



IMAGIN Inc.
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2015/2016 Board of Directors:

Thomas Van Bruggen: President (2017)	Chad Collins (2017)	Bill Rowe (2016)
Sarah Merz: Vice President (2016)	Andrew Giguere (2016)	Lori Schultz (2015)
Scott Ambs: Treasurer (2017)	Brodey Hill (2016)	Kathleen Stack (2017)
Pete Schneider: Secretary (2016)	Janet Mocadlo (2017)	Scott Swan (2016)
Andrew Brenner (2016)	Diane O'Connell (2016)	Michael Woods (2017)

Minutes of the IMAGIN Inc. Board of Directors Meeting

Friday, July 17, 2015

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 9:35 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: Absent, ex
Chad Collins: Present
Andrew Giguere: Present
Brodey Hill: Absent, ex
Janet Mocadlo: Present
Diane O'Connell: Absent, ex
Bill Rowe: Absent, ex
Lori Schultz: Present
Kathleen Stack: 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 Pete Schneider and supported by Chad Collins to approve the agenda

Motion Carried

3. Welcome and Introductions

President Thomas Van Bruggen welcomed the IMAGIN Board of Directors and extended warm welcomes to new Board members Janet Mocadlo (SEMCOG) and Kathleen Stack (DTE Energy). A brief introduction of all Board members was then heard.

4. Approval of Minutes from June 26, 2015 IMAGIN Board of Directors Meeting

Moved by Sarah Merz and supported by Michael Woods to approve the minutes of the June 26, 2015 IMAGIN Board of Directors teleconference meeting.

Motion Carried

5. Treasurers Report

Treasurer Scott Ambs reported that as of the end of June, IMAGIN has \$40,564.82. This number is a sum across all accounts and can be found in the Balance Sheet document on Dropbox. Ambs noted that IMAGIN still has outstanding bills with Great Wolf Lodge for the conference. He continued by stating that those numbers will change once the bills are resolved. Maryellen Jansen described two disputes that she is resolving with Great Wolf Lodge.

Ambs reported that the profit/loss sheet shows a profit of \$34,660.95 as it resides in the checking account. Ambs finished by showing the Last Year analysis and noting that there are no glaring issues at hand.

A motion to accept the Treasurers report was raised by Lori Schultz and supported by Janet Moadlo.

Motion Carried

6. Team Reports

6.1. Executive Team

6.1.1. Thomas Van Bruggen reported that the Executive Team prepared for the general planning session and held general post-conference discussion

6.2. Communications Team

6.2.1. Sarah Merz reported that Lori Schultz and Brodey Hill have taken the reins running the team while Merz was unavailable; Merz continued by stating that the newsletter almost ready for print and the team is waiting on a conference update from the Conference team.

6.3. Conference Team

6.3.1. Andrew Brenner was not in attendance. Pete Schneider reviewed the SMART goal summary provided from Brenner which is appended to the bottom of the minutes

6.4. Membership Team

6.4.1. Shane Pavlak, who did not seek re-election, was not present to report. Thomas Van Bruggen indicated that the Board will be seeking new leadership for the team

6.5. Nominating & Governance Team

6.5.1. Lori Schultz gave a general message about attendance and the general duties of the team

6.6. SPPC Team

6.6.1. Pete Schneider formally vacated his post as chair of SPPC Team

7. 2015-2016 Meeting Schedule Review

Thomas Van Bruggen presented a proposed slate of meeting dates. Two dates received opposition from those in attendance. Board members asked for the July 8, 2016 meeting date to be moved to July 15, 2016 to accommodate the Independence Day holiday. The October 9, 2015 face-to-face meeting as asked to be rescheduled to Friday October 16, 2015.

The proposed meeting schedule, as amended is below:

August 14, 2015 9:00 am to 10:30 am – Teleconference
September 18, 2015 9:00 am to 10:30 am – Teleconference
October 16, 2015 9:30 am to 1:00 pm – **FACE TO FACE (no teleconference)** – Location TBD
November 13, 2015 9:00 am to 10:30 am – Teleconference
December 11, 2015 9:00 am to 10:30 am – Teleconference
January 8, 2016 9:00 am to 10:30 am – Teleconference
February 12, 2016 9:00 am to 10:30 am – Teleconference
March 11, 2016 9:30 am to 1:00 pm – **FACE TO FACE (no teleconference)** – Location TBD
April 15, 2016 9:00 am to 10:30 am – Teleconference
May 6, 2016 9:00 am to 10:00 am – **IF NEEDED** – Conference Details Only Meeting
May 17, 2016 12:30 pm to 2:00 pm – Annual Membership Meeting at Conference
June 10, 2016, 9:00 am to 10:30 am – Teleconference
July 15, 2016, 9:30 am to 3:00 pm – Annual Planning Session **FACE TO FACE (no teleconference)** – Location TBD

Scott Ambs motioned and Sarah Merz supported to approve the proposed slate of meetings

Motion Carried

8. IMAGIN Board of Directors Policies Review & Signatures

Thomas Van Bruggen passed out Policy documents for Board review and acceptance. Completed signature pages were submitted to Maryellen Jansen

8.1. Policy 2010-01: Confidentiality

8.2. Policy 2010-02: Document Retention

8.3. Policy 2010-03: Non-Discrimination/Anti-Harassment

8.4. Policy 2010-04: Whistleblower

IMAGIN Planning Session

1. 2015 Message from the President

Thomas Van Bruggen delivered a message to the Board.

2. Mission and Vision Review

Thomas Van Bruggen reviewed the IMAGIN Mission and Vision statements to the Board. Upon review, the Board determined the statements continued to accurately reflect the organizations mission and vision and decided not to amend the statements

3. Review and Analysis of 2014 Goals

Thomas Van Bruggen recited each goal from the 2014 fiscal year for Board review.

Goal 2014-01: To provide professional development and networking opportunities for Michigan's geospatial community

The Board determined that IMAGIN provided an education conference and the Student Poster & Paper Competition which fulfilled this goal

Goal 2014-02: To improve communication to the membership

The Board determined that the organizations utilization of social media fulfills this goal as the organization had a much larger footprint in the Twitter and LinkedIn realms.

Goal 2014-03: To host a student paper and poster competition with awards ceremony

The Board determined that the organization did host a successful competition

Goal 2014-04: To improve collaboration with other statewide organizations

The Board determined that collaboration with the State of Michigan has improved tremendously. The Board continued by noting that there was no significant increase or decrease in collaboration with MiCAMP. Finally the Board agreed that they failed to collaborate with any new statewide organizations.

Goal 2014-05: To recognize the contributions of geospatial professionals

The Board concluded that the organization met Goal 2014-05 by hosting the student poster & paper competition and the awards luncheon during the conference

Goal 2014-06: To increase membership in IMAGIN

The Board recognized a noticeable uptick in conference goers, however admitted this does not mean there is an increase to membership. The Board will continue to review memberships before officially completing this goal.

4. SWOT Exercise: Strengths/Weaknesses/Opportunities/Threats

Thomas Van Bruggen led the Board in a SWOT exercise to try to determine the organizations strengths and weaknesses and where the Board has opportunities to excel or is open to threats.

Strengths:

Stronger & more dedicated Board & teams
Adaptability
Networking opportunities
Statewide GIS Network
Conference
SPPC
Communications

Leadership
Volunteers
Diverse Membership

Weaknesses:

Lack of outreach to new members (no membership drive)
Board does not engage membership enough
Member benefits/value
Accountability
Budget
Lack of diversity in educational topics at conference
Reliant on vendor presentations
Lack of opportunities for members to engage outside of conference
Lack of opportunities for members to contribute to organization
Complacency

Opportunities:

Leverage social networks
Increase member participation
Build off of 2015 conference\momentum of association
Clean up database(s)
Collaborate/market with other groups
Expand SPPC
Refine/restructure membership levels
Improve communications
Team leadership changes

Threats:

Complacency
Team leadership changes
Too many new things
Lack of focus
Budget
Ebb and flow of vendors
Ability to track member dynamics
Organizational arrogance
Evolution of the industry

5. 2015 Conference Review

Thomas Van Bruggen opened discussion with the Board to review the 2015 conference as a group.

Van Bruggen also reviewed with the Board the results of the post-conference survey. Survey is appended to the bottom of the minutes.

6. 2015/2016 IMAGIN Goal Development

Thomas Van Bruggen asked the Board to develop new or enhance existing goals. The Board elected to continue utilizing the goals forged in 2014 as they are broad enough to continue using in 2015 to further promote the organization

Goal 2015-01: To provide professional development and networking opportunities for Michigan's geospatial community

Goal 2015-02: To improve communication to the membership

Goal 2015-03: To host a student poster & paper competition with awards ceremony

Goal 2015-04: To improve collaboration with other statewide organizations

Goal 2015-05: To recognize the contributions of geospatial professionals

Goal 2015-06: To increase membership in IMAGIN

7. Membership Restructuring – Work Session

Thomas Van Bruggen discussed potential membership dues restructuring that was developed by Shane Pavlak and the membership team. General commentary was heard but consensus was that the numbers seemed a bit arbitrary and needed refinement. The proposed restructure was confusing.

Thomas Van Bruggen created action item: **AI-2016-01: The Membership Team shall review the membership restructure proposal and make a formal recommendation (if deemed) to the Board by September 11, 2015**

8. Team Designations & Assignments

8.1. Exec

Thomas Van Bruggen presented the accepted Executive slate as voted upon during the June 26, 2015 IMAGIN Board of Directors teleconference meeting:

President – Thomas Van Bruggen
Vice President – Sarah Merz
Treasurer – Scott Ambs
Secretary – Pete Schneider
Ex-Officio Member – Maryellen Jansen (Riehl Solutions)

General discussion was had about a team or committee to organize a fall 2015 LiDAR workshop. The Board determined that instead of create a new team; the Executive Team would manage the organization of the workshop. A sub-committee may be constructed to handle day to day operations of the workshop

8.2. Communication

Sarah Merz – Chair
Michael Woods
Lori Schultz
Janet Moadlo
Brodey Hill
Thomas Van Bruggen

8.3. SPPC Team

Andrew Giguere – Chair
Kathleen Stack
Andrew Brenner
Scott Swan
Diane O'Connell

8.4. Membership Team

Pete Schneider – Chair
Scott Ambs
Thomas Van Bruggen

8.5. Nominating & Governance

Bill Rowe – Chair
Lori Schultz
Thomas Van Bruggen

8.6. Conference Team

Brodey Hill – Co-Chair
Chad Collins – Co-Chair

Social Committee:

Brodey Hill - Lead
Scott Ambs
Michael Woods
Chad Collins

Logistics/Vendors:

Riehl Solutions – Lead
Scott Ambs

Program:

Andrew Brenner – Lead
Kathleen Stack
Andrew Giguere
Bill Rowe
Scott Swan

Silent Auction:

Chad Collins – Lead
Janet Moadlo
Lori Schultz
Kathleen Stack

Professional Recognition:

Diane O'Connell – Lead
Thomas Van Bruggen
Pete Schneider
Lori Schultz

9. Preliminary 2015/2016 Budget

Thomas Van Bruggen started discussion about the 2015/2016 budget. Scott Ambs stated that the teams must have their budgets to him in time for him to compile the preliminary budget by the September 18, 2015 Board meeting. The budget will be adopted at the October 16, 2015 Board of Directors meeting

10. Closing Roundtable

Thomas Van Bruggen started closing roundtable by establishing five more action items:

- AI-2016-02: **All teams must develop SMART Goals and team rosters by September 1, 2015**
- AI-2016-03: **All members need to get into Dropbox and clean up their folders**
- AI-2016-04: **The Executive Team must start addressing policy development procedures**
- AI-2016-05: **Team chairs and leads must begin adding non-board members to their teams**
- AI-2016-06: **Host a LiDAR workshop by October 2015**

11. Adjournment

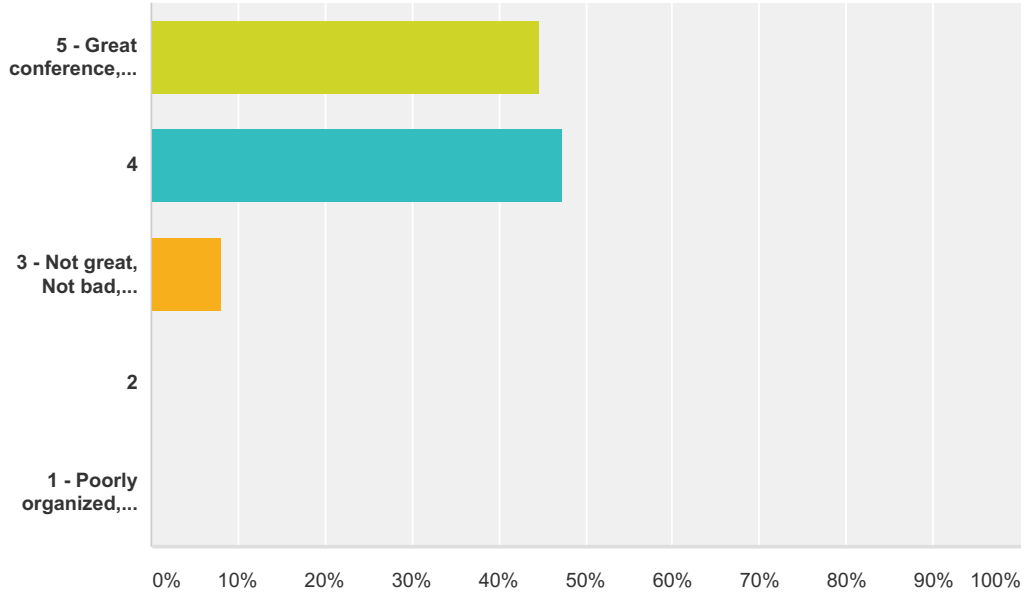
Lori Schultz moved and was supported by Sarah Merz to adjourn the July 17, 2015 IMAGIN Board of Directors General Planning Session at 3:10 PM.

Minutes respectfully submitted by Pete Schneider, Secretary - IMAGIN

IMAGIN 2015 Post Conference Survey

Q1 On a scale of 1-5, with 5 being the highest, how would you rate the conference overall?

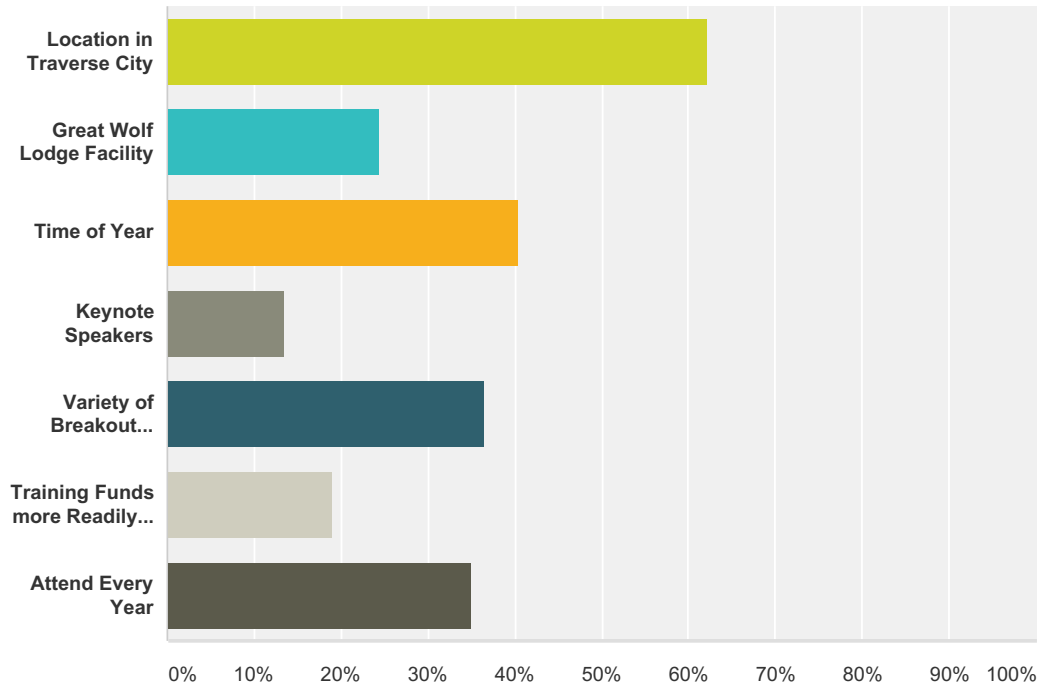
Answered: 74 Skipped: 0



Answer Choices	Responses	
5 - Great conference, interesting and relevant speakers, would definitely attend again	44.59%	33
4	47.30%	35
3 - Not great, Not bad, Average conference, what I expected	8.11%	6
2	0.00%	0
1 - Poorly organized, uninformative speakers	0.00%	0
Total		74

Q2 Attendance at the 2015 Conference was the largest it has been in years. What factors affected your decision to attend, please check all that apply:

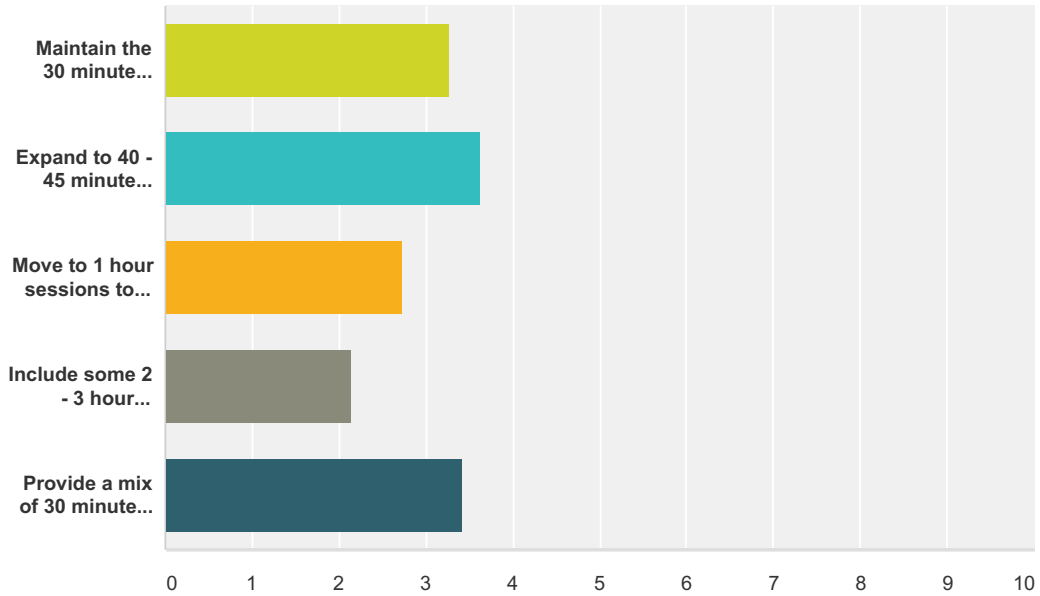
Answered: 74 Skipped: 0



Answer Choices	Responses
Location in Traverse City	62.16% 46
Great Wolf Lodge Facility	24.32% 18
Time of Year	40.54% 30
Keynote Speakers	13.51% 10
Variety of Breakout Session Topics	36.49% 27
Training Funds more Readily Available	18.92% 14
Attend Every Year	35.14% 26
Total Respondents: 74	

Q3 IMAGIN formats its breakout sessions in 30 minute segments to provide a wide variety of topics at each conference. For future conference planning in what format would you prefer the sessions. Rank your choices from 1 - 5, with 1 being the most desirable.

Answered: 72 Skipped: 2



	1	2	3	4	5	Total	Score
Maintain the 30 minute sessions to provide the largest variety of topics possible	39.06% 25	14.06% 9	7.81% 5	12.50% 8	26.56% 17	64	3.27
Expand to 40 - 45 minute sessions	29.23% 19	24.62% 16	29.23% 19	13.85% 9	3.08% 2	65	3.63
Move to 1 hour sessions to cover more material and allow for questions and answers	9.52% 6	17.46% 11	20.63% 13	41.27% 26	11.11% 7	63	2.73
Include some 2 - 3 hour sessions to cover a specific topic or training in depth	9.23% 6	12.31% 8	12.31% 8	15.38% 10	50.77% 33	65	2.14
Provide a mix of 30 minute and 1 hour or longer sessions depending on the topic	18.75% 12	34.38% 22	25.00% 16	14.06% 9	7.81% 5	64	3.42

IMAGIN 2015 Post Conference Survey

Q4 For future conference planning, what topics would you like to see covered, what specific training would you find valuable or what would make the conference a must attend event for you? Please be as specific as possible.

Answered: 26 Skipped: 48

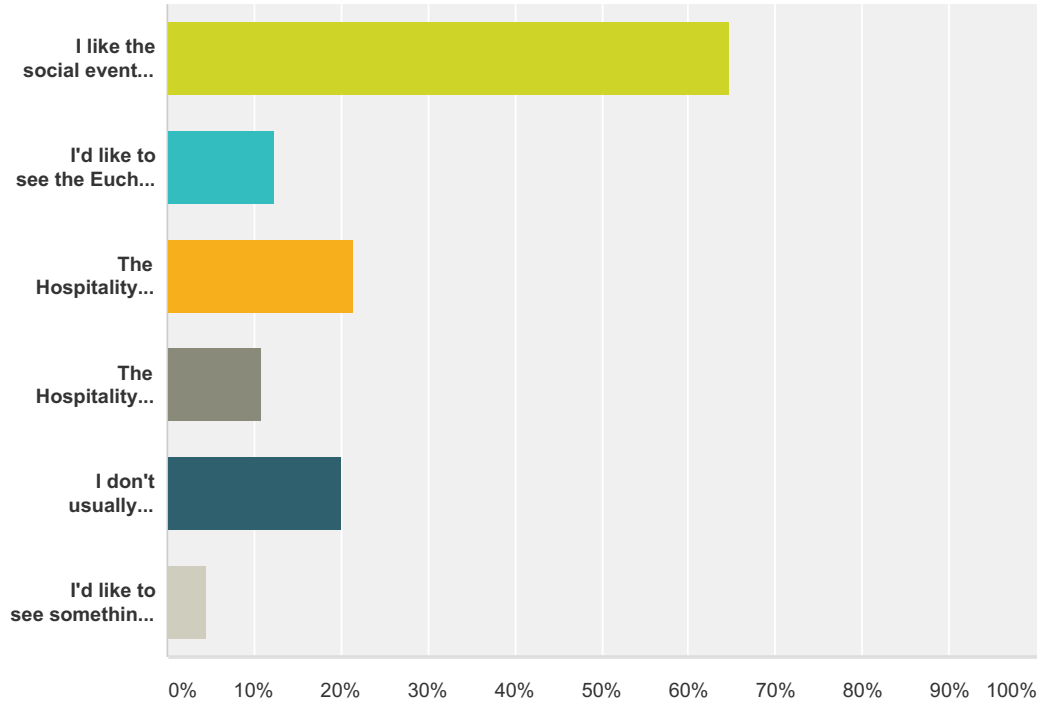
#	Responses	Date
1	Effects of new geodetic datums - specifically changes to NAD83 and its repercussions.	7/7/2015 8:14 AM
2	More Utility user specific improvements, short-cuts, and tips.	7/7/2015 7:42 AM
3	As a student, it would be nice to have an alumni event at the conference where other graduates from my university could meet current students. I met a lot of alumni from my university, but it would be nice to have had more opportunities to network with them and easier to find them in general.	7/6/2015 10:09 PM
4	Parcel Fabric	7/6/2015 4:25 PM
5	Data sharing, intergovernmental cooperation in GIS	7/6/2015 3:53 PM
6	Asset Management	7/6/2015 2:50 PM
7	K-12 Education	7/6/2015 2:44 PM
8	3D GIS	7/6/2015 2:10 PM
9	More imagery and field applications.	7/6/2015 2:07 PM
10	GIS in the field	7/6/2015 2:06 PM
11	Topics on Transportation Planning, obtaining data from other government agencies, and have the location in a city so there are more options for dinner.	7/6/2015 9:28 AM
12	The longer sessions -would be a mini-training course	6/23/2015 10:56 AM
13	More ESRI Solutions!	6/19/2015 8:01 AM
14	I'd hoped to get more info from ESRI on the future direction and development of their software and services, along the lines of the keynote presentation but more topic specific and in depth. I've attended conferences we're the same "break out" sessions are repeated, so you have a chance to attend multiple sessions and not miss something.	6/18/2015 2:22 PM
15	ESRI Database Maintenance and Administration	6/18/2015 2:01 PM
16	More topics such as marketing uses or utility uses. Training in other than ESRI products possibly Open source discussions. Maybe some kind of interactive social media event.	6/18/2015 1:38 PM
17	Allow a few breakout times for topic oriented group discussions. There was a nice turnout from the private sector this year. Keynote from State of MI was awesome.	6/18/2015 12:58 PM
18	I would like to see the Attendees test out the Apps in GIS whether it is on our Smart Phone or a Tablet.	6/18/2015 12:51 PM
19	I like the ESRI lab, if there wasn't a session that I liked - the ESRI lab was always an option.	6/18/2015 11:22 AM
20	Longer sessions on assessing and GIS support to same.	6/18/2015 11:04 AM
21	I think some repeated topics from year to year would be beneficial. Sometimes there are two presentations that I really want to see but they're scheduled at the same time. If similar topics were offered the next year I could attend those presentations.	6/18/2015 10:55 AM
22	FILE ORGANIZATION TIPS FOR LARGE GIS PROJECTS HISTORICAL/ARCHAEOLOGICAL USES FOR GIS	6/18/2015 10:47 AM
23	I would like to see more technical or hands on in the sessions.	6/18/2015 10:45 AM

IMAGIN 2015 Post Conference Survey

24	Love the hands on Asri and I wish I would have spent more time in working through the material. I'm really a beginner and this help me to build me skills.	6/18/2015 10:42 AM
25	Emerging standards, such as the new ASPRS Geospatial Data Accuracy Standards, and USGS Base Specification 1.2. Session(s) on special funding sources, grant programs, etc. that fall outside of normal, tax- or fee-based sources.	6/18/2015 10:33 AM
26	LiDAR, ArcGIS Pro / 10.3.x / Inspiring keynotes are always enjoyable	6/18/2015 10:32 AM

Q5 Our Brewery Tour and Wine Tasting on Sunday and Euchre Tournament and Bonfire on Monday were a big hit. Do you think.....(Check all that apply)

Answered: 65 Skipped: 9



Answer Choices	Responses
I like the social events on Sunday and Euchre Tournament on Monday	64.62% 42
I'd like to see the Euchre Tournament on Sunday and more social events on Monday	12.31% 8
The Hospitality Suite is a must have one night	21.54% 14
The Hospitality Suite is a must have on both nights	10.77% 7
I don't usually participate in the social events	20.00% 13
I'd like to see something different	4.62% 3
Total Respondents: 65	

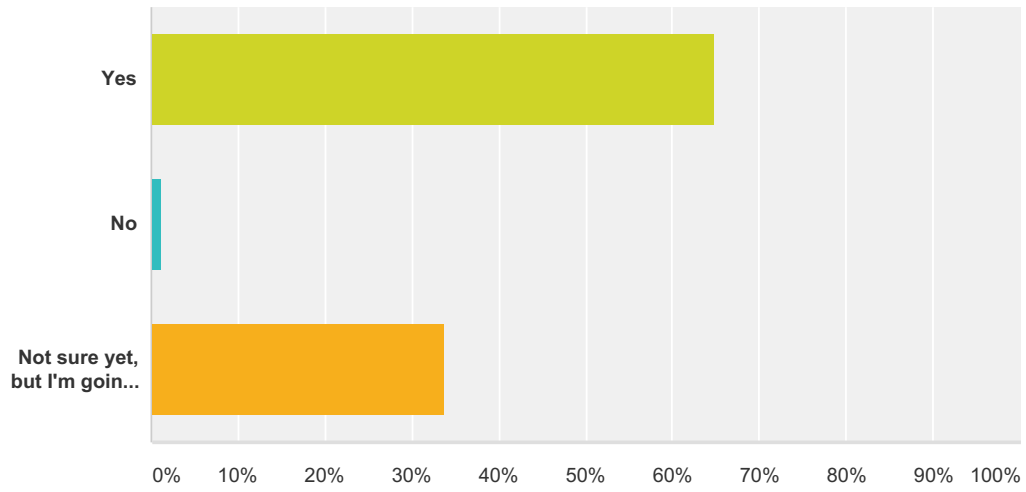
#	What other type of social event would you like to see at a future conference	Date
1	Something related to universities and their alumni, perhaps a meet-and-greet for current students and past students to network.	7/6/2015 10:09 PM
2	I'd like to see events spread over the three days instead of all on one day.	7/6/2015 2:06 PM
3	A game night, vegas style	7/6/2015 9:28 AM
4	The Euchre tournament was a blast, but it was disappointing it wasn't ready to go at the appointed time, it would have been fun to play longer.	6/18/2015 3:55 PM

IMAGIN 2015 Post Conference Survey

5	Other tours for non drinking people	6/18/2015 1:38 PM
6	I preferred the bon fire and gathering back around the bar set up/main room to a hospitality suite. Don't care to be cramped in those small rooms, and they are intimidating to newcomers to even walk in the door... and apparently noisy?!	6/18/2015 12:58 PM
7	I'm indifferent on the hospitality suite. Could be kept, could be dropped. People could just meet in the hotel restaurant/bar for drinks. I liked the options on Monday for social activities. The Euchre tournament is fun, but maybe needs to be redesigned so it doesn't kick off so late which really shortened the play time this year.	6/18/2015 11:27 AM
8	I like the Euchre Tournament.	6/18/2015 11:22 AM
9	One that doesn't end at 11 :-). The great wolf lodge was nice but not being able to do anything really after 11 was lame.	6/18/2015 10:45 AM
10	Miss the Bonfire and really wish I would have been there. It was the talk of my breakfast table... Great Job!	6/18/2015 10:42 AM
11	Laser Tag? mini-golf? Nauticat or similar. I felt the brewery tour and wine tasting was run very well and everyone had a great time. Kudos to the organizers. Brodey was a natural. He should volunteer for more responsibility.	6/18/2015 10:34 AM
12	We changed it up a lot this year and it seemed good. I am good with either Sun/Mon option. I am open. I am not a huge hospitality suite person because no matter what they become small space... I like the fire-pit and open ballroom	6/18/2015 10:32 AM

Q6 Can we plan on your attendance next year?

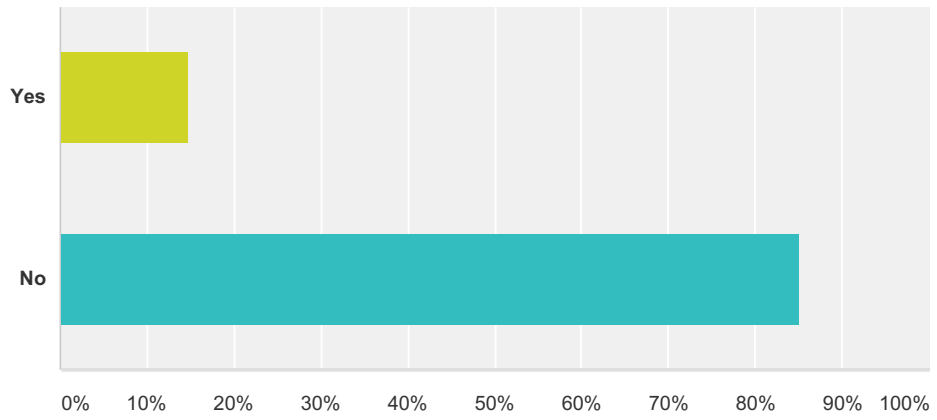
Answered: 74 Skipped: 0



Answer Choices	Responses	
Yes	64.86%	48
No	1.35%	1
Not sure yet, but I'm going to try	33.78%	25
Total		74

Q7 I was a Vendor / Sponsor of the Conference

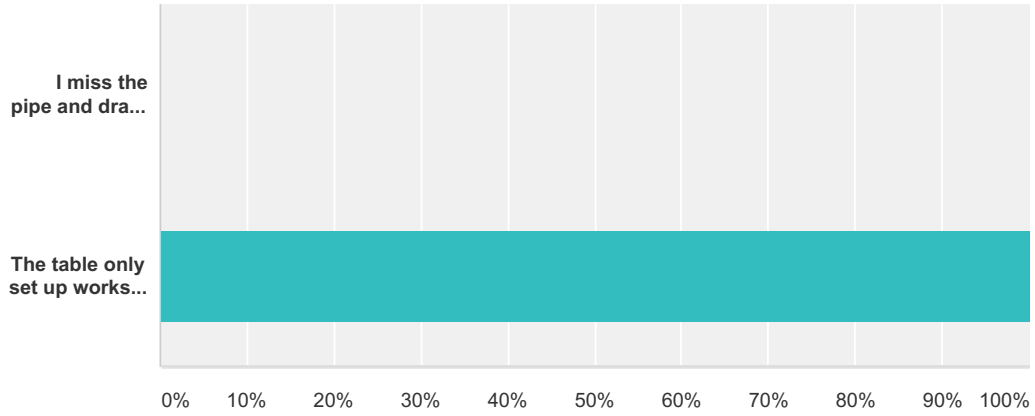
Answered: 74 Skipped: 0



Answer Choices	Responses	
Yes	14.86%	11
No	85.14%	63
Total		74

Q8 We moved away from the pipe and drape set up for vendors to a table only set up in consideration of the space available. What did you think of the new format?

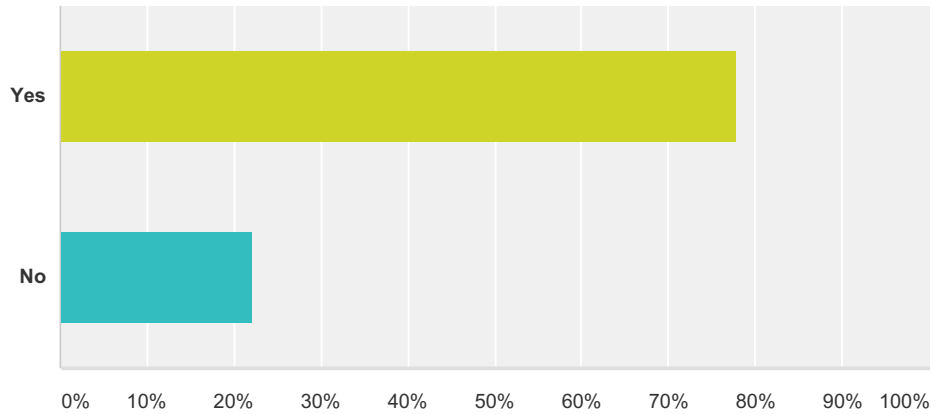
Answered: 11 Skipped: 63



Answer Choices	Responses
I miss the pipe and drape and would like to go back to that setup	0.00% 0
The table only set up works fine for me	100.00% 11
Total	11

Q9 Due to constraints at the facility gold and silver exhibitors needed to be separated. Did you feel the interaction with attendees at your exhibitor table was adequate.

Answered: 9 Skipped: 65



Answer Choices	Responses
Yes	77.78% 7
No	22.22% 2
Total	9

IMAGIN 2015 Post Conference Survey

Q10 We will be returning to Great Wolf Lodge for 2016, though in May instead of June. What can we do when planning for 2016 to make the event more successful for you as an exhibitor or sponsor.

Answered: 5 Skipped: 69

#	Responses	Date
1	As a representative of EMU's booth, I would love to see other universities and students involved.	7/6/2015 10:11 PM
2	Give a little more room for the vendors. I could hardly get behind my table due to space constraints.	7/6/2015 3:15 PM
3	More Advertisement and better organization for the Euchre Tournament.	6/18/2015 12:53 PM
4	I felt the exhibitor and sponsor awareness was adequate. What I felt was lacking was signage and availability of the schedules and content going on. It seems to me that the need and or benefit of having a booth at these types of events is waning, most people tend to know what they want and find it when they need it.	6/18/2015 10:37 AM
5	We were not an exhibiting sponsor, but the arrangement looked fine to me, based on a lot of experience. I like that conference attendees were walking past the displays to get to and from the main venue.	6/18/2015 10:35 AM

IMAGIN 2015 Post Conference Survey

Q11 Please feel free to leave any other comments regarding the conference you feel we need to know to make it more successful in 2016.

Answered: 21 Skipped: 53

#	Responses	Date
1	Well done folks. I hope IMAGIN can get back to the attendance levels we saw back in the late 1990's someday.	7/7/2015 8:15 AM
2	My name is Marisa and I was a student/vendor this year with EMU. I would love to help provide any more detailed or specific responses regarding a future increase in educational/student presence. Feel free to email me at mladerac@emich.edu if you would like to speak with me more about how to attract universities and GIS students. Thanks for a great conference!	7/6/2015 10:14 PM
3	I liked the site and time of year. I appreciated the big presence of ESRI.	7/6/2015 4:26 PM
4	the conference allows for a lot of ideas but not really a lot of actual "how to" to implement those ideas.	7/6/2015 2:09 PM
5	Great conference! Something stating that a map has been accepted to the competition will enable to students to apply to their schools for funding to attend.	7/6/2015 2:08 PM
6	The location was great - and the opportunities to socialize in different formats were terrific and a place where attendees could bring their families was a big plus too	6/23/2015 10:57 AM
7	In reviewing the attendee list, it would appear about 1/3 are from private sector, 1/3 from local govt., and 1/3 from State/Fed/Utility/Tribe/Higher Ed. Some effort to increase attendance by local government should be made. Perhaps grant/training scholarship to help pay for the conf?	6/22/2015 7:53 AM
8	The location this year was much much better! Please keep it at this location!!	6/18/2015 4:23 PM
9	This was my first time attending the IMAGIN conference. One of the better conferences that I have attended.	6/18/2015 4:15 PM
10	The ESRI computer lab was disappointing; there was always a technical problem every time I tried to do it. That could use some improvement. Also, I do wish the facility had better WIFI. It tended to wreck havoc on the presentations. It was also not strong enough to use for work projects I had brought with me. Other than that, it was great!	6/18/2015 3:38 PM
11	Not sure if I missed it, but at other conferences they've given out a list of the attendees with contact info. Thanks for all your work, it was a nice event.	6/18/2015 2:23 PM
12	Please leave 10 minutes between the break out sessions. 5 minutes was not long enough when a speaker/questions went longer than the allotted 30 minutes.	6/18/2015 2:21 PM
13	Great Job Conference Team! Well done!	6/18/2015 1:53 PM
14	Keynote speakers should not be vendors. This year's keynote address was too much of a sales pitch. David Behen's talk on the second day was far more interesting. This contrast between the two speakers was specifically discussed at my table with the consensus being that Behen should have been the keynote speaker.	6/18/2015 12:31 PM
15	I thought it was one of the best conferences in a few years - keep up the good work. I really like the location as well.	6/18/2015 11:24 AM
16	It was good to see greater participation by different people from around the state.	6/18/2015 11:05 AM
17	I think the great wolf lodge is going to get old fast. Traverse City was awesome, but being held at a child friendly venue might not be the best thing moving forward. Some people did bring their families, but most did not. We couldn't do anything after 11 in the resort. I think a location more centralized in TC near the city center would be better. Plus being a person without a family, going to the water park was a little weird.	6/18/2015 10:48 AM
18	GREAT CONFERENCE, WELL ORGANIZED, LOOKING FORWARD TO 2016	6/18/2015 10:47 AM
19	Perhaps look to have an ESRI talk, or a ArcGIS Pro seminar on Tuesday afternoon, which would keep some of the people there. If numbers look good again, perhaps look to extend the conference to Wednesday at noon, to accommodate other talks.	6/18/2015 10:39 AM

IMAGIN 2015 Post Conference Survey

20	IMAGIN does an amazing job with this conference. I appreciate how gracious you have always been to your sponsors. Class and professionalism all the way. Also, I think the choice of location this year was fantastic.	6/18/2015 10:38 AM
21	track times MUST be longer - not just my opinion but 10 others that I have talked with as well.	6/18/2015 10:33 AM

Profit & Loss Statement [Cash]

October 2014 through July 2015

7/15/15
9:52:50 AM

Income		
Contributions Income		
Educational Scholarship	2,253.00	
SPPC Sponsor	250.00	
Total Contributions Income	<u>2,503.00</u>	
Convention Revenue		
Exhibit Booth Sales	9,399.98	
Conference Social Activities	780.00	
Conference Registrations	36,245.00	
Non-Vendor Expo Sponsorships	2,050.00	
Total Convention Revenue	<u>48,474.98</u>	
Membership Dues		
Membership Dues	13,680.00	
Total Membership Dues	<u>13,680.00</u>	
Dividend Income	1.34	
Educational Class Registration	10,045.00	
Total Income		<u>74,704.32</u>
Expenses		
Credit Card Processing Fees	1,622.41	
Team Expenses		
Communications Team - Printing	875.95	
Total Team Expenses	<u>875.95</u>	
Conference Expenses		
Conference Printing/Production	392.84	
Conference Supplies Misc.	46.68	
Member Recognition Expense	294.90	
Annual Conference Costs	3,512.90	
Total Conference Expenses	<u>4,247.32</u>	
Educational Class Expense	8,837.00	
Postage & Delivery		
Postage	516.95	
Total Postage & Delivery	<u>516.95</u>	
Professional Fees		
Professional Fees	22,500.00	
Total Professional Fees	<u>22,500.00</u>	
Program Expense		
SPPC	1,310.00	
Total Program Expense	<u>1,310.00</u>	
Web Hosting	133.74	
Total Expenses		<u>40,043.37</u>
Operating Profit		<u>34,660.95</u>
Other Expense		
Net Profit/(Loss)		<u><u>34,660.95</u></u>

IMAGIN, Inc.
 ~Internally Prepared Financials - For Discussion Purposes Only~
 416 S Cedar St
 Suite C
 Lansing, MI 48912

Profit & Loss [Last Year Analysis - Cash]

October 2014 through June 2015

7/13/15
 1:50:24 PM

	This Year	Last Year	\$ Difference	Difference
Income				
Contributions Income				
Jim Living Scholarship Fund	0.00	500.00	-500.00	(100.0%)
Educational Scholarship	2,253.00	578.00	1,675.00	289.8%
SPPC Sponsor	250.00	0.00	250.00	NA
Total Contributions Income	<u>2,503.00</u>	<u>1,078.00</u>	<u>1,425.00</u>	<u>132.2%</u>
Convention Revenue				
Exhibit Booth Sales	9,399.98	8,750.00	649.98	7.4%
Conference Social Activities	780.00	0.00	780.00	NA
Conference Registrations	36,245.00	23,415.00	12,830.00	54.8%
Non-Vendor Expo Sponsorships	2,050.00	1,300.00	750.00	57.7%
Total Convention Revenue	<u>48,474.98</u>	<u>33,465.00</u>	<u>15,009.98</u>	<u>44.9%</u>
Membership Dues				
Membership Dues	13,680.00	12,320.00	1,360.00	11.0%
Total Membership Dues	<u>13,680.00</u>	<u>12,320.00</u>	<u>1,360.00</u>	<u>11.0%</u>
Dividend Income	1.34	1.10	0.24	21.8%
Newsletter Advertisements	0.00	200.00	-200.00	(100.0%)
Educational Class Registration	10,045.00	0.00	10,045.00	NA
Total Income	<u>74,704.32</u>	<u>47,064.10</u>	<u>27,640.22</u>	<u>58.7%</u>
Expenses				
Credit Card Processing Fees	1,622.41	929.69	692.72	74.5%
Board Meetings				
Board Meeting Food Costs	0.00	253.71	-253.71	(100.0%)
Board Meeting Lodging Expenses	0.00	117.72	-117.72	(100.0%)
Non-Conference Facility Rental	0.00	132.50	-132.50	(100.0%)
Total Board Meetings	<u>0.00</u>	<u>503.93</u>	<u>-503.93</u>	<u>(100.0%)</u>
Team Expenses				
Communications Team - Printing	875.95	717.31	158.64	22.1%
Total Team Expenses	<u>875.95</u>	<u>717.31</u>	<u>158.64</u>	<u>22.1%</u>
Conference Expenses				
Conference Printing/Production	392.84	0.00	392.84	NA
Conference Supplies Misc.	46.68	0.00	46.68	NA
Member Recognition Expense	294.90	560.64	-265.74	(47.4%)
Annual Conference Costs	3,512.90	13,817.42	-10,304.52	(74.6%)
Total Conference Expenses	<u>4,247.32</u>	<u>14,378.06</u>	<u>-10,130.74</u>	<u>(70.5%)</u>
Educational Class Expense	8,837.00	0.00	8,837.00	NA
Postage & Delivery				
Postage	516.95	304.65	212.30	69.7%
Total Postage & Delivery	<u>516.95</u>	<u>304.65</u>	<u>212.30</u>	<u>69.7%</u>
Professional Fees				
Professional Fees	22,500.00	22,500.00	0.00	0.0%
Total Professional Fees	<u>22,500.00</u>	<u>22,500.00</u>	<u>0.00</u>	<u>0.0%</u>
Program Expense				
Jim Living Scholarship Award	0.00	500.00	-500.00	(100.0%)
SPPC	1,310.00	1,000.00	310.00	31.0%
Total Program Expense	<u>1,310.00</u>	<u>1,500.00</u>	<u>-190.00</u>	<u>(12.7%)</u>
Office Expense	0.00	40.34	-40.34	(100.0%)
Telephone				
Telephone - Conference Calls	0.00	60.00	-60.00	(100.0%)
Total Telephone	<u>0.00</u>	<u>60.00</u>	<u>-60.00</u>	<u>(100.0%)</u>
Web Hosting	133.74	133.74	0.00	0.0%

IMAGIN, Inc.

Profit & Loss [Last Year Analysis - Cash]

October 2014 through June 2015

7/13/15
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	This Year	Last Year	\$ Difference	Difference
Total Expenses	<u>40,043.37</u>	<u>41,067.72</u>	<u>-1,024.35</u>	<u>(2.5%)</u>
Operating Profit	<u>34,660.95</u>	<u>5,996.38</u>	<u>28,664.57</u>	<u>478.0%</u>
Other Expense				
Net Profit/(Loss)	<u><u>34,660.95</u></u>	<u><u>5,996.38</u></u>	<u><u>28,664.57</u></u>	<u><u>478.0%</u></u>

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416 S Cedar St
Suite C
Lansing, MI 48912

Balance Sheet [Cash]

As of June 2015

7/13/15
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Assets	
Imagin Savings S1	2,231.25
Educational Scholarship Fund	1,355.74
Imagin Checking S4	36,685.83
Undeposited Funds	292.00
Total Assets	<u>40,564.82</u>
Liabilities	
Equity	
Temporary Unrestricted	2,630.00
Retained Earnings	3,273.87
Current Earnings	34,660.95
Total Equity	<u>40,564.82</u>
Total Liability & Equity	<u>40,564.82</u>

2015 Conference Team SMART Goals Draft

Results 7-15-2015

DRAFT for team review

Specific	Measureable	Attainable	Relevant	Time Bound	Success
Hold a two day conference with a social activity on Sunday afternoon	By holding a conference with social activity on Sunday	No limits to achieving activity	Fundamental to the functioning of the organization	Will occur on June 7 – 9 th 2015	Conference occurred
Increase attendance over the 2014 conference by 25%	Number of paid registrations in 2014 was 89, number required to exceed 111	Will require a good program and marketing of program	Goal to grow organization	Marketing will start September and continue to the conference	Attendance at the conference was 151 people a 70% increase over last year
Match profit generated by 2014 conference	Profit from 2014 was \$19,800. Profit required for 2015 conference should match this at \$20,000	Will develop budget that will aim to exceed this, if this is not attainable based on budget numbers then goal will be revised	Need this profit for the organization to function into next year	Numbers will be known at the end of the conference	Profit from conference was 28,534
Get a satisfaction rating => 4 for the conference out of a 5 scale	We will conduct a survey monkey during and for one week after the conference. One of the questions will be provide your overall satisfaction	Should be attainable with a good program if things run to plan.	Member satisfaction with the conference is probably the best reason they will remain members and come back.	Assessment will occur two weeks after end of conference.	Based on survey 91% of respondents rated the conference at a 4 or 5 level.

with the conference this will be rank from 1 to 5.

Bring in a sector that does not usually attend the conference	Include a track on public health, natural resources, GIS management or some other subject	Need to identify what will be the key track to bring in and the market for that track	Expands IMAGIN's scope	Will know by the conference.	There was a significant increase in the number of Utility people at the conference
Organize an awards luncheon that includes presenting the Geospatial Achievement, GIS for Everyone, GIS Innovation, and Jim Living Scholarship awards, and the Volunteer of the Year	Receive at least 2 applications for each category Have all awards awarded and retain 90% of attendees at luncheon	Applications for the nominations will be available on the website by Oct, 2014 If well identified in program and some incentive provided to attend	Shows the value of the organization to the professional community, and honors GIS professionals in the State of Michigan	Solicit nominations beginning in Oct, 2014 Present awards at conference	Awards were awarded apart from Jim Living that was retired.