



**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)	Andrew Giguere (2016)	Bill Rowe (2016)
Sarah Merz: Vice President (2016)	Brodey Hill (2016)	Lori Schultz (2017)
Scott Ambs: Treasurer (2017)	Jonathon Merrick (2017)	Kathleen Stack (2017)
Pete Schneider: Secretary (2016)	Janet Moadlo (2017)	Scott Swan (2016)
Chad Collins (2017)	Diane O'Connell (2016)	Michael Woods (2017)

### **Minutes of the IMAGIN Inc. Board of Directors Meeting**

**Friday, June 10, 2016**

**Location: Teleconference**

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

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

##### **1.2. Roll Call**

President Thomas Van Bruggen: Present  
Vice President Sarah Merz: Present  
Treasurer Scott Ambs: Absent  
Secretary Peter Schneider: Present  
Chad Collins: Present  
Andrew Giguere: Present  
Brodey Hill: Present  
Jonathon Merrick: Present  
Janet Moadlo: Present  
Diane O'Connell: Present  
Bill Rowe: Present  
Lori Schultz: Present  
Kathleen Stack: Present  
Scott Swan: Present  
Michael Woods: Present

Quorum Obtained

Others present:

Maryellen Jansen (Riehl Solutions)

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

**Thomas Van Bruggen presented the agenda**

**Brodey Hill motioned to approve the agenda and Michael Woods supported the motion.**

**Motion carried**

#### **3. Approval of Minutes from April 15, 2016 IMAGIN Board of Directors Meeting**

**Sarah Merz motioned and Bill Rowe supported the approval of the minutes from April 15, 2016 IMAGIN Board of Directors Meeting.**

**Motion carried**

#### **4. Treasurers Report**

**In Scott Ambs' absence, Maryellen Jansen reported that through May IMAGIN has \$55,415.40 across all accounts. The Educational Scholarship fund received a \$1,180 boost from silent auction proceeds. Jansen concluded by stating that the Great Wolf Lodge invoice has not been paid yet and that will affect the total assets.**

Brodey Hill asked Jansen if IMAGIN is in a more comfortable spot in their bank accounts than in previous years.

A motion was heard by Chad Collins and support was heard from Andrew Giguere to accept the Treasurers Report.

Motion carried

## 5. Old Business – Review Action Items

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

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

AI-2016-14: President Thomas Van Bruggen will export out a bad contacts list. All board members shall review contacts and see if they can clean them up or if the contacts need to be deleted.

Thomas Van Bruggen reviewed open action items. Van Bruggen closed all open action items, however stated that AI-2016-10 and AI-2016-14 would be reopened as 2017 action items.

## 6. Team Reports

### 6.1. Executive Team

Thomas Van Bruggen reported that the team met on Wednesday 6/8 and discussed the budget, conference wrap-up items and the meeting agenda.

### 6.2. Communications Team

Sarah Merz reported that the team will have a couple page write up about the conference in the newsletter. They have one article left in the hopper which will be used as a feature article. Merz asked the Board for any upcoming events in the August-November timeline. The summer newsletter should be received the second week of July and needs to go to printer before July 4.

Merz stated that social media continues to go well and that Brodey Hill will update Twitter from the Esri user conference in San Diego. Merz finished by stating that email blasts will drop off being post-conference.

Thomas Van Bruggen stated he is updating the website by removing registration areas and building historic data into website.

Van Bruggen created reopened action item **AI-2017-01:**

**All Board members shall search for articles that can be used in future newsletters.**

### 6.3. Membership Team

Pete Schneider reported that total memberships went up from 171 in 2015 to 194 in 2016. Schneider broke those numbers down by stating that Individual memberships increase from 93 to 108, Student memberships increased from 1 to 12, and Supporting Organizations and their employees dropped from 77 to 72. Overall IMAGIN saw a 12% increase in annual memberships.

### 6.4. Student Poster & Paper Competition

Andrew Giguere reported that he talked to students from CMU and EMU at the conference to try to make sure they are aware of the SPPC and that we have contacts ready for the 2017 SPPC.

### 6.5. Nominating & Governance

Bill Rowe thanked Andrew Brenner for his contributions to the Board and welcome new Board

member Jon Merrick.

## 6.6. Conference Team

Chad Collins thanked everyone for their work and their assistance in making the conference operate smoothly.

A discussion was held regarding a location for the 2017 conference. Maryellen Jansen reported that the RFP resulted in five responses from:

Park Place Hotel (Traverse City)  
Shanty Creek (Bellaire)  
Crystal Mountain (Thompsonville)  
Grand Traverse Resort (Traverse City)  
Mission Pointe (Mackinac Island)

Further discussion was held regarding the possibility of using the Hagerty Conference Center at the Great Lakes Maritime Institute in Traverse City.

## 7. State of Michigan Parcel Pilot Program Update

Thomas Van Bruggen reported that communication has been slow between the State of Michigan and the current participants. However, more counties are inquiring to submit their data.

## 8. New Business

Thomas Van Bruggen created **AI-2017-02 Board members shall review the bad email contacts list for corrections and submit those to either Tom or Pete.**

Van Bruggen discussed the July Planning session.

## 9. Calendar and Upcoming Meetings

- 9.1. July 15, 2016 9:30 am to 2:00 pm – Board Planning Session – Think Space – Lansing, MI
- 9.2. August 12, 2016 9:00 am to 10:30 am – Board Meeting Teleconference
- 9.3. September 16, 2016 9:00 am to 10:30 am – Board Meeting Teleconference
- 9.4. October 14, 2016 9:30 am to 1:00 pm – Board Meeting – Face to Face – Mt. Pleasant, MI
- 9.5. November 18, 2016 9:00 am to 10:30 am – Board Meeting Teleconference
- 9.6. December 9, 2016 9:00 am to 10:30 am – Board Meeting Teleconference
- 9.7. January 13, 2017 9:00 am to 10:30 am – Board Meeting Teleconference
- 9.8. February 10, 2017 9:00 am to 10:30 am – Board Meeting Teleconference
- 9.9. March 10, 2017 9:30 am to 1:00 pm – Board Meeting – Face to Face, Mt. Pleasant, MI
- 9.10. April 6, 2017 – IMAGIN SPPC – Tentative
- 9.11. April 14, 2017 9:00 am to 10:30 am – Board Meeting Teleconference
- May 12, 2017 9:00 am to 10:30 am – Board Meeting Teleconference

## 10. Closing Roundtable

No comments heard during this section.

## 11. Adjournment

Scott Swan motioned and Lori Schultz supported to adjourn the June 10, 2016 IMAGIN Board of Directors Teleconference meeting at 10:07 am.

**Motion carried**

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

**Profit & Loss Statement [Cash]**

**October 2015 through May 2016**

6/2/16  
 2:44:54 PM

---

Income		
Contributions Income		
Educational Scholarship	1,188.00	
Total Contributions Income		<u>1,188.00</u>
Annual Conference Revenue		
Gold Level Exhibit Booth Sales	7,000.00	
Silver Level Booth Sales	4,950.00	
Conference Sponsors, Non-Booth		
Non-Booth Sponsor / Ad	1,650.00	
Pre Conference Social Activity	300.00	
Awards Luncheon Sponsor	500.00	
Euchre Tournament	500.00	
FirePit Sponsor	400.00	
Map Gallery	300.00	
Attendee Regis Social Act.	410.00	
Member Full Conference	26,630.00	
Single Day Member	875.00	
Non-Member Full Conference	9,200.00	
Non-Member Single Day	800.00	
Student Registration	550.00	
Non-Vendor Sponsorships	450.00	
Total Annual Conference Revenue		<u>54,515.00</u>
Membership Dues		
Membership Dues	14,785.00	
Total Membership Dues		<u>14,785.00</u>
Dividend Income		3.42
Educational Class Registration		1,730.00
Total Income		<u>72,221.42</u>
Expenses		
Bank Service Charges		1.00
Credit Card Processing Fees		1,556.20
Board Meetings		
Board Meeting Lodging Expenses	235.44	
Mileage	86.02	
Total Board Meetings		<u>321.46</u>
Team Expenses		
Communications Team - Printing	928.32	
Total Team Expenses		<u>928.32</u>
Conference Expenses		
Facilities Expenses		
Audiovisual Expenses	51.56	
Food and Beverage	77.96	
Marketing / Graphics		
Postage	119.29	
Program Printing	365.33	
Photocopies	5.72	
Conference On Site Signage	338.70	
Graphic Desgin Services	1,075.00	
Marketing / Publicity	494.50	
Registration Supplies		28.60
Member Recognition Expense		240.57
Attendee Premiums / Give Aways		1,591.64

# IMAGIN, Inc.

## Profit & Loss Statement [Cash]

October 2015 through May 2016

6/2/16

2:44:54 PM

---

Social Event Expenses		
PreConference Social Activity	600.00	
Euchre Tournament Expenses	350.00	
Speaker Expenses		
Speaker Gifts	501.21	
Speaker Meals/Travel	304.28	
Total Conference Expenses		<u>6,144.36</u>
Educational Class Expense		834.39
Postage & Delivery		
Postage	122.30	
Total Postage & Delivery		<u>122.30</u>
Professional Fees		
Professional Fees	19,000.00	
Total Professional Fees		<u>19,000.00</u>
Program Expense		
Student Scholarship Award	500.00	
SPPC	1,000.00	
Total Program Expense		<u>1,500.00</u>
Other Expenses		19.00
Telephone		
Telephone - Conference Calls	20.00	
Total Telephone		<u>20.00</u>
Web Hosting		133.74
Total Expenses		<u>30,580.77</u>
Operating Profit		<u>41,640.65</u>
Other Expense		
Net Profit/(Loss)		<u><u>41,640.65</u></u>

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

**Profit & Loss [Budget Analysis - Cash]**

**October 2015 through September 2016**

6/2/16

2:48:25 PM

	Selected Period	Budgeted	\$ Difference	% Difference
<b>Income</b>				
Contributions Income				
Educational Scholarship	1,188.00	750.00	438.00	58.4%
SPPC Sponsor	0.00	250.00	-250.00	(100.0%)
<b>Total Contributions Income</b>	<b>1,188.00</b>	<b>1,000.00</b>	<b>188.00</b>	<b>18.8%</b>
Annual Conference Revenue				
Gold Level Exhibit Booth Sales	7,000.00	6,000.00	1,000.00	16.7%
Silver Level Booth Sales	4,950.00	4,400.00	550.00	12.5%
Conference Sponsors, Non-Booth				
Non-Booth Sponsor / Ad	1,650.00	1,800.00	-150.00	(8.3%)
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	500.00	500.00	0.00	0.0%
FirePit Sponsor	400.00	200.00	200.00	100.0%
Map Gallery	300.00	300.00	0.00	0.0%
Attendee Regis Social Act.	410.00	500.00	-90.00	(18.0%)
Member Full Conference	26,520.00	27,075.00	-555.00	(2.0%)
Single Day Member	875.00	1,750.00	-875.00	(50.0%)
Non-Member Full Conference	9,200.00	10,000.00	-800.00	(8.0%)
Non-Member Single Day	800.00	0.00	800.00	NA
Student Registration	550.00	250.00	300.00	120.0%
Non-Vendor Sponsorships	450.00	0.00	450.00	NA
<b>Total Annual Conference Revenue</b>	<b>54,405.00</b>	<b>53,775.00</b>	<b>630.00</b>	<b>1.2%</b>
Membership Dues				
Membership Dues	14,785.00	13,000.00	1,785.00	13.7%
<b>Total Membership Dues</b>	<b>14,785.00</b>	<b>13,000.00</b>	<b>1,785.00</b>	<b>13.7%</b>
Dividend Income	3.42	0.00	3.42	NA
Educational Class Registration	1,730.00	0.00	1,730.00	NA
<b>Total Income</b>	<b>72,111.42</b>	<b>67,775.00</b>	<b>4,336.42</b>	<b>6.4%</b>
<b>Expenses</b>				
Bank Service Charges	1.00	0.00	1.00	NA
Credit Card Processing Fees	1,556.20	1,500.00	56.20	3.7%
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%)
<b>Total Board Meetings</b>	<b>321.46</b>	<b>490.00</b>	<b>-168.54</b>	<b>(34.4%)</b>
Team Expenses				
Communications Team - Printing	928.32	1,200.00	-271.68	(22.6%)
<b>Total Team Expenses</b>	<b>928.32</b>	<b>1,200.00</b>	<b>-271.68</b>	<b>(22.6%)</b>
Conference Expenses				
Facilities Expenses				
Audiovisual Expenses	735.56	1,500.00	-764.44	(51.0%)
Meeting Room Rental	1,080.00	1,080.00	0.00	0.0%
Exhibitor Table / Booth Rental	768.00	384.00	384.00	100.0%
Food and Beverage	13,625.96	17,490.00	-3,864.04	(22.1%)
Marketing / Graphics				
Postage	119.29	300.00	-180.71	(60.2%)
Program Printing	365.33	250.00	115.33	46.1%
Photocopies	5.72	75.00	-69.28	(92.4%)

**Profit & Loss [Budget Analysis - Cash]**

**October 2015 through September 2016**

6/2/16

2:48:25 PM

	Selected Period	Budgeted	\$ Difference	% Difference
Conference On Site Signage	338.70	300.00	38.70	12.9%
Graphic Desgin Services	1,075.00	875.00	200.00	22.9%
Marketing/ Publicity	494.50	300.00	194.50	64.8%
Registration Supplies	59.34	150.00	-90.66	(60.4%)
Member Recognition Expense	240.57	350.00	-109.43	(31.3%)
Attendee Premiums/ Give Aways	1,591.64	1,250.00	341.64	27.3%
Social Event Expenses				
PreConference Social Activity	600.00	640.00	-40.00	(6.3%)
Euchre Tournament Expenses	350.00	425.00	-75.00	(17.6%)
Monday Social Event Beverages	1,262.40	940.80	321.60	34.2%
Hospitality Suite F&B	0.00	25.00	-25.00	(100.0%)
Vendor Appreciation Food	901.20	744.00	157.20	21.1%
Staff Travel/ Meals	0.00	500.00	-500.00	(100.0%)
Speaker Expenses				
Speaker Gifts	572.77	500.00	72.77	14.6%
Overnight Rooms: Speakers	0.00	98.69	-98.69	(100.0%)
Speaker Meals/ Travel	304.28	500.00	-195.72	(39.1%)
SPPC Rooms	98.69	394.76	-296.07	(75.0%)
Total Conference Expenses	<u>24,588.95</u>	<u>29,072.25</u>	<u>-4,483.30</u>	<u>(15.4%)</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	19,000.00	28,500.00	-9,500.00	(33.3%)
Total Professional Fees	<u>19,000.00</u>	<u>28,500.00</u>	<u>-9,500.00</u>	<u>(33.3%)</u>
Program Expense				
Student Paper Comp Award	0.00	1,250.00	-1,250.00	(100.0%)
Student Scholarship Award	500.00	0.00	500.00	NA
SPPC	1,000.00	0.00	1,000.00	NA
Total Program Expense	<u>1,500.00</u>	<u>1,250.00</u>	<u>250.00</u>	<u>20.0%</u>
Office Expense	0.00	75.00	-75.00	(100.0%)
Other Expenses	19.00	0.00	19.00	NA
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	133.74	1,404.00	-1,270.26	(90.5%)
To Be Determined	35.00	0.00	35.00	NA
Total Expenses	<u>49,060.36</u>	<u>64,086.25</u>	<u>-15,025.89</u>	<u>(23.4%)</u>
Operating Profit	<u>23,051.06</u>	<u>3,688.75</u>	<u>19,362.31</u>	<u>524.9%</u>
Other Expense				
Net Profit/(Loss)	<u>23,051.06</u>	<u>3,688.75</u>	<u>19,362.31</u>	<u>524.9%</u>



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

**Balance Sheet [Cash]**

**As of May 2016**

6/2/16  
2:44:05 PM

---

Assets		
Imagin Savings S1	7,103.36	
Educational Scholarship Fund	3,603.35	
Imagin Checking S4	44,708.69	
Total Assets	<u>55,415.40</u>	
Liabilities		
Equity		
Temporary Unrestricted	2,630.00	
Retained Earnings	11,144.75	
Current Earnings	41,640.65	
Total Equity	<u>55,415.40</u>	
Total Liability & Equity	<u>55,415.40</u>	