



IMAGIN Inc.
416 South Cedar St, Ste C
Lansing, MI 48912
517-338-3035 x 709
866-298-2115
www.imagin.org

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 (2017)
Scott Ambs: Treasurer (2017)	Brodey Hill (2016)	Kathleen Stack (2017)
Pete Schneider: Secretary (2016)	Janet Mocadoo (2017)	Scott Swan (2016)
Andrew Brenner (2016)	Diane O'Connell (2016)	Michael Woods (2017)

Minutes of the IMAGIN Inc. Board of Directors Meeting

Friday, January 8, 2015

Location: Teleconference

1. Call to Order - Board Member Roll Call

1.1. President Thomas Van Bruggen called the meeting to order at 9:03 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
Chad Collins: Present
Andrew Giguere: Present
Brodey Hill: Present
Janet Mocadoo: Present
Diane O'Connell: Present
Bill Rowe: Present
Lori Schultz: Present
Kathleen Stack: Present
Scott Swan: Present
Michael Woods: Present

Others Present:
Maryellen Jansen – Riehl Solutions

Quorum Obtained

2. Approval of Agenda

Thomas Van Bruggen presented the agenda

Sarah Merz motioned and Pete Schneider supported to accept the agenda

Motion carried

3. Approval of Minutes from December 11, 2015 IMAGIN Board of Directors Meeting

Thomas Van Bruggen asked for approval of the minutes from the December 11, 2015 meeting.

A motion was heard by Lori Schultz and supported by Michael Woods.

Motion carried

4. Treasurers Report

Scott Ambs reported that IMAGIN has \$13,867.07 across all accounts according to the balance sheet. Ambs noted that there is not a lot of change in the profit/loss statement due to the meetings proximity to the end of 2015 and start of the 2016 calendar year.

Ambs finished with a note about the budget analysis by stating that IMAGIN has exceeded the

budgeted amount on conference marketing.

Thomas Van Bruggen asked if the overage was for post cards and accompanying postage. Pete Schneider asked how many cards were mailed out. Maryellen Jansen stated that approximately 600 post cards were mailed with approximately 25 being returned with a bad address.

Sarah Merz moved and was supported in the motion by Kathleen Stack to accept the Treasurers Report.

Motion carried

5. Old Business – Review Action Items

5.1. AI-2016-04: The Executive Team must start addressing policy development procedures

Adjust language

5.2. AI-2016-09: All Board members shall think about keynote options and email them to conference@imagin.org

5.3. AI-2016-10: All Board members shall search for articles that can be used in future newsletters
Adjust language

Thomas Van Bruggen reviewed the open action items and concluded that all need to remain open. Pete Schneider and Sarah Merz suggested adjusting the language in AIs 2016-04 and 2016-10 to more accurately reflect their intent and to remove ambiguities.

Revised action item language:

AI-2016-04: The Executive Team will develop policies to enhance the IMAGIN ByLaws

AI-2016-10: All Board members shall communicate all suggestions for newsletter topics to the Communications Team

6. Team Reports

6.1. Executive Team

Thomas Van Bruggen reported that the Executive Team met on Wednesday and discussed a wide range of items. Items that were discussed were: meeting agenda, conference items, conference keynotes, policy procedures, the budget, the parcel pilot program, and the changes at Grand Traverse County.

Pete Schneider noted that the team also discussed the Esri Hands-On Learning Lab and the training class at the conference.

6.2. Conference Team

Chad Collins reported that the team met on Tuesday morning. He informed the Board that conference marketing is in full swing with plenty of communication occurring via social media, email blasts, and post cards.

Collins continued by stating that members of the team met with Esri regarding their potential involvement. Collins stated the team is looking for a Board recommendation regarding the Hands-On Learning Lab and an instructor led training course. Collins reviewed the survey results from members regarding what type of training class they would like to see. The options were:

- Deploying and Maintaining a Multiuser Database
- Image Analysis with ArcGIS
- ArcGIS 4: Sharing Content on the Web

Collins suggested to the Board to select *Image Analysis with ArcGIS* with the intent that it melds well with the LiDAR workshop that was held in November

Several questions regarding the training class were heard from Board members Schneider, Hill, and Mocadlo.

Pete Schneider asked if the training class would be administered similar to the training class held at the 2015 conference.

Brodey Hill asked Maryellen Jansen about the training class schedule and how that might affect room reservations with Great Wolf Lodge.

Thomas Van Bruggen motioned to offer a two-day Esri instructor led class titled *Image Analysis with ArcGIS* on the Wednesday and Thursday following the conference. The motion was seconded by Chad Collins. A roll call vote was heard:

President Thomas Van Bruggen: Yes
Vice President Sarah Merz: Yes
Treasurer Scott Ambs: Yes
Secretary Peter Schneider: Yes
Andrew Brenner: Yes
Chad Collins: Yes
Andrew Giguere: Yes
Brodey Hill: Yes
Janet Mocadlo: Yes
Diane O'Connell: Yes
Bill Rowe: Yes
Lori Schultz: Yes
Kathleen Stack: Yes
Scott Swan: Yes
Michael Woods: Abstain

Yes: 14

No: 0

Abstain: 1

Motion carried

Scott Swan suggested charging a one-day rate for non-members to help offset cost

Scott Ambs reported that he has contacted Bruce Jeffries and Dave Frye regarding being co-keynote speakers on Monday of the conference. Ambs is waiting to hear back from Frye but Jeffries is interested and discussion with Ambs will continue.

Collins admitted that the team is struggling with Tuesday keynote options. Several candidates have been contacted but many cannot make the scheduling work. Van Bruggen, Collins, Swan, and Schneider talked in general about a United States Coast Guard talk or a shipwreck locating talk. The Board stressed urgency with filling the keynote slots.

Andrew Brenner reported that the team is assigning tracks to team members and they currently have three abstracts submitted.

Collins finished that the social program is solidified but could use more sponsors for both social and general conference

6.3. Communications Team

Sarah Merz reported that the team met on Thursday and chatted about the upcoming winter newsletter. Merz stated that recipients should receive the periodical next week. The team upped the number of copies printed by 25 which would allow the printer to mail them for IMAGIN. Previously the printer mailed the newsletters to Riehl Solutions and Riehl Solutions placed a stamp on the newsletter and re-mailed it out.

Merz continued by stating that they would like to have the spring newsletter in recipients hand by 4/15/2016. The issue will mainly revolve around conference items and 25 years of IMAGIN.

Thomas Van Bruggen reported that most of the website structure is up but some pages need to be built and migrated over. He asked for additional help with website duties.

Merz finished by stating that social media continues to flourish with articles and conference content and that email blasts are now handled by the Communications Team. Previously email blasts were administered by Maryellen Jansen through Constant Contact.

Kathleen Stack asked if Wild Apricot has the capability for a forum to ask questions. Thomas Van Bruggen stated that Wild Apricot does support that but IMAGIN would need to designate a forum moderator to always be moderating the site.

6.4. Membership Team

Pete Schneider reported that he is starting to develop a membership recruitment plan per SMART goals that were adopted for the team.

6.5. Student Poster & Paper Competition

Andrew Giguere reported that the team last met the week before Christmas. The team has taken a break from meeting while schools have not been in session. The team will reconvene with contacts next week as they wanted to give students and professors time to get settled into their winter semesters.

Giguere reported that the team has filled its vacancy for a third judge, naming Ann Burns, SEMCOG to the position. Giguere finished by stating the team is still looking for an alternate judge.

6.6. Nominating & Governance

Bill Rowe needs to know by the March 11, 2016 Board meeting whether Board members with expiring candidacies are going to seek re-election. Thus far he has heard from five of the eight Board members about their intentions.

7. IMAGIN Policies Development

Thomas Van Bruggen informed the Board that the Executive Team has a meeting scheduled 1/20/2016 to begin development of policies which will increase flexibility with amending policies without having to alter the bylaws. The policies to be reviewed are:

- Board Powers – Article IV sub-point F
- Operations - Article IV sub-point F sub-point 4
- Membership Standards - Article V sub-point B
- Election of Officers Procedures - Article IV (optional)
- Election Procedures - Article IV (no specific procedures in place; procedure will need to be developed in partnership with the Nominating & Governance Team)

8. State of Michigan Parcel Pilot Program Update

Thomas Van Bruggen reported that the December meeting was cancelled and the team is looking to set up a meeting in mid-late January.

9. New Business

Nothing was heard during this time.

10. Closing Roundtable

Pete Schneider asked for Brodey Hill's impressions of the Wild Apricot interface regarding registration for the Sunday social events at the conference.

11. Upcoming Meetings

- February 12, 2016 9:00 am to 10:30 am Teleconference
- March 11, 2016 9:30 am to 1:00 pm – Face-to-face Board Meeting – Location TBD
- April 5, 2016 – ALL DAY – State GIS Users Group/SPPC Event – Lansing, MI
- May 6, 2016 9:00 am to 10:30 am – TENTATIVE BOARD MEETING Teleconference
 - If needed for Conference planning items
- May 15-17 IMAGIN Conference

12. Adjournment

Bill Rowe motioned and Scott Swan supported to adjourn the January 8, 2016 IMAGIN Board of Directors teleconference meeting at 10:21 am.

Minutes respectfully submitted by Pete Schneider, Secretary - IMAGIN

Profit & Loss Statement [Cash]

October 2015 through December 2015

1/4/16
10:53:21 AM

Income		
Annual Conference Revenue		
Silver Level Booth Sales	550.00	
Conference Sponsors, Non-Booth		
Pre Conference Social Activity	10.00	
Awards Luncheon Sponsor	500.00	
Total Annual Conference Revenue		<u>1,060.00</u>
Membership Dues		
Membership Dues	6,975.00	
Total Membership Dues		<u>6,975.00</u>
Dividend Income		1.20
Educational Class Registration		1,670.00
Total Income		<u>9,706.20</u>
Expenses		
Bank Service Charges		1.00
Credit Card Processing Fees		209.33
Board Meetings		
Board Meeting Lodging Expenses	235.44	
Mileage	86.02	
Total Board Meetings		<u>321.46</u>
Team Expenses		
Communications Team - Printing	261.32	
Total Team Expenses		<u>261.32</u>
Conference Expenses		
Marketing / Graphics		
Marketing / Publicity	494.50	
Social Event Expenses		
PreConference Social Activity	200.00	
Total Conference Expenses		<u>694.50</u>
Educational Class Expense		834.39
Postage & Delivery		
Postage	122.30	
Total Postage & Delivery		<u>122.30</u>
Professional Fees		
Professional Fees	7,125.00	
Total Professional Fees		<u>7,125.00</u>
Web Hosting		44.58
Total Expenses		<u>9,613.88</u>
Operating Profit		<u>92.32</u>
Other Expense		
Net Profit / (Loss)		<u><u>92.32</u></u>

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Profit & Loss [Last Year Analysis - Cash]

October 2015 through December 2015

1/4/16

10:54:32 AM

	This Year	Last Year	\$ Difference	Difference
Income				
Annual Conference Revenue				
Silver Level Booth Sales	550.00	0.00	550.00	NA
Conference Sponsors, Non-Booth				
Pre Conference Social Activity	10.00	0.00	10.00	NA
Awards Luncheon Sponsor	500.00	0.00	500.00	NA
Total Annual Conference Revenue	<u>1,060.00</u>	<u>0.00</u>	<u>1,060.00</u>	<u>NA</u>
Membership Dues				
Membership Dues	6,975.00	7,810.00	-835.00	(10.7%)
Total Membership Dues	<u>6,975.00</u>	<u>7,810.00</u>	<u>-835.00</u>	<u>(10.7%)</u>
Dividend Income	1.20	0.45	0.75	166.7%
Educational Class Registration	1,670.00	0.00	1,670.00	NA
Total Income	<u>9,706.20</u>	<u>7,810.45</u>	<u>1,895.75</u>	<u>24.3%</u>
Expenses				
Bank Service Charges	1.00	0.00	1.00	NA
Credit Card Processing Fees	209.33	91.66	117.67	128.4%
Board Meetings				
Board Meeting Lodging Expenses	235.44	0.00	235.44	NA
Mileage	86.02	0.00	86.02	NA
Total Board Meetings	<u>321.46</u>	<u>0.00</u>	<u>321.46</u>	<u>NA</u>
Team Expenses				
Communications Team - Printing	261.32	291.50	-30.18	(10.4%)
Total Team Expenses	<u>261.32</u>	<u>291.50</u>	<u>-30.18</u>	<u>(10.4%)</u>
Conference Expenses				
Marketing / Graphics				
Marketing / Publicity	494.50	0.00	494.50	NA
Social Event Expenses				
PreConference Social Activity	200.00	0.00	200.00	NA
Total Conference Expenses	<u>694.50</u>	<u>0.00</u>	<u>694.50</u>	<u>NA</u>
Educational Class Expense	834.39	0.00	834.39	NA
Postage & Delivery				
Postage	122.30	58.80	63.50	108.0%
Total Postage & Delivery	<u>122.30</u>	<u>58.80</u>	<u>63.50</u>	<u>108.0%</u>
Professional Fees				
Professional Fees	7,125.00	7,500.00	-375.00	(5.0%)
Total Professional Fees	<u>7,125.00</u>	<u>7,500.00</u>	<u>-375.00</u>	<u>(5.0%)</u>
Web Hosting	44.58	44.58	0.00	0.0%
Total Expenses	<u>9,613.88</u>	<u>7,986.54</u>	<u>1,627.34</u>	<u>20.4%</u>
Operating Profit	<u>92.32</u>	<u>-176.09</u>	<u>268.41</u>	<u>152.4%</u>
Other Expense				
Net Profit/(Loss)	<u>92.32</u>	<u>-176.09</u>	<u>268.41</u>	<u>152.4%</u>

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Profit & Loss [Budget Analysis - Cash]

October 2015 through September 2016

1/4/16
10:55:14 AM

	Selected Period	Budgeted	\$ Difference	% Difference
Income				
Contributions Income				
Educational Scholarship	0.00	750.00	-750.00	(100.0%)
SPPC Sponsor	0.00	250.00	-250.00	(100.0%)
Total Contributions Income	<u>0.00</u>	<u>1,000.00</u>	<u>-1,000.00</u>	<u>(100.0%)</u>
Annual Conference Revenue				
Gold Level Exhibit Booth Sales	0.00	6,000.00	-6,000.00	(100.0%)
Silver Level Booth Sales	550.00	4,400.00	-3,850.00	(87.5%)
Conference Sponsors, Non-Booth				
Non-Booth Sponsor / Ad	0.00	1,800.00	-1,800.00	(100.0%)
Pre Conference Social Activity	10.00	500.00	-490.00	(98.0%)
Awards Luncheon Sponsor	500.00	0.00	500.00	NA
Afternoon Vendor Social	0.00	500.00	-500.00	(100.0%)
Euchre Tournament	0.00	500.00	-500.00	(100.0%)
FirePit Sponsor	0.00	200.00	-200.00	(100.0%)
Map Gallery	0.00	300.00	-300.00	(100.0%)
Conference Social Activities	0.00	500.00	-500.00	(100.0%)
Member Full Conference	285.00	27,075.00	-26,790.00	(98.9%)
Single Day Member	0.00	1,750.00	-1,750.00	(100.0%)
Non-Member Full Conference	0.00	10,000.00	-10,000.00	(100.0%)
Student Registration	0.00	250.00	-250.00	(100.0%)
Total Annual Conference Revenue	<u>1,345.00</u>	<u>53,775.00</u>	<u>-52,430.00</u>	<u>(97.5%)</u>
Membership Dues				
Membership Dues	6,975.00	13,000.00	-6,025.00	(46.3%)
Total Membership Dues	<u>6,975.00</u>	<u>13,000.00</u>	<u>-6,025.00</u>	<u>(46.3%)</u>
Dividend Income	1.20	0.00	1.20	NA
Educational Class Registration	1,670.00	0.00	1,670.00	NA
Total Income	<u>9,991.20</u>	<u>67,775.00</u>	<u>-57,783.80</u>	<u>(85.3%)</u>
Expenses				
Bank Service Charges	1.00	0.00	1.00	NA
Credit Card Processing Fees	209.33	1,500.00	-1,290.67	(86.0%)
Board Meetings				
Board Meeting Food Costs	0.00	190.00	-190.00	(100.0%)
Board Meeting Lodging Expenses	235.44	0.00	235.44	NA
Non-Conference Facility Rental	0.00	150.00	-150.00	(100.0%)
Mileage	86.02	150.00	-63.98	(42.7%)
Total Board Meetings	<u>321.46</u>	<u>490.00</u>	<u>-168.54</u>	<u>(34.4%)</u>
Team Expenses				
Communications Team - Printing	261.32	1,200.00	-938.68	(78.2%)
Total Team Expenses	<u>261.32</u>	<u>1,200.00</u>	<u>-938.68</u>	<u>(78.2%)</u>
Conference Expenses				
Facilities Expenses				
Audiovisual Expenses	0.00	1,500.00	-1,500.00	(100.0%)
Meeting Room Rental	0.00	1,080.00	-1,080.00	(100.0%)
Exhibitor Table/Booth Rental	0.00	384.00	-384.00	(100.0%)
Food and Beverage	0.00	17,490.00	-17,490.00	(100.0%)
Marketing / Graphics				
Postage	0.00	300.00	-300.00	(100.0%)
Program Printing	0.00	250.00	-250.00	(100.0%)
Photocopies	0.00	75.00	-75.00	(100.0%)
Conference On Site Signage	0.00	300.00	-300.00	(100.0%)
Graphic Desgin Services	0.00	875.00	-875.00	(100.0%)

Profit & Loss [Budget Analysis - Cash]

October 2015 through September 2016

1/4/16
10:55:15 AM

	Selected Period	Budgeted	\$ Difference	% Difference
Marketing/ Publicity	494.50	300.00	194.50	64.8%
Registration Supplies	0.00	150.00	-150.00	(100.0%)
Member Recognition Expense	0.00	350.00	-350.00	(100.0%)
Attendee Premiums/ Give Aways	0.00	1,250.00	-1,250.00	(100.0%)
Social Event Expenses				
PreConference Social Activity	200.00	640.00	-440.00	(68.8%)
Euchre Tournament Expenses	0.00	425.00	-425.00	(100.0%)
Monday Social Event Beverages	0.00	940.80	-940.80	(100.0%)
Hospitality Suite F&B	0.00	25.00	-25.00	(100.0%)
Vendor Appreciation Food	0.00	744.00	-744.00	(100.0%)
Staff Travel/ Meals	0.00	500.00	-500.00	(100.0%)
Speaker Expenses				
Speaker Gifts	0.00	500.00	-500.00	(100.0%)
Overnight Rooms: Speakers	0.00	98.69	-98.69	(100.0%)
Speaker Meals/ Travel	0.00	500.00	-500.00	(100.0%)
SPPC Rooms	0.00	394.76	-394.76	(100.0%)
Total Conference Expenses	<u>694.50</u>	<u>29,072.25</u>	<u>-28,377.75</u>	<u>(97.6%)</u>
Educational Class Expense	834.39	0.00	834.39	NA
Licensing	0.00	20.00	-20.00	(100.0%)
Postage & Delivery				
Postage	122.30	525.00	-402.70	(76.7%)
Total Postage & Delivery	<u>122.30</u>	<u>525.00</u>	<u>-402.70</u>	<u>(76.7%)</u>
Professional Fees				
Professional Fees	7,125.00	28,500.00	-21,375.00	(75.0%)
Total Professional Fees	<u>7,125.00</u>	<u>28,500.00</u>	<u>-21,375.00</u>	<u>(75.0%)</u>
Program Expense				
Student Paper Comp Award	0.00	1,250.00	-1,250.00	(100.0%)
Total Program Expense	<u>0.00</u>	<u>1,250.00</u>	<u>-1,250.00</u>	<u>(100.0%)</u>
Office Expense	0.00	75.00	-75.00	(100.0%)
Telephone				
Telephone - Conference Calls	0.00	50.00	-50.00	(100.0%)
Total Telephone	<u>0.00</u>	<u>50.00</u>	<u>-50.00</u>	<u>(100.0%)</u>
Web Hosting	44.58	1,404.00	-1,359.42	(96.8%)
Total Expenses	<u>9,613.88</u>	<u>64,086.25</u>	<u>-54,472.37</u>	<u>(85.0%)</u>
Operating Profit	<u>377.32</u>	<u>3,688.75</u>	<u>-3,311.43</u>	<u>(89.8%)</u>
Other Expense				
Net Profit/(Loss)	<u>377.32</u>	<u>3,688.75</u>	<u>-3,311.43</u>	<u>(89.8%)</u>

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Balance Sheet [Cash]

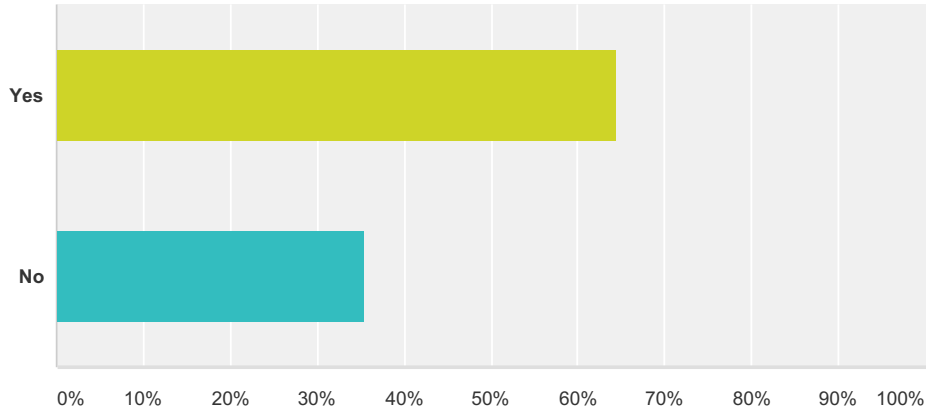
As of December 2015

1/4/16
10:52:31 AM

Assets		
Imagin Savings S1	7,101.88	
Educational Scholarship Fund	3,602.61	
Imagin Checking S4	2,757.58	
Undeposited Funds	405.00	
Total Assets		<u>13,867.07</u>
Liabilities		
Equity		
Temporary Unrestricted	2,630.00	
Retained Earnings	11,144.75	
Current Earnings	92.32	
Total Equity		<u>13,867.07</u>
Total Liability & Equity		<u>13,867.07</u>

Q1 Would you be interested in attending a 2-day Esri Instructor-Led Training Course the Wednesday and Thursday following the 2016 IMAGIN Conference?

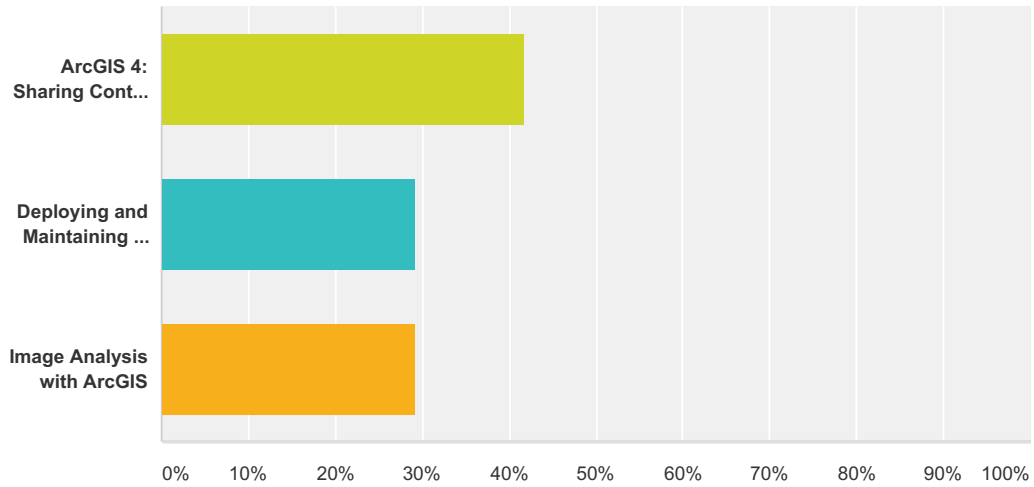
Answered: 48 Skipped: 0



Answer Choices	Responses	
Yes	64.58%	31
No	35.42%	17
Total		48

Q2 Which of these courses would you attend if offered as a post conference class? Please check the one that most interests you.

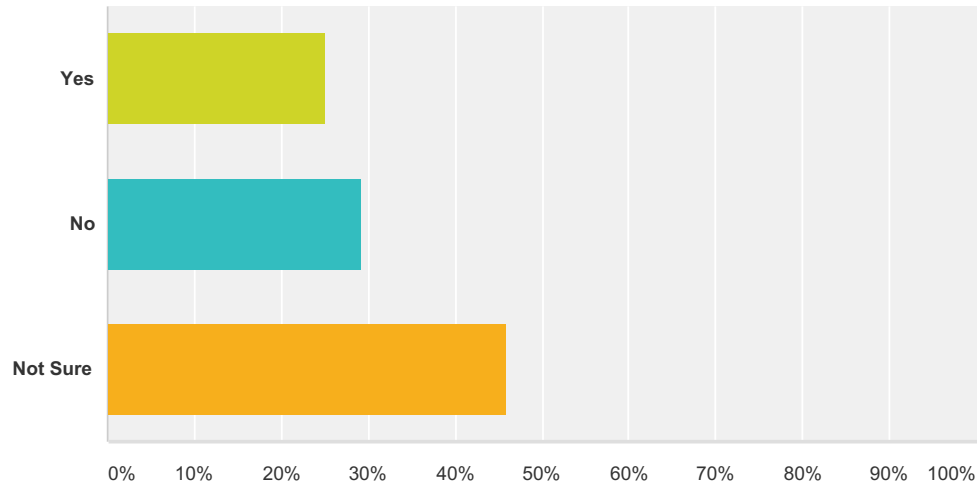
Answered: 48 Skipped: 0



Answer Choices	Responses
ArcGIS 4: Sharing Content on the web	41.67% 20
Deploying and Maintaining a Multiuser Geodatabase	29.17% 14
Image Analysis with ArcGIS	29.17% 14
Total	48

Q3 The cost for the two day course will be a minimum of \$850.00. Would you or your organization be willing to pay for the course? Travel, lodging and food costs will be at the attendees own expense.

Answered: 48 Skipped: 0



Answer Choices	Responses	
Yes	25.00%	12
No	29.17%	14
Not Sure	45.83%	22
Total		48