6.4. Membership Team**

**No update was given**

### **6.5. Student Poster & Paper Competition**

**Pete Schneider stated that the team is entering into a "dead period" in the academic calendar as holiday breaks are beginning. He reported that the team is busy with finishing**

their second round contacts. He stated it was important to make a call during this time to make sure that Fall semester students get a reminder and the competition is still on the minds of the professors for when the Winter semester brings them new students. Schneider continued by stating he toured Constitution Hall in Lansing where the competition will be held and that he is working on logistical issues with Everett Root at the State of Michigan. Schneider finished by stating that the New Year will bring them into developing scoring rubrics for the newly created poster categories.

## 6.6. Nominating & Governance

Bill Rowe reported that attendance was perfect for the November Board meeting and that attendance has steadied. Rowe also asked for Board members with expiring terms consider whether they will seek reelection at the annual conference.

Van Bruggen also provided a list of Board members with expiring terms:

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

## 7. IMAGIN Bylaws Review

### 7.1. Review of Article IV

Thomas Van Bruggen informed the Board that there will be no review of Article IV of the bylaws during the meeting. Van Bruggen continued to state that the Executive Team had talked and were in agreement with Nominating & Governance that the two groups will formally review all Bylaws and provide a recommendation to the Board one month prior to the April 2 face to face Board meeting. At the meeting a vote will be had to adopt the new bylaws. If the vote passes the bylaws will be put in front of the membership at the annual conference for their approval.

Dharmesh Jain asked about the review period and if there will be a Board meeting to incorporate any changes after the recommendations are submitted back to the Board for review. Van Bruggen stated that an emergency meeting may be called to review any potential changes. He continued to state that if any Board members have any changes to email them to [exec@imagin.org](mailto:exec@imagin.org) before the general Board review period.

## 8. Closing Roundtable

Dharmesh Jain asked for a final date for existing Board members, with expiring terms, to announce their intentions.

Thomas Van Bruggen made an action item:

AI-2015-16 All Board members with expiring terms shall review their candidacy and submit their decision to Bill Rowe by the February 13, 2015 Board of Directors meeting.

## 9. Next Meeting Dates –

January 9, 2015  
Conference Call  
9:00 AM – 11:00 AM

Thursday – April 2, 2015  
Face to Face Meeting at Student Poster &  
Paper Competition  
9:00 AM to 10:00 AM

## **10. Adjournment**

**Scott Ambs moved and was supported by Dharmesh Jain to adjourn the IMAGIN Board of Directors December 12, 2014 teleconference meeting at 10:28 am.**

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