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

Minutes of the IMAGIN Inc. Board of Directors Meeting
Friday, July 15, 2016
Location: ThinkSpace 416 S Cedar St, Lansing, MI 48912

1. **Call to Order - Board Member Roll Call**
    1.1. **President Thomas Van Bruggen called the meeting to order at 9:49 am**
    1.2. **Roll Call**
          President Thomas Van Bruggen: Present
          Vice President Sarah Merz: Present
          Treasurer Scott Ambs: Present
          Secretary Peter Schneider: Present
          Chad Collins: Present
          Andrew Giguere: Present
          Brodey Hill: Absent
          Jonathon Merrick: Absent
          Janet Mocadlo: Present
          Diane O'Connell: Present
          Bill Rowe: Absent
          Lori Schultz: Present
          Kathleen Stack: Present
          Scott Swan: Absent
          Michael Woods: Absent

          Quorum Obtained

          Others present:

          Maryellen Jansen (Riehl Solutions)

2. **Approval of Agenda**

    Thomas Van Bruggen presented the agenda

    Scott Ambs motioned and Kathleen Stack supported the motion to accept the agenda.

    Motion carried

3. **Welcome, Introductions, and Approval of Minutes from June 10, 2016 IMAGIN Board of Directors Meeting**

    Thomas Van Bruggen welcomed all Board members present and asked for approval of the minutes from the June 10, 2016 meeting.

    Chad Collins motioned and Lori Schultz supported the motion to approve the minutes from the June 10, 2016 IMAGIN Board of Directors Meeting.

    Motion carried

4. **Old Business – Review Action Items**

    Thomas Van Bruggen reviewed open action items.

Van Bruggen kept both action items open.

5. **Treasurers Report**

   Scott Ambs reported that the balance sheet shows $36,771.87 across all accounts. Ambs advised that IMAGIN still has around $700 in outstanding expenditures that are not reflected in the Balance Sheet. Ambs compared current cash on hand to this point last year. Ambs reported that IMAGIN has $19,354 more cash on hand in July 2016 as compared to the end of July 2015.

   Maryellen Jansen noted that the conference cost was $4,483.30 less than what IMAGIN had budgeted. IMAGIN budgeted $29,072.25 for the 2016 conference but only spent $24,588.95, a difference of 15.4%.

   Jansen continued by stating that the total conference revenue was $405.00 more than budgeted. IMAGIN budgeted $54,175.00 in total conference revenue but brought in $54,580.00, a difference of 0.7%.

   Jansen also covered membership dues. She stated that IMAGIN budgeted $13,000.00 in revenue from membership dues, however, IMAGIN brought in $14,785.00 in membership dues; an overage difference of $1,785 or a 13.7% change.

   A motion was offered by Pete Schneider and supported by Janet Mocadlo.

   Motion carried

6. **Open Team Reports**
   6.1. **Executive Team**

   Thomas Van Bruggen reported that the team met and discussed the agenda for the planning session and discussed how we should attack the planning session.

   6.2. **Communications Team**

   Sarah Merz reported that the newsletter should go out this week (week of July 18, 2016). Merz stated that she is looking for information regarding awards winners from the conference for the newsletter.

   6.3. **Membership Team**

   No update given.

   6.4. **Student Poster & Paper Competition**

   No update given.

   6.5. **Nominating & Governance**

   No update given.

   6.6. **Conference Team**

No update given.

7. **2017 Conference Location/Date Determination**

   Thomas Van Bruggen asked Maryellen Jansen to outline the RFPs that came back regarding timing, location, and costs. Jansen provided the Board with a site visit summary. The summary is appended to the end of this document.

   Discussion was held and the Board decided to move towards the Park Place Hotel in Traverse City for the 2017 conference to be held June 4-6, 2017.

   Scott Ambs moved and Sarah Merz supported the motion to pursue hosting the 2017 IMAGIN Conference at the Park Place Hotel in Traverse City.

   Motion carried

8. **2015/2016 Meeting Schedule Review**

   Thomas Van Bruggen briefed the Board on his proposed meeting schedule:

   8.1. August 12, 2016 9:00 am to 10:30 am – Board Meeting Teleconference
   8.2. September 16, 2016 9:00 am to 10:30 am – Board Meeting Teleconference
   8.3. October 14, 2016 9:30 am to 1:00 pm – Board Meeting – Face to Face – Mt. Pleasant, MI
   8.4. November 18, 2016 9:00 am to 10:30 am – Board Meeting Teleconference
   8.5. December 9, 2016 9:00 am to 10:30 am – Board Meeting Teleconference
   8.6. January 13, 2017 9:00 am to 10:30 am – Board Meeting Teleconference
   8.7. February 10, 2017 9:00 am to 10:30 am – Board Meeting Teleconference
   8.8. March 10, 2017 9:30 am to 1:00 pm – Board Meeting – Face to Face, Mt. Pleasant, MI
   8.9. April 6, 2017 – IMAGIN SPPC – Tentative
   8.10. April 14, 2017 9:00 am to 10:30 am – Board Meeting Teleconference
   8.11. May 12, 2017 9:00 am to 10:30 am – Board Meeting Teleconference

   Scott Ambs moved and Kathleen Stack supported the motion to accept the proposed meeting slate.

9. **New Business**
   9.1. Dropbox Cleanup

      Thomas Van Bruggen created AI-2017-03:

      AI-2017-03: Clean up Dropbox folders for your respective teams by the August 12, 2016 meeting.

10. **IMAGIN Board of Directors Policies Review & Signatures**

    Thomas Van Bruggen instructed Maryellen Jansen to distribute four policies that need to be signed and dated by all Board members.

    Policy 2010-01: Confidentiality
    Policy 2010-02: Document Retention
    Policy 2010-03: Non-Discrimination / Anti-Harassment
    Policy 2010-04: Whistleblower

11. **Adjournment/Break**

12. Closing Roundtable

No comments heard during this section.

13. Adjournment

Sarah Merz motioned and Lori Schultz supported the motion to adjourn the July 15, 2016 IMAGIN Board of Directors meeting at 11:19 am.

Motion carried

Minutes respectfully submitted by Pete Schneider, Secretary - IMAGIN

Profit & Loss [Budget Analysis - Cash]

October 2015 through June 2016

7/11/16
2:18:20 PM

	Selected Period	Budgeted	$ Difference	% Difference
Income				
Contributions Income				
Educational Scholarship	1,188.00	750.00	438.00	58.4%
SPPC Sponsor	0.00	250.00	-250.00	(100.0%)
Total Contributions Income	1,188.00	1,000.00	188.00	18.8%
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	1,050.00	1,750.00	-700.00	(40.0%)
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
Total Annual Conference Revenue	54,580.00	53,775.00	805.00	1.5%
Membership Dues				
Membership Dues	14,785.00	13,000.00	1,785.00	13.7%
Total Membership Dues	14,785.00	13,000.00	1,785.00	13.7%
Dividend Income	3.89	0.00	3.89	NA
Educational Class Registration	1,730.00	0.00	1,730.00	NA
Total Income	72,286.89	67,775.00	4,511.89	6.7%
Expenses				
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	359.20	0.00	359.20	NA
Mileage	86.02	120.00	-33.98	(28.3%)
Total Board Meetings	445.22	310.00	135.22	43.6%
Team Expenses				
Communications Team - Printing	928.32	900.00	28.32	3.1%
Total Team Expenses	928.32	900.00	28.32	3.1%
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%)
Conference On Site Signage	338.70	300.00	38.70	12.9%

IMAGIN, Inc.

Profit & Loss [Budget Analysis - Cash]

October 2015 through June 2016

7/11/16
2:18:20 PM

	Selected Period	Budgeted	$ Difference	% Difference
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	24,588.95	29,072.25	-4,483.30	(15.4%)
Educational Class Expense	834.39	0.00	834.39	NA
Licensing	0.00	20.00	-20.00	(100.0%)
Postage & Delivery				
Postage	122.30	420.00	-297.70	(70.9%)
Total Postage & Delivery	122.30	420.00	-297.70	(70.9%)
Professional Fees				
Professional Fees	19,000.00	21,375.00	-2,375.00	(11.1%)
Total Professional Fees	19,000.00	21,375.00	-2,375.00	(11.1%)
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	1,500.00	1,250.00	250.00	20.0%
Other Expenses	77.00	0.00	77.00	NA
Telephone				
Telephone - Conference Calls	20.00	25.00	-5.00	(20.0%)
Total Telephone	20.00	25.00	-5.00	(20.0%)
Web Hosting	181.39	1,404.00	-1,222.61	(87.1%)
To Be Determined	35.00	0.00	35.00	NA
Total Expenses	49,289.77	56,276.25	-6,986.48	(12.4%)
Operating Profit	22,997.12	11,498.75	11,498.37	100.0%
Other Expense				
Net Profit/(Loss)	22,997.12	11,498.75	11,498.37	100.0%

Balance Sheet [Cash]

## As of June 2016

7/11/16
2:16:54 PM

Assets
    Imagin Savings S1   7,103.65
    Educational Scholarship Fund   4,291.53
    Imagin Checking S4   25,376.69
Total Assets   36,771.87

Liabilities

Equity
    Temporary Unrestricted   2,630.00
    Retained Earnings   11,144.75
    Current Earnings   22,997.12
Total Equity   36,771.87

Total Liability & Equity   36,771.87

Q1 On a scale of 1-5, with 5 being the highest, how would you rate the conference overall?
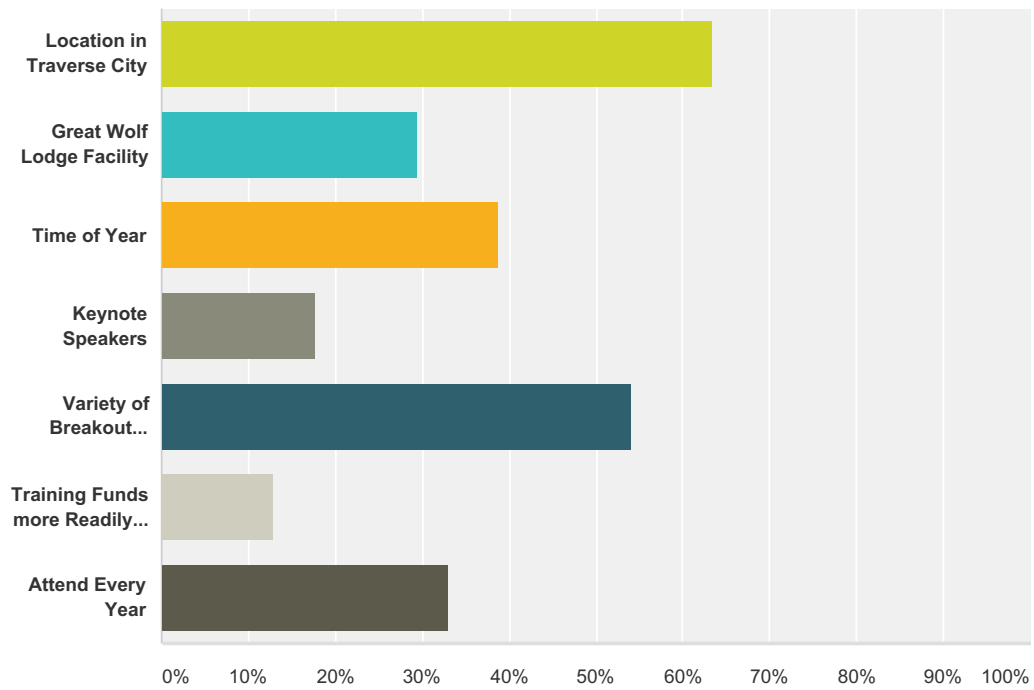
Answered: 87   Skipped: 0
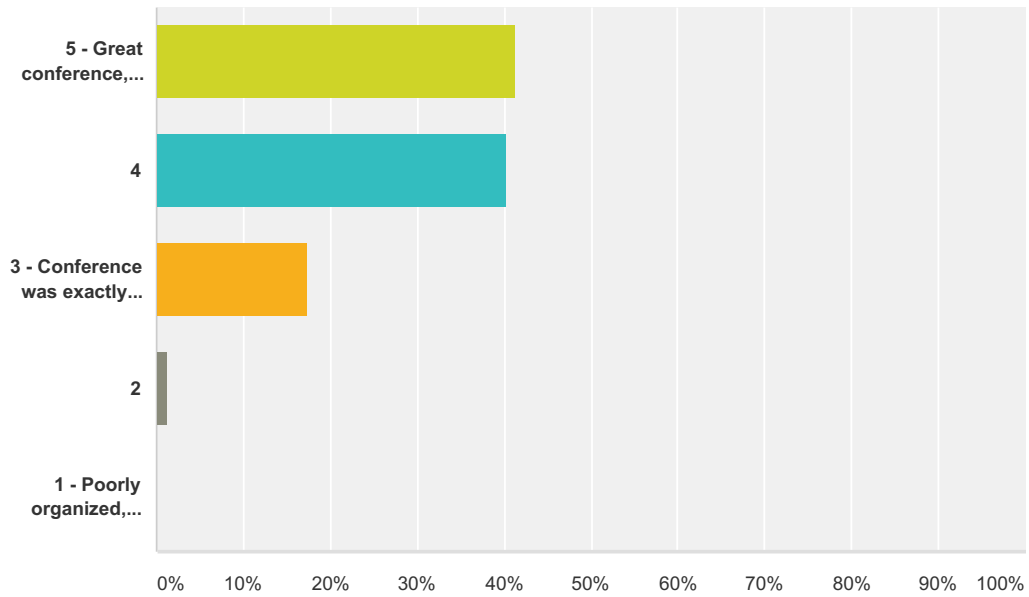
Answer Choices	Responses	
5 - Great conference, interesting and relevant speakers, would definitely attend again	**41.38%**	36
4	**40.23%**	35
3 - Conference was exactly what I expected	**17.24%**	15
2	**1.15%**	1
1 - Poorly organized, uninformative speakers	**0.00%**	0
Total		87

## Q2 What factors affected your decision to attend, please check all that apply:

Answered: 85   Skipped: 2

Answer Choices	Responses	
Location in Traverse City	**63.53%**	54
Great Wolf Lodge Facility	**29.41%**	25
Time of Year	**38.82%**	33
Keynote Speakers	**17.65%**	15
Variety of Breakout Session Topics	**54.12%**	46
Training Funds more Readily Available	**12.94%**	11
Attend Every Year	**32.94%**	28
Total Respondents: 85		

Q3 After feedback from conference attendees in 2015, the breakout sessions were extended in length by 15 minutes. Let us know what you thought of the change. Rank your choices from 1 - 5, with 1 being the most desirable.

Answered: 85   Skipped: 2
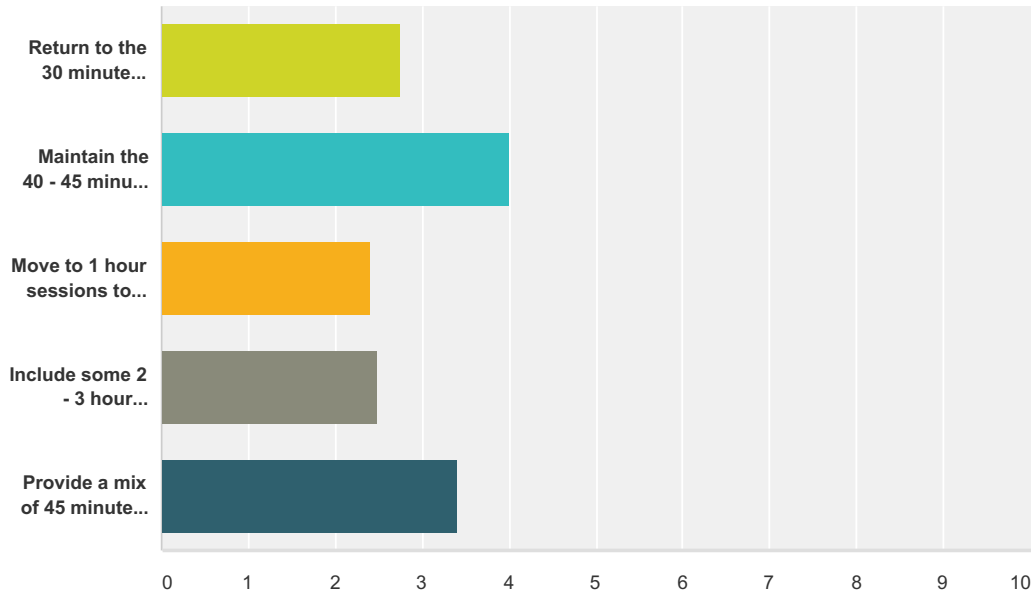
	1	2	3	4	5	Total	Score
Return to the 30 minute breakout sessions to provide the largest variety of topics possible	**21.21%** 14	**16.67%** 11	**12.12%** 8	**16.67%** 11	**33.33%** 22	66	2.76
Maintain the 40 - 45 minute breakout sessions	**51.28%** 40	**24.36%** 19	**6.41%** 5	**10.26%** 8	**7.69%** 6	78	4.01
Move to 1 hour sessions to cover more material and allow for questions and answers	**8.22%** 6	**5.48%** 4	**26.03%** 19	**38.36%** 28	**21.92%** 16	73	2.40
Include some 2 - 3 hour sessions to cover a specific topic or training in depth	**5.80%** 4	**21.74%** 15	**18.84%** 13	**21.74%** 15	**31.88%** 22	69	2.48
Provide a mix of 45 minute and 1 hour or longer sessions depending on the topic	**18.42%** 14	**31.58%** 24	**31.58%** 24	**9.21%** 7	**9.21%** 7	76	3.41

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: 43   Skipped: 44

#	Responses	Date
1	GIS and subterranean uses?	6/3/2016 5:43 PM
2	I. County Models for GIS and where are some Counties going in the future? What's their business plan(s). II. Discuss what other Counties are doing for their Emergency Operations Center (EOC's). III. How are other Counties doing their parcel maintenance? Are they contracting out? If they split the properties how do they keep track of the splits and what is their procedures. IV. What are other Counties doing in their communities with GIS? Are we reaching out to private businesses to help them, if so...how?	6/2/2016 4:37 PM
3	ArcGIS for Server, working with Geodatabases, working in the SDE environment	6/2/2016 2:40 PM
4	ArcGIS online training Mapping/Cartography tips and techniques	6/2/2016 10:38 AM
5	I found a lot of value in the learning lab.	6/2/2016 9:13 AM
6	Spatial statistics would be very interesting along with GWR.	6/2/2016 8:41 AM
7	More talks about analyzing data, and the process.	6/2/2016 8:37 AM
8	Another presentation by Laurie Spencer would be wonderful. I thoroughly enjoyed her Damage Assessment presentation and she is always very informative and a very good speaker.	6/2/2016 8:33 AM
9	More utility based presentations (Consumers Power, DTE, Semco, etc.) These are companies who use GIS in the state.	6/1/2016 3:38 PM
10	More advanced gis training sessions	6/1/2016 3:30 PM
11	I would like to see more sharing of workflows and best practices from other users. I would like more topics dealing with DBA issues.	6/1/2016 2:26 PM
12	I would like to see more information on asset management and arcview.	6/1/2016 2:21 PM
13	Editing in the fabric is going to be a continuing topic I would think.	6/1/2016 2:20 PM
14	Less expensive training	6/1/2016 2:14 PM
15	Less vendor driven sessions and more resources for cost effective GIS at the local level.	6/1/2016 2:13 PM
16	GPS Data Collection	6/1/2016 2:09 PM
17	Open Source GIS applications	6/1/2016 2:06 PM
18	more survey topics and value added of survey control	6/1/2016 2:03 PM
19	The Esri Hands On Learning Lab is a great way to practice what we have seen in demos. I hope Esri will continue to offer this service. I don't know if Esri offers options for the workshop topic, but the conference committee might want to send out a quick survey to determine which course people would most likely attend. Image analysis isn't something that people perform on a regular basis. How about managing imagery, or working with LiDAR data, or intro to ArcGIS Pro as possible topics?	5/27/2016 9:47 AM
20	Maybe having a social event that is not 75 people packed into a hotel room and drinking would be a good start.	5/26/2016 7:44 AM
21	more sessions about user experiences and less vendor sessions	5/25/2016 8:54 PM
22	Given that the attendees range widely in GIS interests and depth of experience I found flexibility of training (limited exposure) to be somewhat useful.	5/25/2016 8:31 PM

| 23	Environmental Justice topic (what the requirements are, thresholds, etc.). How to effectively receive information from other agencies for ArcGIS purposes.	5/25/2016 10:48 AM
24	how to do things, instead of just general overviews	5/25/2016 10:27 AM
25	I moderated the CAMA standards, one year later session. Lots of discussion. Something similar might make a good panel discussion or longer session next year, something with lots of time for questions, comments, and discussion.	5/25/2016 7:54 AM
26	Transportation planning	5/25/2016 4:28 AM
27	Natural resource applications for GIS, setting up systems to collect GIS data in the field	5/24/2016 3:27 PM
28	Attended as a sponsor. N/A	5/24/2016 2:36 PM
29	Simple/cost effective GIS access on limited budgets. Can GIS be done without dedicated staff?	5/24/2016 2:22 PM
30	not sure	5/24/2016 1:45 PM
31	Utilities/SAW Grant	5/24/2016 12:33 PM
32	I would like to use the learning lab at a time when I wouldn't miss other sessions.	5/24/2016 11:46 AM
33	More about Web Mapping	5/24/2016 11:02 AM
34	The breakout sessions are great but it would be much more helpful to see the processes taken in GIS to complete some of the more complex projects. Analysis, models used, processes, data collection, etc.	5/24/2016 10:57 AM
35	Maybe "Back to Basics" sessions where presenters could talk about how they use "basic" GIS functions in their day to day operations that others may benefit from. examples: geometric networks (utilities), model builder, use of hyperlinks, advanced editing, geoprocessing, data driven pages.	5/24/2016 10:47 AM
36	utilties	5/24/2016 10:37 AM
37	GIS Mobile Applications / Field work Asset Mgmt Best Practices and Software Packages Sewer Televising Implementation	5/24/2016 10:27 AM
38	It would be helpful to have an open discussion with ESRI staff about the LGIM, Parcel Fabric, etc. in the hope that our concerns with the products will be addressed.	5/24/2016 10:18 AM
39	It was good to have educational sponsors this year but I feel that including universities/colleges more and more will help drive participating in the SPPC, providing an avenue to new GIS professionals.	5/24/2016 10:14 AM
40	I'd like to see the same if not more involvement from the state with concerns of parcel management - that is, State Tax Commission (STC), as well. Would be nice to see something from the national-level GEOINT community, also!	5/24/2016 10:11 AM
41	We need to see more information on actual projects that include the good and "lessons learned".	5/24/2016 10:10 AM
42	The ESRI trainings, while cheaper than normal, are still expensive when paired with lodging, food, and conference registrations. Perhaps IMAGIN should look into a few short workshops that fit in the normal track listing and are part of the conference at no cost.	5/24/2016 10:09 AM
43	In depth and potentially hands on workshops that take a deep dive into some aspect of the GIS technology or process	5/24/2016 10:09 AM

Q5 Can we plan on your attendance next year?

Answered: 87   Skipped: 0
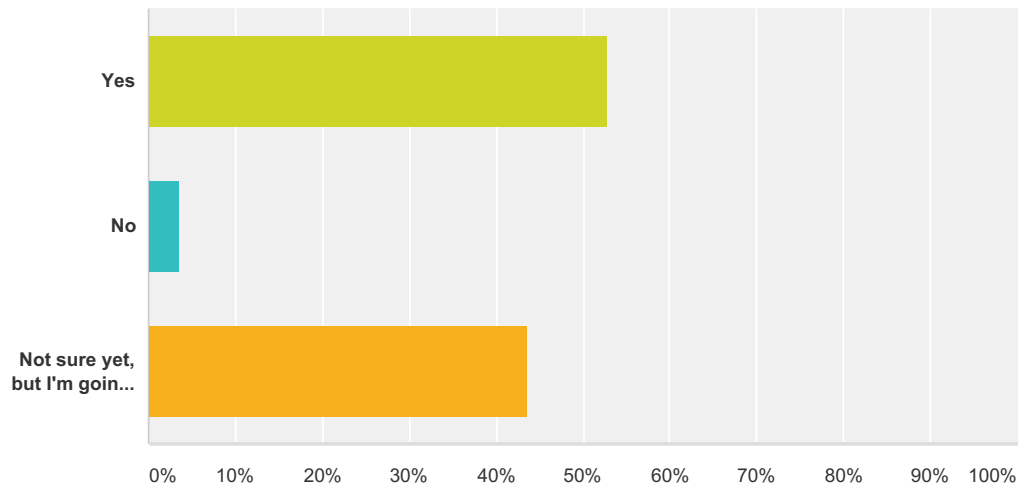
Answer Choices	Responses	
Yes	**52.87%**	46
No	**3.45%**	3
Not sure yet, but I'm going to try	**43.68%**	38
Total		**87**

Q6 I attended the conference as a exhibitor or sponsor

Answered: 87   Skipped: 0
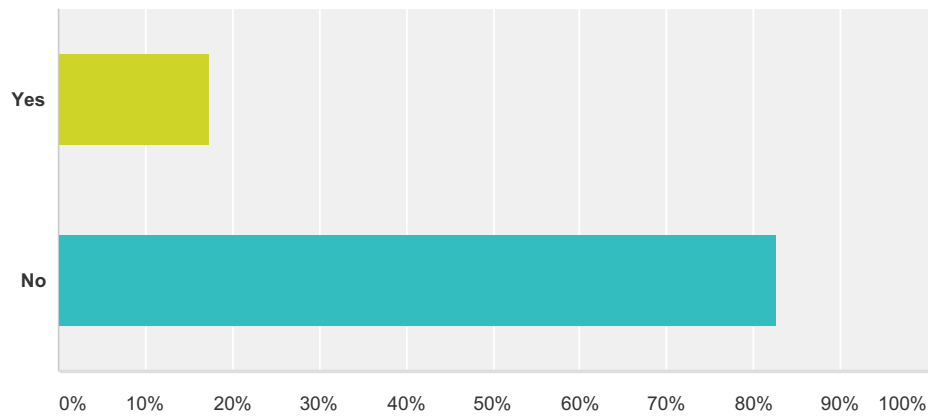
Answer Choices	Responses	
Yes	**17.24%**	15
No	**82.76%**	72
Total		**87**

Q7 What can IMAGIN provide or how can we continue to make this event a "must attend" for your company.

Answered: 5 Skipped: 82

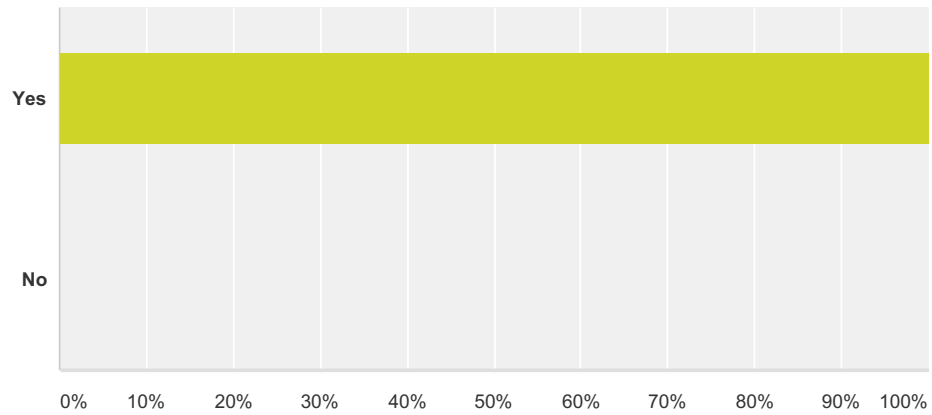| #	Responses	Date
1	As a utility I need to prove the need to attend so benchmarking with other utilities through presentations is helpful to get approval.	6/1/2016 3:40 PM
2	additional municipal / governmental attendees	6/1/2016 2:04 PM
3	Expand the attendee numbers.	5/25/2016 9:43 AM
4	Doing a very good job as is. One of my favorite conferences.	5/24/2016 2:39 PM
5	Continue to offer sponsor opportunities that are affordable.	5/24/2016 1:21 PM

Q8 What would you like to see changed about the exhibitor / sponsor experience.

Answered: 5   Skipped: 82

#	Responses	Date
1	I feel that having a dedicated exhibit area would have been better.	6/2/2016 10:41 AM
2	One thing that I see at other conferences is an event that requires attendees to visit the booths of each vendor to get a card or sheet signed, and then the card/sheet is returned and used as entry for a prize or giveaway.	6/1/2016 4:08 PM
3	additional vendors would be value added	6/1/2016 2:04 PM
4	Give vendors a little more space	5/25/2016 9:43 AM
5	IMAGIN offers a great range of sponsorship opportunities. Far better than most equivalent conferences. We appreciate the many non-exhibitor sponsorship opportunities.	5/24/2016 2:39 PM

Q9 As a sponsor or exhibitor do you feel the range of sponsorship opportunities available are appropriate?
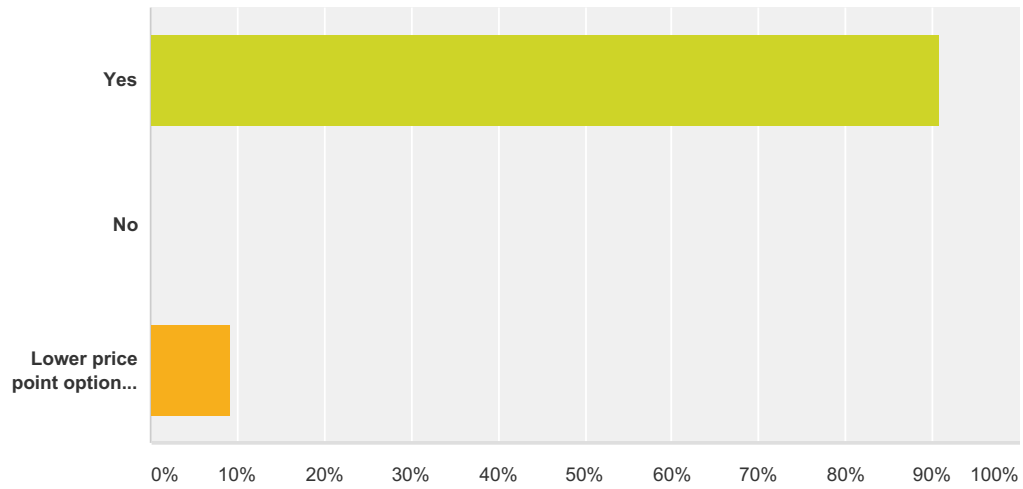
Answered: 13   Skipped: 74

Answer Choices	Responses	
Yes	**100.00%**	13
No	**0.00%**	0
Total		**13**

#	I would prefer to see this type of opportunity offered:	Date
1	Good as is.	5/24/2016 2:39 PM

Q10 Do you think the variety of sponsorships and the cost of each are appropriate.

Answered: 11   Skipped: 76

Answer Choices	Responses	
Yes	**90.91%**	10
No	**0.00%**	0
Lower price point options need to be added	**9.09%**	1
Total		**11**

#	What other sponsorship opportunities would you like to see offered?	Date
1	Can't say. I was not a sponsor.	6/2/2016 10:41 AM
2	Excellent rang of opportunities and price points as is.	5/24/2016 2:39 PM

Q11 The General Membership Meeting was cut short to allow us to remain on schedule. No time was available for general comments or questions on the association as a whole. The Board of Directors is always open to member feedback, please use the space below to let us know what concerns or comments you have.

Answered: 9   Skipped: 78

#	Responses	Date
1	I didn't like how the "winners" and "losers" were both up on the screen. The winners would have been sufficient. Also, if someone did a write in the person they wrote in for should be notified.	6/1/2016 3:43 PM
2	-	6/1/2016 2:04 PM
3	I had not attended a meeting for probably going on 15-20 years since I'm not a day-to-day professional GIS user by know enough to be dangerous	5/25/2016 8:33 PM
4	N/A	5/25/2016 10:50 AM
5	Excellent conference! This was my second time, and it was better than the first. Thanks for all the hard work to make this a great conference.	5/24/2016 11:46 AM
6	You have done a great job of sticking with IMAGIN through the low times to build it back up to a great 2016 conference - Thank you.	5/24/2016 10:49 AM
7	More time during the Sunday social event. Perhaps next year dinner could be served at each location so that a bus doesn't have to get people back to a joint dinner location?	5/24/2016 10:12 AM
8	No input, but thanks for offering!	5/24/2016 10:12 AM
9	provide additional workshops / education sessions throughout the year.	5/24/2016 10:11 AM

Q12 Please feel free to leave any other comments regarding the conference you feel we need to know to make it more successful in 2017.

Answered: 27   Skipped: 60

#	Responses	Date
1	Stellar performance from my aspect, but I only was in the learning lab. What a smart and pleasant instructor. And patient too! I messed up a couple of laptops as technology and I do not mix. But since I'm the young one at my office, they think I'm tech savvy... Sorry. Basically, I'm a newbie and this hands on lab was a phenomenal opportunity. I'd love another round next year too? Thank you very much for this event.	6/3/2016 5:47 PM
2	Great people! Great conference! but a different venue would be nice in Traverse City or somewhere else.	6/2/2016 4:56 PM
3	If planning at the same venue, it would be nice if the conference could be held in June, when the schools are closed. Since we anyway are getting waterpark passes, it a waste to not being able to use them.	6/2/2016 10:45 AM
4	I'm not a fan of oatmeal or cold boiled eggs for breakfast. Maybe add some fresh fruit, wider selection of pastries, or cold cereal options.	6/2/2016 9:19 AM
5	Great Conference!!	6/1/2016 10:50 PM
6	Nice to be back after several years of sending my staff and unable to attend. Good job on the conference I was really impressed by the food and also the lunch presentation for the 25th anniversary.	6/1/2016 3:43 PM
7	I enjoyed being in Traverse City but would have preferred a location with fewer small children running around.	6/1/2016 2:27 PM
8	I would prefer keynote speakers speaking on some aspect of GIS. Perhaps someone who has written a manual or who applied to give a presentation that could be expanded upon, or who does research on something. This years keynote did not excite me about the conference and made me question how important attending the conference was.	6/1/2016 2:16 PM
9	Loved the hosp suite & bus tours. Let's have IMAGIN at a different location. Great wolf is ok, but it could be much better at a non-child resort.	5/31/2016 11:51 AM
10	Although the food was very good, I feel the meal on Tuesday should have had a second option.	5/27/2016 1:36 PM
11	Years ago, we had round table discussions. Each table was labeled with a topic. This encouraged networking and people found common ground to build relationships. Perhaps we can find a way to bring those back at next years conference?	5/27/2016 9:47 AM
12	The combinations of elements of GIS to make complete "stories" was particularly intriguing!	5/25/2016 8:33 PM
13	Would like to keep the conference at Great Wolf Lodge, it's a great facility for the conference and being close to Traverse City amenities is perfect for "on your own" meals.	5/25/2016 10:50 AM
14	Make the keynotes shorter, they were too long. I wanted to still have some energy/attention left for the actual sessions.	5/25/2016 10:28 AM
15	I really liked the 45 min. sessions. Only a couple of mine ran short and all had time for questions. Great social events again this year. With the cold temperatures this year, having the hospitality room on Monday night (in addition to Sunday night) would have been good. Depending on when the conference is scheduled next year or if the venue changes or whatever, might want to look at having two nights of hospitality room.	5/25/2016 7:58 AM
16	Keep up the awesome work!	5/24/2016 2:39 PM
17	great job Conference Team!!	5/24/2016 1:46 PM
18	Great Euchre Tournament	5/24/2016 11:28 AM
19	Either provide vegetarian meals, or allow attendees to opt out of meals, (at a reduced cos) so that they may obtain diet appropriate meals elsewhere.	5/24/2016 11:09 AM
20	It was a great conference and I enjoyed the topics and speakers.	5/24/2016 10:57 AM
21	Monday mornings key note speaker was a nice change of pace.	5/24/2016 10:49 AM
22	If Great Wolf Lodge is to small for the membership, what about Grand Traverse Resort if you can get a good price.	5/24/2016 10:41 AM

23	Unfortunately, I was unable to attend the "accidental DBA" session on Tuesday morning as I had to check out of my room by 11. It would be helpful to have a break in the sessions after breakfast so that folks could check of their rooms on time and not miss anything.	5/24/2016 10:21 AM
24	IMAGIN needs to try to retain its amount of conference vendors and sponsors. However, I think there needs to be a little more time to visit vendors. There were vendors I hope to talk to, but didn't have time between tracks and the other open times.	5/24/2016 10:12 AM
25	Nope...good to go...looking forward to next spring! See ya then!	5/24/2016 10:12 AM
26	I think that the conference went very well and I have no complaints.	5/24/2016 10:12 AM
27	Space is getting cramped so may need a new location. GWL is great especially for families but the conference space is not idea.	5/24/2016 10:11 AM

2017 Conference Site Visit Summary

Park Place Hotel

Pros:
- Reasonable overnight room rates
- No charge for meeting rooms if room block met
- Downtown, easy access for social events
- Hospitality suite available, large hotel room
- Everything in one building

Cons:
- Breakout and general session rooms on multiple levels
- Older meeting facilities
- Not able to do anything outside

Shanty Creek Resort

Pros:
- Reasonable overnight room rates
- No charge for meeting rooms if room block met
- Hospitality Suite available, large hotel room
- Ability to continue with bon fire and yard games on Monday night
- Everything in one building

Cons:
- Tied to site, may be fewer brewery / wine tour options
- Will have to include a dinner as there are not great options to send people out on own

Crystal Mountain

Pros:
- Reasonable overnight room rates, with more options for agencies that send multiple people
- Nice dedicated conference facility
- Can continue with bon fire and outside activities on Monday night

Cons:
- Conference center is a separate building from sleeping rooms. Unless staying in condos (farther out), max possible walk for hotel guests would be 1 ½ blocks
- Not only group in house, may only have access to three breakout rooms.

- General session room will have to work around some pillars
- Will have to include dinner, closest town is Frankfort or Beulah
- Charge for meeting space

Haggerty Center (2018)

Pros:
- Very nice, modern facility
- Much of the AV is built in and available for use at a reasonable rate
- Will contact with a local hotel for overnight rooms so Traverse City activities are available

Cons:
- No sleeping rooms will have to contract with another facility. Holiday Inn is about a city block walk away
- Daily charge for use of all rooms, could be up to $2,600 total
- Can only guarantee space for general session and one breakout room that will hold 35. Other breakout rooms cannot be confirmed until 6 months out and are not guaranteed. Depends on college's class offerings
- May not be able to do traditional evening social activities on site

IMAGIN 2017 Planning Session

1. **2016 Message from the President**
   Building on IMAGIN's Strengths and Opportunities

   Thomas Van Bruggen offered his message for the upcoming year and offered thoughts on the previous year.

2. **Mission and Vision Review**

   Thomas Van Bruggen provided the Board with a copy of the Mission Statement and Vision Statement for review.

   During this time, commentary was heard whether IMAGIN needed to update, revise, or replace either of the statements. At this time, a decision was made to keep the statements intact as they still accurately portray the organizations mission and vision.

3. **IMAGIN's Goals**
   - To provide professional development and networking opportunities for Michigan's geospatial community
   - To improve membership engagement and communication
   - To host a student paper and poster competition with awards ceremony
   - To collaborate with other statewide organizations
   - To recognize the contributions of geospatial professionals
   - To increase membership in IMAGIN

4. **2016 Conference Review**
   a. **Conference Attendee Survey Review**

   Maryellen Jansen reviewed the survey results from a survey distributed after the conference. Discussion has held regarding the survey results. The survey results are appended to the end of this document.
5. **Exploring Opportunities Exercise/ Working Lunch Session**

   Maryellen Jansen broke the members present up into groups.

   Thomas Van Bruggen asked each group to come up with ideas or opportunities. The ideas could be anything related to an IMAGIN function.

   A summary of the ideas and opportunities:

   - **Meet-ups – Regionally based, can be informal**
     - **Semi-monthly, perhaps during the evening**
     - **IMAGIN could take a more proactive stance with the regional user groups and offer planning assistance**
   - **Speakers Bureau**

- - - o Document members willing to speak on certain topics in their region
  - **Membership strengths inventory**
    - o **Ask members to pick three items they are confident in talking about and have that on hand for when IMAGIN is seeking topical expertise.**
  - **GIS Basics Workshops**
    - o **IMAGIN could host Basics workshops to cover items that are often taken for granted as "already known".**
    - o **Topology**
    - o **Map projections in Michigan**
    - o **Basic editing**
    - o **Data analysis & querying**
    - o **ESRI Image Analysis**
    - o **Partner with a training center for workshops**
      - ▪ **Lansing Community College or Bay de Noc College**
    - o **Story maps**
    - o **Collector App**
  - **Outreach to GIS/Geography clubs on college campuses**

6. **Team Designations & Assignments**

Thomas Van Bruggen started discussion about teams and team composition. Discussion has held amongst Board members on their thoughts regarding the teams and types of teams that we might need for this year.

- **Executive Team:**
  - o Thomas Van Bruggen, President – Chair
  - o Sarah Merz, Vice-President
  - o Scott Ambs, Treasurer
  - o Pete Schneider, Secretary

- **Student Poster & Paper Competition Team** (final team composition to be determined at a later date)**:**
  - o Andrew Giguere, Co-Chair
  - o Pete Schneider, Co-Chair
  - o Diane O'Connell
  - o Kathy Stack

- **Conference Team:**
  - o Chad Collins – Co-Chair
  - o Brodey Hill – Co-Chair
  - o *Program Team:*
    - ▪ Kathy Stack - Chair
    - ▪ Scott Swan
  - o *Social Events Team:*
    - ▪ Brodey Hill – Chair
    - ▪ Chad Collins

- - Scott Swan
  - Scott Ambs
  - *Map Gallery Team*
    - Terry Zahniser - Chair (Muskegon County)
    - Janet Mocadlo
  - *Silent Auction Team:*
    - Janet Mocadlo
  - *Ad & Communication Team:*
  - *Awards (formerly Professional Recognition Team):*
    - Diane O'Connell
    - Lori Schultz
  - *Vendors Team:*
    - Maryellen Jansen
    - Mike Woods
  - *Logistics Team:*
    - Maryellen Jansen
  - *Swag Team:*
    - Sarah Merz

- **Professional Development** (membership team was merged into this team)**:**
  - Scott Ambs – Chair
  - Bill Rowe
  - Jon Merrick
  - Diane O'Connell
  - Mike Woods

- **Communication Team:**
  - Sarah Merz – Chair
  - Brodey Hill
  - Lori Schultz
  - Andrew Giguere
  - *Website Team:*
    - Thomas Van Bruggen
    - Pete Schneider
- **Nominating & Governance Team:**
  - Bill Rowe – Chair
  - Lori Schultz
  - Thomas Van Bruggen

Thomas Van Bruggen created action item AI-2017-04:

AI-2017-04 All teams must meet by the August 12, 2016 meeting and have their SMART goals developed by the September 16, 2016 meeting.

7. **Preliminary 2016/2017 Budget**

   Scott Ambs asked for all budget proposals the end of the day August 26, 2016.

   Thomas Van Bruggen created action item AI-2017-05:

   AI-2017-05 All team chair shall submit their budgets to the Treasurer by the end of the day on August 26, 2016.

8. **Assignments**

   Thomas Van Bruggen reviewed the three newly created action items.

9. **Closing Roundtable**

   No discussion was held during this time.

10. **Adjournment**

    The 2016 IMAGIN Planning Session was adjourned at 3:00 pm