



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, March 11, 2016

Location: 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 9:45 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
Chad Collins: Present
Andrew Giguere: Present
Brodey Hill: Present
Janet Mocadoo: Present
Diane O'Connell: Present
Bill Rowe: Present (via teleconference)
Lori Schultz: Present (via teleconference)
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 moved to approve the agenda and was supported by Michael Woods in the approval.

Motion carried

3. Approval of Minutes from February 12, 2016 IMAGIN Board of Directors Meeting

Thomas Van Bruggen asked the Board for approval of the minutes from the February 12, 2016 meeting

Scott Swan moved and Scott Ambs supported approving the minutes of the February 12, 2016.

Motion carried

4. Treasurers Report

Scott Ambs reported that IMAGIN has \$24,015.66 in assets across all accounts. Ambs continued by stating that the profit/loss statement showed a 60.6% increase compared to the same time last year.

Ambs noted that the Board may need to look into credit card processing fees. He stated more members are using credit cards to book conference registration and is causing us to go over our budgeted amount. A question was asked about what the fee was and Maryellen Jansen stated that it is three percent, which is standard. Discussion was held whether it was possible to lower the processing fees or increase fees to cover processing fees.

Thomas Van Bruggen asked Ambs if the mistake noted at the February 12, 2016 meeting regarding the double-charge of postage has been rectified.

Scott Swan motioned and Sarah Merz seconded the motion to accept the Treasurers Report

Motion carried

5. Old Business – Review Action Items

Thomas Van Bruggen reviewed the open action items:

- AI-2016-04: The Executive Team must start addressing policy development procedures
- AI-2016-10: All Board members shall search for articles that can be used in future newsletters
- AI-2016-11: All Board members shall look for and encourage people to submit abstracts
- AI-2016-12: Board members should finalize their nominations for the Volunteer of the Year award and make those nominations to the Professional Recognition Team by 3/11/2016

The Board determined that all action items should remain open; however AI-2016-12 will be addressed during the Conference Team report and could be closed based on the outcome of that report.

6. Team Reports

6.1. Executive Team

Thomas Van Bruggen reported that the Executive Team met last week and discussed the upcoming Board meeting and policy development. The team also discussed conference and general items.

6.2. Conference Team

Chad Collins reported that keynotes for both days of the conference are set. Collins thanked Scott Swan and Scott Ambs for their roles in securing the speakers. Collins continued by stating that the Esri Hands-On-Learning Lab will return and the instructor-led training is set and ready for registrants.

Thomas Van Bruggen reviewed the current vendor commitments, registrations for the instructor-led training class, and conference/social event registrations.

Collins reviewed past sponsors and potential vendors and a roundtable was held where each Board member was assigned vendor contacts. Each Board member is expected to contact the vendors and gauge interest in vending or a general conference sponsorship. Collins will email the results to the Board for their consumption.

A general Board discussion was held about tracks, track length, and other format related issues.

Collins stated that marketing is going to be the next large undertaking. Specifically, Collins wishes to use email blasts and social media to communicate conference related items.

Van Bruggen started discussion about IMAGIN offering a prize to be awarded late in the conference as part of the organizations 25th anniversary.

Van Bruggen motioned for budget expenditure up to \$300 to purchase a drone to be raffled off at close of the conference. The motion was supported by Michael Woods.

Motion carried. Scott Swan abstained from the vote.

Collins asked for a team to be assembled to review options for a swag giveaway to conference registrants.

Janet Moadlo updated the Board on the silent auction. Moadlo asked for Board members to try to get more silent auction items donated.

Van Bruggen created AI-2016-13.

AI-2016-13 – All Board members should try to obtain donations for the silent auction

6.3. Communications Team

Sarah Merz reported that the team met on 3/10/2016. She stated that social media is going great and that the website continues to receive updates. Discussion was held regarding the upcoming newsletter release and that articles need to be submitted by 3/18/2016. Merz finished by stating that the newsletter goes to the printer on 4/5/2016.

6.4. Membership Team

Pete Schneider gave no update.

Thomas Van Bruggen reviewed the results of the last email blast. He stated that we had a percentage of emails bounce back as invalid. Van Bruggen created AI-2016-14:

AI-2016-14 President will export bad email contacts. Board Members shall review contacts and see if they can clean them up or if they need deleted.

Van Bruggen and Scott Ambs shared that they wanted to discuss current membership categories. They stated that the current membership categories ignore former members or members who still want to be a part of IMAGIN without the membership. Discussion was held.

Van Bruggen moved that IMAGIN establish an honorary membership category to convey membership status to non-members based on their work in the GIS community. Scott Ambs supported the motion.

Motion carried

6.5. Student Poster & Paper Competition

Andrew Giguere reported that the final round of general contacts has concluded. He stated that the submission deadline is 3/11/2016 for papers and posters that need printed. Giguere continued by stating that the submission deadline will be extended to the event. An email blast is scheduled for Tuesday 3/15/2016. Giguere stated that audio and visual is set up.

Andrew Giguere motioned for up to \$150.00 to pay for student participant and judges parking costs for costs incurred with parking at Ellis Parking lots and ramps. Pete Schneider supported the motion.

Motion carried

Giguere spoke with Everett Root (State of Michigan) about rooms. Rooms will be different than last year as rooms are reserved for other events that day. Food and beverages will be provided by the State of Michigan. Giguere finished by stating that he and Pete Schneider are making a final push with contacts.

6.6. Nominating & Governance

Lori Schultz reported that IMAGIN has ten candidates for eight open spots and that they have received confirmation from all incumbents with expiring candidacies.

7. IMAGIN Policies Development

Thomas Van Bruggen reported that the Executive Team met two weeks ago and is working on three policies. The policy receiving the most attention is regarding budgets and fiscal year formalities.

Bill Rowe stated that he, Lori Schultz, and Van Bruggen have met and are working on an election procedure.

8. State of Michigan Parcel Pilot Program Update

Thomas Van Bruggen stated that there have been no meetings but significant activity recently. Kent, Ottawa, and Muskegon counties have submitted their parcel data in a schema that was determined by the State of Michigan, BS&A, and the pilot counties.

9. 2016 IMAGIN Volunteer of the Year - Nominations

Discussion was held and Volunteer of the Year award nominations were finalized. Thomas Van Bruggen closed nominations for Volunteer of the Year and asked that AI-2016-12 be closed.

10. New Business

Thomas Van Bruggen mentioned submitting the IMAGIN logo to an embroiderer and getting a cost about having IMAGIN apparel made.

11. Closing Roundtable

No closing roundtable discussion.

12. Upcoming Meetings

- 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

13. Adjournment

A motion to adjourn was heard by Janet Moadlo and seconded by Scott Ambs at 1:09 pm.

Motion carried

Minutes respectfully submitted by Pete Schneider, Secretary - IMAGIN

Profit & Loss Statement [Cash]

October 2015 through February 2016

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Income	
Annual Conference Revenue	
Gold Level Exhibit Booth Sales	1,000.00
Silver Level Booth Sales	1,650.00
Conference Sponsors, Non-Booth	
Non-Booth Sponsor / Ad	550.00
Pre Conference Social Activity	300.00
Awards Luncheon Sponsor	500.00
Attendee Regis Social Act.	40.00
Member Full Conference	5,700.00
Non-Member Full Conference	1,200.00
Non-Vendor Sponsorships	450.00
Total Annual Conference Revenue	<u>11,390.00</u>
Membership Dues	
Membership Dues	11,355.00
Total Membership Dues	<u>11,355.00</u>
Dividend Income	2.08
Educational Class Registration	2,580.00
Total Income	<u>25,327.08</u>
Expenses	
Bank Service Charges	1.00
Credit Card Processing Fees	478.96
Board Meetings	
Board Meeting Lodging Expenses	235.44
Mileage	86.02
Total Board Meetings	<u>321.46</u>
Team Expenses	
Communications Team - Printing	608.32
Total Team Expenses	<u>608.32</u>
Conference Expenses	
Marketing / Graphics	
Postage	61.08
Marketing / Publicity	494.50
Social Event Expenses	
PreConference Social Activity	200.00
Total Conference Expenses	<u>755.58</u>
Educational Class Expense	834.39
Postage & Delivery	
Postage	122.30
Total Postage & Delivery	<u>122.30</u>
Professional Fees	
Professional Fees	11,875.00
Total Professional Fees	<u>11,875.00</u>
Web Hosting	89.16
Total Expenses	<u>15,086.17</u>
Operating Profit	<u>10,240.91</u>
Other Expense	
Net Profit / (Loss)	<u><u>10,240.91</u></u>

IMAGIN, Inc.
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Suite C
Lansing, MI 48912

Profit & Loss [Last Year Analysis - Cash]

October 2015 through February 2016

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	This Year	Last Year	\$ Difference	Difference
Income				
Annual Conference Revenue				
Gold Level Exhibit Booth Sales	1,000.00	2,650.00	-1,650.00	(62.3%)
Silver Level Booth Sales	1,650.00	0.00	1,650.00	NA
Conference Sponsors, Non-Booth				
Non-Booth Sponsor / Ad	550.00	0.00	550.00	NA
Pre Conference Social Activity	300.00	0.00	300.00	NA
Awards Luncheon Sponsor	500.00	0.00	500.00	NA
Attendee Regis Social Act.	40.00	15.00	25.00	166.7%
Member Full Conference	5,700.00	3,080.00	2,620.00	85.1%
Non-Member Full Conference	1,200.00	0.00	1,200.00	NA
Non-Vendor Sponsorships	450.00	750.00	-300.00	(40.0%)
Total Annual Conference Revenue	<u>11,390.00</u>	<u>6,495.00</u>	<u>4,895.00</u>	<u>75.4%</u>
Membership Dues				
Membership Dues	11,355.00	9,270.00	2,085.00	22.5%
Total Membership Dues	<u>11,355.00</u>	<u>9,270.00</u>	<u>2,085.00</u>	<u>22.5%</u>
Dividend Income	2.08	0.74	1.34	181.1%
Educational Class Registration	2,580.00	0.00	2,580.00	NA
Total Income	<u>25,327.08</u>	<u>15,765.74</u>	<u>9,561.34</u>	<u>60.6%</u>
Expenses				
Bank Service Charges	1.00	0.00	1.00	NA
Credit Card Processing Fees	478.96	171.37	307.59	179.5%
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	608.32	583.75	24.57	4.2%
Total Team Expenses	<u>608.32</u>	<u>583.75</u>	<u>24.57</u>	<u>4.2%</u>
Conference Expenses				
Marketing / Graphics				
Postage	61.08	0.00	61.08	NA
Marketing/ Publicity	494.50	0.00	494.50	NA
Social Event Expenses				
PreConference Social Activity	200.00	0.00	200.00	NA
Staff Travel/ Meals	0.00	461.99	-461.99	(100.0%)
Total Conference Expenses	<u>755.58</u>	<u>461.99</u>	<u>293.59</u>	<u>63.5%</u>
Educational Class Expense	834.39	0.00	834.39	NA
Postage & Delivery				
Postage	122.30	441.59	-319.29	(72.3%)
Total Postage & Delivery	<u>122.30</u>	<u>441.59</u>	<u>-319.29</u>	<u>(72.3%)</u>
Professional Fees				
Professional Fees	11,875.00	10,000.00	1,875.00	18.8%
Total Professional Fees	<u>11,875.00</u>	<u>10,000.00</u>	<u>1,875.00</u>	<u>18.8%</u>
Web Hosting	89.16	89.16	0.00	0.0%
Total Expenses	<u>15,086.17</u>	<u>11,747.86</u>	<u>3,338.31</u>	<u>28.4%</u>
Operating Profit	<u>10,240.91</u>	<u>4,017.88</u>	<u>6,223.03</u>	<u>154.9%</u>
Other Expense				
Net Profit/(Loss)	10,240.91	4,017.88	6,223.03	154.9%

IMAGIN, Inc.

Profit & Loss [Last Year Analysis - Cash]

October 2015 through February 2016

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	This Year	Last Year	\$ Difference	Difference
	=====	=====	=====	=====

Profit & Loss [Budget Analysis - Cash]

October 2015 through September 2016

3/8/16

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	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	1,000.00	6,000.00	-5,000.00	(83.3%)
Silver Level Booth Sales	1,650.00	4,400.00	-2,750.00	(62.5%)
Conference Sponsors, Non-Booth				
Non-Booth Sponsor / Ad	550.00	1,800.00	-1,250.00	(69.4%)
Pre Conference Social Activity	300.00	500.00	-200.00	(40.0%)
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%)
Attendee Regis Social Act.	40.00	500.00	-460.00	(92.0%)
Member Full Conference	6,270.00	27,075.00	-20,805.00	(76.8%)
Single Day Member	0.00	1,750.00	-1,750.00	(100.0%)
Non-Member Full Conference	1,200.00	10,000.00	-8,800.00	(88.0%)
Student Registration	0.00	250.00	-250.00	(100.0%)
Non-Vendor Sponsorships	450.00	0.00	450.00	NA
Total Annual Conference Revenue	<u>11,960.00</u>	<u>53,775.00</u>	<u>-41,815.00</u>	<u>(77.8%)</u>
Membership Dues				
Membership Dues	11,505.00	13,000.00	-1,495.00	(11.5%)
Total Membership Dues	<u>11,505.00</u>	<u>13,000.00</u>	<u>-1,495.00</u>	<u>(11.5%)</u>
Dividend Income	2.08	0.00	2.08	NA
Educational Class Registration	2,580.00	0.00	2,580.00	NA
Total Income	<u>26,047.08</u>	<u>67,775.00</u>	<u>-41,727.92</u>	<u>(61.6%)</u>
Expenses				
Bank Service Charges	1.00	0.00	1.00	NA
Credit Card Processing Fees	490.01	1,500.00	-1,009.99	(67.3%)
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	608.32	1,200.00	-591.68	(49.3%)
Total Team Expenses	<u>608.32</u>	<u>1,200.00</u>	<u>-591.68</u>	<u>(49.3%)</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	61.08	300.00	-238.92	(79.6%)
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%)

Profit & Loss [Budget Analysis - Cash]

October 2015 through September 2016

3/8/16

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	Selected Period	Budgeted	\$ Difference	% Difference
Graphic Desgin Services	0.00	875.00	-875.00	(100.0%)
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>755.58</u>	<u>29,072.25</u>	<u>-28,316.67</u>	<u>(97.4%)</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	11,875.00	28,500.00	-16,625.00	(58.3%)
Total Professional Fees	<u>11,875.00</u>	<u>28,500.00</u>	<u>-16,625.00</u>	<u>(58.3%)</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	20.00	50.00	-30.00	(60.0%)
Total Telephone	<u>20.00</u>	<u>50.00</u>	<u>-30.00</u>	<u>(60.0%)</u>
Web Hosting	89.16	1,404.00	-1,314.84	(93.6%)
Total Expenses	<u>15,117.22</u>	<u>64,086.25</u>	<u>-48,969.03</u>	<u>(76.4%)</u>
Operating Profit	<u>10,929.86</u>	<u>3,688.75</u>	<u>7,241.11</u>	<u>196.3%</u>
Other Expense				
Net Profit/(Loss)	<u><u>10,929.86</u></u>	<u><u>3,688.75</u></u>	<u><u>7,241.11</u></u>	<u><u>196.3%</u></u>

IMAGIN, Inc.
416 S Cedar St
Suite C
Lansing, MI 48912

Balance Sheet [Cash]

As of February 2016

3/8/16
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Assets	
Imagin Savings S1	7,987.47
Educational Scholarship Fund	3,602.90
Imagin Checking S4	10,855.29
Undeposited Funds	1,570.00
Total Assets	<u>24,015.66</u>
Liabilities	
Equity	
Temporary Unrestricted	2,630.00
Retained Earnings	11,144.75
Current Earnings	10,240.91
Total Equity	<u>24,015.66</u>
Total Liability & Equity	<u>24,015.66</u>