



**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, January 9, 2015

Location: Teleconference

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

1.1. President Thomas Van Bruggen called the meeting to order at 9:04 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

Sarah Merz had a correction to the January 9, 2015 Board of Directors Agenda. Merz noted that under Next Meeting Dates, the date for the conference call is set at January 9, 2015 when it should be February 13, 2015.

Sarah Merz moved and was supported by Scott Ambs to approve the agenda

Motion carried

#### 3. Approval of Minutes from December 12, 2014 IMAGIN Board of Directors meeting

Moved by Dharmesh Jain and supported by Andrew Brenner to approve the minutes of the December 12, 2014 IMAGIN Board of Directors meeting

Motion carried

#### 4. Treasurer's Report

Scott Ambs reported that the profit/loss statements and balance statements are for October-December 2014 and that IMAGIN has a total balance (across all accounts) of \$4,142.78. A recent deposit of \$1,435 was not included in that figure so the total balance currently is \$5,578.78.

Ambs cautioned the Board about upcoming planned expenditures including management fees, newsletter printing costs, and approximately \$600 for the printing and mailing of the conference post cards.

Dharmesh Jain asked about fund balance and Ambs assured Jain that his numbers were for all accounts.

Thomas Van Bruggen asked Maryellen Jansen if all checks had been deposited. Jansen responded by stating that Riehl Solutions employee, Lauri Brantley, had indeed deposited all outstanding checks.

Discussion was had regarding the membership progress and Van Bruggen reported approximately 90 memberships had been renewed. Van Bruggen highlighted that IMAGIN was about 50% through their membership renewal process. Jansen reported that last year IMAGIN has roughly \$12,400 in membership dues in.

Van Bruggen asked Ambs for his recommendation. Ambs recommended that any expenditure should be approved by the Executive Team before payment is issued. Ambs also alluded to a potential delay in the newsletter, which will be covered during the Communication Team update.

Bill Row moved and was supported by Andrew Brenner to accept the Treasurer's Report

Motion carried

5. Old Business – Review Action Items

5.1. 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.

Pete Schneider recited the open action item for the Board and stated that the action item was to remain open until the February 13, 2015 Board of Directors meeting.

6. IMAGIN Team Reports

6.1. Executive Team

Thomas Van Bruggen reported that the team met on Wednesday 1/7/2015 to discuss the agenda for the 1/9/2015 Board of Directors meeting. Van Bruggen also shared that he has been approached by Everett Root (State of Michigan) about a state initiative. Other items discussed during the Executive Team call included budget (covered in the Treasurer's Report), the newsletter, conference items, the 2016 conference search, and bylaw revisions.

6.2. Conference Team

Andrew Brenner reported that the call for abstracts is in the Communication Teams hands and asked for an update from the Communications Team. Thomas Van Bruggen shared that he is busy updating information on the website. Van Bruggen also stated that he and Pete Schneider were finalizing the long-awaited IMAGIN database. He planned on getting the database to Maryellen Jansen in the near future to make mailing lists and repopulate the Constant Contact account. Van Bruggen also shared that the post cards need to be sent to the print shop. He is expecting a three day turnaround with delivery of the post cards early in the week of January 19, 2015.

Brenner continued by briefing the Board on the keynotes. He stated that he contacted Everett Root (State of Michigan) about requesting David Behen (State of Michigan CIO & DTMB Director) to speak to the IMAGIN membership for the Tuesday (6/9/15) keynote. Brenner stated he was given a form to fill out, which he mailed to the Conference Team and received feedback from Scott Ambs and Van Bruggen.

Brenner inquired with Maryellen Jansen whether there was a deadline for abstract submission on the post cards. Jansen replied there was not.

Brenner touched on the paid workshops hosted by ESRI. Brenner sent out an email to the Conference Team for feedback regarding the classes offered. Brenner stated that he received feedback from Janice Rockburn (Kent County). Pete Schneider stated he provided feedback as well, and was concerned with a couple of the potential classes becoming a free attendance class after the conference as part of ESRI's new release rollout. Brenner also asked Jansen for a survey to be released to gauge user interest and that Brenner would prefer to have twelve participants registered and paid for before solidifying with ESRI.

Schneider commented that he noticed the cost of the classes outright is approximately \$1,600 and the IMAGIN cost would be approximately \$800. Schneider would like to advertise this savings and promote it.

Chad Collins questioned Brenner about documentation of track and presentation slots.

Brodey Hill noted to Maryellen Jansen, that during his discussion about social events with Great Wolf Lodge that they require everything to be reserved and she should contact them soon to make sure the room is available on Wednesday June 10, 2015 since it is outside of the IMAGIN Conference booking dates.

Hill also inquired if this conference would be giving out Assessor's credit for participants. Andrew Giguere commented that the 2014 conference was eligible. Van Bruggen informed the Board that the State of Michigan will not consider the credits until an agenda has been finalized.

Brenner spoke about the State of Michigan User Group meeting that will be held on Tuesday June 9, 2015. Brenner also spoke about the vendor package.

Brenner asked the social committee to give an update. Hill commented that the committee has nearly finalized its plans but needs guidance regarding budgetary items. The committee has asked for a call with Jansen to finalize the plans.

Brenner finished with noting that the team continues to work on the awards luncheon, map gallery, and silent auction. Diane O'Connell commented that an email will go out to all Board members asking for help in getting items submitted to the silent auction. O'Connell also gave a brief update on the awards luncheon progress.

O'Connell switched gears and provided an update about the possibility of the higher education site license group having a meeting during the conference.

Next meeting is scheduled for 1/21/2015.

### 6.3. Communications Team

Sarah Merz stated that the team met on Thursday 1/8/2015 and discussed the newsletter. Merz noted that there will be blurbs in the newsletter for a conference update, the SPPC, membership renewals, and nominations for awards. Merz continued by stating that there will be a delay in the release of the winter newsletter. Currently they are missing a member spotlight article. Merz also reported that the team is considering other options to fill the member spotlight portion. The team has considered how-to articles, and reducing the frequency of member spotlight articles.

Merz also reported that social media is going strong.

#### 6.4. Membership Team

Shane Pavlak stated that the team has not met and there is nothing new to report.

Chad Collins asked if there were other ways to increase membership and offered a few ideas for the Board's consideration.

Brodey Hill asked if ESRI would advertise their involvement in the IMAGIN conference through their communication channels. Andrew Brenner stated that ESRI has told him that this is IMAGINs conference and we must do the advertisement.

#### 6.5. Student Poster & Paper Competition

Pete Schneider reported that the team is in a bit of a slow period as schools and universities are coming back off holiday break. Schneider stated that they nearly have a full slate of judges. Schneider added that Ashton Shortridge (MSU) and Frank Sobie (Mott CC) have agreed to judge again this year. He continued to say that the team prefers a local judge for the alternate position and has found Rebecca Rogers (Lansing CC) willing to take on this role. He finished by stating that he is trying to contact another judge candidate and the team will be starting to build their rubrics for the poster categories.

#### 6.6. Nominating & Governance

Bill Rowe reported that he has heard back from a good majority of the Board members with expiring candidacies. Rowe also reported that attendance at Board meetings has been solid and steady.

### 7. State of Michigan Enterprise Information Management (EIM) Program

Thomas Van Bruggen informed the Board that Everett Root (State of Michigan) contacted him and Chris Cantrell (MiCAMP, Midland County) about an executive directive from Governor Rick Snyder signed 11/1/2013 establishing an EIM. The directive is attached to the minutes below. Van Bruggen stated that he will be meeting about the EIM and the State wants to start disseminating this information through the professional organizations in the state. The first order of business for the EIM is to establish a centralized address repository.

### 8. 2015/2016 Meeting Schedule

Thomas Van Bruggen quickly reviewed a proposed calendar of dates for 2015. Van Bruggen highlighted certain dates and gave brief explanation as highlighted below:

- Friday, February 13, 2015 – 9:00 AM to 11:00 AM – Teleconference
- Friday, March 13, 2015 – 9:00 AM to 11:00 AM – Teleconference
- Thursday, April 2, 2015 – 9:00 AM to 10:00 AM – Face to Face – Lansing – SPPC Competition
  - **Van Bruggen stated that teleconference availability may not be feasible**
- Friday, May 8, 2015 – 9:00 AM to 11:00 AM – Teleconference
- Tuesday, June 9, 2015 – 12:00 PM to 2:00 PM – Face to Face – Traverse City - Annual Meeting at Conference
- Friday, June 26, 2015 – 9:00 AM to 10:00 AM – Teleconference – Introduction and Conference Wrap-up
  - **Van Bruggen would like to hold an abbreviated meeting recapping the conference and performing Board introductions**
- Friday, July 17, 2015 – 9:30 AM to 3:00 PM – Face to Face – Location TBD – Planning Session
- Friday, August 14, 2015 – 9:00 AM to 11:00 AM – Teleconference

- Friday, September 11, 2015 – 9:00 AM to 11:00 AM – Teleconference
- Friday, October 9, 2015 – 9:30 AM to 1:00 PM – Face to Face – Location TBD
- Friday, November 13, 2015 – 9:00 AM to 11:00 AM – Teleconference
- Friday, December 11, 2015 – 9:00 AM to 11:00 AM – Teleconference
- Friday, January 8, 2016 – 9:00 AM to 11:00 AM – Teleconference
- Friday, February 12, 2016 – 9:00 AM to 11:00 AM – Teleconference
- Friday, March 11, 2016 – 9:00 AM to 11:00 AM – Teleconference
- Thursday, April 7, 2016 – 9:00 AM to 10:00 AM – Face to Face – Lansing – SPPC Competition (Tentative)
  - **Van Bruggen noted that this date is tentative based on the time and place of the 2016 Student Poster & Paper Competition**
- Friday, May 13, 2016 – 9:00 AM to 10:00 AM – Face to Face – Lansing – SPPC Competition (Tentative)
  - **Van Bruggen noted that this date is tentative based on the time and place of the 2016 Student Poster & Paper Competition**

## 9. Closing Roundtable

**No commentary heard**

## 10. Next Meeting Dates –

**CONFERENCE CALL – Conference Number: 712-432-0375 - Code: 134202#  
February 13, 2015  
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**

## 11. Adjournment

**Scott Swan moved to adjourn and was supported by Bill Rowe to end the January 9, 2015 IMAGIN Board of Directors teleconference meeting at 10:22 AM.**

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




STATE OF MICHIGAN  
EXECUTIVE OFFICE  
LANSING

RICK SNYDER  
GOVERNOR

BRIAN CALLEY  
LT. GOVERNOR

**EXECUTIVE DIRECTIVE**  
**No. 2013 - 1**

**DATE:** November 1, 2013  
**TO:** All Executive Branch Departments and Agencies  
**FROM:** Governor Rick Snyder   
**RE:** Data and Information Sharing, Management and Governance

To continue the process of reinventing state government, we must improve upon the sharing and management of data across all executive branch agencies. Data and information are valued assets that require effective and secure management. It is my goal to establish an environment where improved sharing and management of data will enhance services to citizens. This can only be accomplished by establishing an Enterprise Information Management (EIM) program.

EIM will improve analysis and reporting for the state and it will make our operations more efficient. I envision a state government that allows a single sign-on for citizens and businesses to access all of their state account information. We must improve upon the data available on our Open Michigan website. By implementing EIM, the state can improve service delivery and transparency in a number of our priority areas, including public safety, education, healthcare and economic growth.

Section 1, Article 5 of the Michigan Constitution vests the executive power of the state of Michigan in the Governor. Section 8, Article 5 of the Michigan Constitution places each principal department under the supervision of the Governor. Pursuant to these provisions of the Michigan Constitution, I direct the following:

The Director of the Department of Technology, Management and Budget (DTMB) shall establish and implement an EIM program requiring participation and engagement by all Executive Branch departments and agencies to establish new and improved protocols for data and information sharing, management, and governance.

The EIM program shall include a cross-agency data sharing protocol, a Michigan Information Management Governance Board, an information management

implementation plan for each state department, and a five-year Michigan Statewide Data and Analytics Plan.

All state departments and agencies must work in partnership with DTMB to establish the procedures and protocols for cross-departmental and jurisdictional data sharing and processing. I would like to create a "share first" environment for data sharing while taking all possible measures to ensure personal privacy and protect personal information in a secure manner.

The Director of DTMB shall create and establish the Michigan Information Management Governance Board (MIMGB) as the primary governing body for the state EIM program, to be chaired by a representative from the Governor's Legal Counsel. The MIMGB will have membership representation from Directors or Chief Deputy Directors of all Executive Branch departments and agencies. The MIMGB responsibilities are to adopt, support, and provide advice regarding all activities related to achieving the goals of the EIM program.

Each Department Director shall create and establish a Department Information Management Governance Board (DIMGB) to provide an operational support structure for and to coordinate with the MIMGB. The DIMGB shall be chaired by the Department Director or Chief Deputy Director and will have membership representation from all Bureau and/or Division administrators that have responsibility over business data and information management systems. The DIMGB responsibilities are to advise, adopt, and support all activities related to achieving the goals of the EIM program within each respective department.

Each department shall establish a Chief Data Steward responsible for establishing and implementing EIM within the department. The Chief Data Steward will provide administrative support to the chair of the DIMGB, and serve on working group(s) of the MIMGB. The Chief Data Steward shall not serve as the representative on the MIMGB.

The MIMGB shall direct the development of the Michigan Statewide Information and Analytics Plan, focused on long-term statewide information management and analytics goals. The plan shall include the establishment of a centralized information management and analytics service center and be fully integrated with state agency plans and with DTMB's Information and Communication Technology (ICT) Assessment Roadmap. The plan shall also incorporate an EIM strategy for successful cross-boundary collaboration with external partners of state departments and agencies.

The process of data governance in the state will be open, transparent, timely, and will require cooperation and trust. My expectation is that all state departments and agencies will work together with DTMB to ensure that the EIM program is successful. Citizens and other stakeholders deserve the improvements that can be achieved from an effective EIM program, whereby data is effectively governed and managed.

cc: Department Directors and State Agency Heads