



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

#### 2016/2017 Board of Directors:

Thomas Van Bruggen: President (2017)	Chad Collins (2017)	Diane O'Connell (2018)
Sarah Merz: Vice President (2018)	Andrew Giguere (2018)	Bill Rowe (2018)
Scott Ambs: Treasurer (2017)	Brodey Hill (2018)	Lori Schultz (2017)
Pete Schneider: Secretary (2018)	Jonathon Merrick (2018)	Kathleen Stack (2017)
Keri Blough (2017)	Janet Mocadlo (2017)	Scott Swan (2018)

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

Friday, April 14, 2017

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  
Keri Blough: Present  
Chad Collins: Present  
Andrew Giguere: Present  
Brodey Hill: Absent  
Jonathon Merrick: Present  
Janet Mocadlo: Present  
Diane O'Connell: Present  
Bill Rowe: Absent  
Lori Schultz: Absent  
Kathleen Stack: Present  
Scott Swan: Present

Quorum Obtained

Others present:  
Maryellen Jansen (Riehl Solutions)

#### 2. Approval of Agenda

Thomas Van Bruggen presented the agenda.

Keri Blough motioned to accept and Jon Merrick supported the motion to accept the agenda.

Motion carried

#### 3. Approval of Minutes from March 10, 2017 IMAGIN Board of Directors Meeting

Thomas Van Bruggen asked for approval of the minutes from the March 10, 2017 IMAGIN Board of Directors meeting.

Van Bruggen indicated that the date in the footer was incorrect. The date read February 10, 2017 when it should have read March 10, 2017. Pete Schneider indicated that the changes had already been made.

Sarah Merz motioned to accept with the noted changes. Jon Merrick supported the motion.

Motion carried

#### 4. Treasurers Report

Scott Ambs reported that the balance sheet shows \$31,241.15 across all accounts. The checking account shows \$12,840.42. Last year at this time IMAGIN had ~\$41,000 in total assets and ~\$29,500 in the checking account. Ambs stated it is worth noting that a true comparison between this year and last time is improper as we were much closer to the conference than we are this year. Ambs finished by stating that, based on the last year analysis, the conference revenue is only ~\$12,000 off.

Janet Mocadlo motioned and Jon Merrick supported the motion to accept the Treasurers Report.

Motion carried

## 5. Old Business – Review Action Items

Thomas Van Bruggen reviewed the open action items.

AI-2017-01: All Board members shall search for articles that can be used in future newsletters

AI-2017-07: All Board members shall acquire at least one donation for the silent auction.

AI-2017-08: Each Board member needs to solicit for conference presentations

AI-2017-10: All Board members need to try to find new board member candidates and report those to the Nominating & Governance Team.

Van Bruggen closed AI-2017-08 after stating that conference abstract submissions were closed.

## 6. Team Reports

### 6.1. Executive Team

Thomas Van Bruggen reported the team met on Wednesday 4/12 and Thursday 4/13. On Wednesday, the Executive Team reviewed the agenda for today. The team also discussed options regarding the calendar for future meetings, reporting that the team is looking to change around the Planning Session to early fall. Van Bruggen finished by stating that the topic of the meeting on Thursday will be addressed during the Nominating & Governance Team report.

### 6.2. Communications Team

Sarah Merz reported that the team has not met this month, but clarified that a meeting was not necessary. Merz stated that articles for the spring newsletter are due next week Friday (4/21). Merz asked the Conference Team and the SPPC Team for write ups. Merz stated that the team is considering running a newsletter with no feature articles. Merz finished by stating that the team needs to determine email-blast schedules.

### 6.3. Conference Team

Chad Collins reported that Esri has committed to doing three talks. Collins stated that keynotes are set with Michigan State Police/Homeland Security performing the keynote on the Monday of the conference.

Pete Schneider reported that the team has been working on the story maps for Higher Grounds Trading.

Thomas Van Bruggen reported that fourteen sponsorships have been confirmed. Collins asked for, and Van Bruggen created an action item.

AI-2017-11 All Board members need to contact vendors and try to secure sponsorships

Van Bruggen continued by stating that currently there are 44 conference registrations and 21 winery/brewery tour registrations.

Janet Moadlo reported that the silent auction team has secured ~ 18 donations.

Diane O' Connell reported that the Professional Recognition Team needs candidates for Geospatial Achievement and the Student Scholarship. Van Bruggen stated that the team has one Volunteer of the Year nomination.

Van Bruggen had Schneider record moderator assignments for conference technical sessions.

Van Bruggen finished by stating that he and Terry Zahniser are working on the map gallery.

#### **6.4. Nominating & Governance Team**

Thomas Van Bruggen reported that all Board members with expiring candidacies have notified the team of their intentions.

#### **6.5. Professional Development Team**

Scott Ambs reported that the second round of IMAGIN Meetups are scheduled for Thursday 4/20. Ambs also stated that the team is working on a fall workshop.

Thomas Van Bruggen informed the Board of the registrations for each meet up.

#### **6.6. Student Poster & Paper Competition Team**

Andrew Giguere reported that the SPPC was held on Thursday April 6. In total, there were 18 poster and three paper submissions. Giguere reviewed the winners with the Board. Giguere finished by stating that the turnout was good and that he and Pete Schneider will be reviewing the status of the SPPC and will make a formal recommendation to the Board at the May meeting.

#### **7. State of Michigan Parcel Pilot Program Update**

Thomas Van Bruggen stated that there is no update for this topic.

#### **8. IMAGIN Volunteer of The Year Discussion**

Thomas Van Bruggen reported that an amendment was made to the existing nomination for Volunteer of the Year. Van Bruggen asked if anyone had any other nominations for the award.

#### **9. New Business**

No new business was heard during this section.

#### **10. Upcoming Meetings**

10.1. May 12, 2017 9:00 am to 10:30 am

10.2. June 4-6, 2017 12:30 pm to 2:00 pm – Annual Membership Meeting at Conference

#### **11. Closing Roundtable**

Nothing heard during this section.

#### **12. Adjournment**

Thomas Van Bruggen asked for an adjournment.

Pete Schneider motioned to adjourn. Jon Merrick supported. The meeting adjourned at 10:39 am.

**Motion carried**

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

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

**Profit & Loss [Last Year Analysis - Cash]**

**October 2016 through March 2017**

4/11/17

11:22:41 AM

	This Year	Last Year	\$ Difference	Difference
<b>Income</b>				
Annual Conference Revenue				
Gold Level Exhibit Booth Sales	3,000.00	5,000.00	-2,000.00	(40.0%)
Silver Level Booth Sales	3,850.00	4,950.00	-1,100.00	(22.2%)
Conference Sponsors, Non-Booth				
Non-Booth Sponsor / Ad	0.00	550.00	-550.00	(100.0%)
Pre Conference Social Activity	0.00	300.00	-300.00	(100.0%)
Awards Luncheon Sponsor	0.00	500.00	-500.00	(100.0%)
Euchre Tournament	0.00	500.00	-500.00	(100.0%)
Evening Social Event Sponsor	500.00	0.00	500.00	NA
FirePit Sponsor	0.00	400.00	-400.00	(100.0%)
Map Gallery	0.00	300.00	-300.00	(100.0%)
Attendee Regis Social Act.	80.00	120.00	-40.00	(33.3%)
Member Full Conference	6,555.00	11,115.00	-4,560.00	(41.0%)
Non-Member Full Conference	0.00	2,400.00	-2,400.00	(100.0%)
Non-Member Single Day	0.00	50.00	-50.00	(100.0%)
Total Annual Conference Revenue	<u>13,985.00</u>	<u>26,185.00</u>	<u>-12,200.00</u>	<u>(46.6%)</u>
Membership Dues				
Membership Dues	12,340.00	12,600.00	-260.00	(2.1%)
Total Membership Dues	<u>12,340.00</u>	<u>12,600.00</u>	<u>-260.00</u>	<u>(2.1%)</u>
Dividend Income	4.12	2.53	1.59	62.8%
Educational Class Registration	0.00	3,430.00	-3,430.00	(100.0%)
Adjustment for Deferred Income	0.00	735.00	-735.00	(100.0%)
Total Income	<u>26,329.12</u>	<u>42,952.53</u>	<u>-16,623.41</u>	<u>(38.7%)</u>
<b>Expenses</b>				
Bank Service Charges	0.00	1.00	-1.00	(100.0%)
Credit Card Processing Fees	478.81	829.89	-351.08	(42.3%)
Board Meetings				
Board Meeting Lodging Expenses	507.83	235.44	272.39	115.7%
Mileage / Travel Expenses	77.24	86.02	-8.78	(10.2%)
Total Board Meetings	<u>585.07</u>	<u>321.46</u>	<u>263.61</u>	<u>82.0%</u>
Team Expenses				
Communications Team - Printing	1,150.00	608.32	541.68	89.0%
Total Team Expenses	<u>1,150.00</u>	<u>608.32</u>	<u>541.68</u>	<u>89.0%</u>
Conference Expenses				
Marketing / Graphics				
Postage - Conference	0.00	61.08	-61.08	(100.0%)
Marketing/ Publicity	166.96	494.50	-327.54	(66.2%)
Attendee Premiums/Give Aways	1,395.39	0.00	1,395.39	NA
Social Event Expenses				
PreConference Social Activity	200.00	200.00	0.00	0.0%
Total Conference Expenses	<u>1,762.35</u>	<u>755.58</u>	<u>1,006.77</u>	<u>133.2%</u>
Educational Class Expense	0.00	834.39	-834.39	(100.0%)
Postage & Delivery				
Postage	338.73	122.30	216.43	177.0%
Total Postage & Delivery	<u>338.73</u>	<u>122.30</u>	<u>216.43</u>	<u>177.0%</u>
Professional Fees				
Professional Fees	14,250.00	14,250.00	0.00	0.0%
Total Professional Fees	<u>14,250.00</u>	<u>14,250.00</u>	<u>0.00</u>	<u>0.0%</u>
Office Expense	38.41	0.00	38.41	NA
Telephone				
Telephone - Conference Calls	40.00	20.00	20.00	100.0%

# IMAGIN, Inc.

## Profit & Loss [Last Year Analysis - Cash]

October 2016 through March 2017

4/11/17

11:22:41 AM

	This Year	Last Year	\$ Difference	Difference
Total Telephone	<u>40.00</u>	<u>20.00</u>	<u>20.00</u>	<u>100.0%</u>
Web Hosting	<u>0.00</u>	<u>89.16</u>	<u>-89.16</u>	<u>(100.0%)</u>
Total Expenses	<u>18,643.37</u>	<u>17,832.10</u>	<u>811.27</u>	<u>4.5%</u>
Operating Profit	<u>7,685.75</u>	<u>25,120.43</u>	<u>-17,434.68</u>	<u>(69.4%)</u>
Other Expense				
Net Profit/(Loss)	<u><u>7,685.75</u></u>	<u><u>25,120.43</u></u>	<u><u>-17,434.68</u></u>	<u><u>(69.4%)</u></u>

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

**October 2016 through September 2017**

4/11/17  
 11:23:31 AM

	Selected Period	Budgeted	\$ Difference	% Difference
<b>Income</b>				
Contributions Income				
Educational Scholarship	0.00	1,000.00	-1,000.00	(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	3,000.00	6,000.00	-3,000.00	(50.0%)
Silver Level Booth Sales	3,850.00	4,400.00	-550.00	(12.5%)
Conference Sponsors, Non-Booth				
Non-Booth Sponsor / Ad	0.00	2,200.00	-2,200.00	(100.0%)
Pre Conference Social Activity	0.00	500.00	-500.00	(100.0%)
Awards Luncheon Sponsor	0.00	500.00	-500.00	(100.0%)
Evening Social Event Sponsor	500.00	700.00	-200.00	(28.6%)
Map Gallery	0.00	300.00	-300.00	(100.0%)
Attendee Regis Social Act.	80.00	500.00	-420.00	(84.0%)
Member Full Conference	6,555.00	27,075.00	-20,520.00	(75.8%)
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	500.00	-500.00	(100.0%)
Total Annual Conference Revenue	<u>13,985.00</u>	<u>54,425.00</u>	<u>-40,440.00</u>	<u>(74.3%)</u>
Membership Dues				
Membership Dues	12,340.00	13,500.00	-1,160.00	(8.6%)
Total Membership Dues	<u>12,340.00</u>	<u>13,500.00</u>	<u>-1,160.00</u>	<u>(8.6%)</u>
Dividend Income	4.12	0.00	4.12	NA
Educational Class Registration	0.00	1,500.00	-1,500.00	(100.0%)
Total Income	<u>26,329.12</u>	<u>70,425.00</u>	<u>-44,095.88</u>	<u>(62.6%)</u>
<b>Expenses</b>				
Credit Card Processing Fees	478.81	1,700.00	-1,221.19	(71.8%)
Board Meetings				
Board Meeting Food Costs	0.00	150.00	-150.00	(100.0%)
Board Meeting Lodging Expenses	507.83	400.00	107.83	27.0%
Mileage / Travel Expenses	77.24	200.00	-122.76	(61.4%)
Total Board Meetings	<u>585.07</u>	<u>750.00</u>	<u>-164.93</u>	<u>(22.0%)</u>
Team Expenses				
Communications Team - Printing	1,150.00	2,000.00	-850.00	(42.5%)
Nominating and Governance	0.00	20.00	-20.00	(100.0%)
Total Team Expenses	<u>1,150.00</u>	<u>2,020.00</u>	<u>-870.00</u>	<u>(43.1%)</u>
Conference Expenses				
Facilities Expenses				
Audiovisual Expenses	0.00	350.00	-350.00	(100.0%)
Exhibitor Table / Booth Rental	0.00	150.00	-150.00	(100.0%)
Food and Beverage	0.00	15,000.00	-15,000.00	(100.0%)
Marketing / Graphics				
Program Printing	0.00	500.00	-500.00	(100.0%)
Photocopies	0.00	75.00	-75.00	(100.0%)
Conference On Site Signage	0.00	400.00	-400.00	(100.0%)
Graphic Desgin Services	0.00	900.00	-900.00	(100.0%)
Marketing / Publicity	166.96	600.00	-433.04	(72.2%)
Registration Supplies	0.00	250.00	-250.00	(100.0%)
Member Recognition Expense	0.00	350.00	-350.00	(100.0%)
Attendee Premiums / Give Aways	1,395.39	1,500.00	-104.61	(7.0%)
Map Gallery Awards / Expenses	0.00	300.00	-300.00	(100.0%)
Social Event Expenses				

Profit & Loss [Budget Analysis - Cash]

October 2016 through September 2017

4/11/17

11:23:31 AM

	Selected Period	Budgeted	\$ Difference	% Difference
PreConference Social Activity	200.00	750.00	-550.00	(73.3%)
Monday Social Event Beverages	0.00	2,500.00	-2,500.00	(100.0%)
Staff Travel/ Meals	0.00	1,000.00	-1,000.00	(100.0%)
Speaker Expenses				
Speaker Gifts	0.00	600.00	-600.00	(100.0%)
Overnight Rooms: Speakers	0.00	760.00	-760.00	(100.0%)
Speaker Meals/ Travel	0.00	500.00	-500.00	(100.0%)
SPPC Rooms	0.00	190.00	-190.00	(100.0%)
Total Conference Expenses	<u>1,762.35</u>	<u>26,675.00</u>	<u>-24,912.65</u>	<u>(93.4%)</u>
Educational Class Expense	0.00	1,000.00	-1,000.00	(100.0%)
Licensing	0.00	20.00	-20.00	(100.0%)
Postage & Delivery				
Postage	338.73	500.00	-161.27	(32.3%)
Total Postage & Delivery	<u>338.73</u>	<u>500.00</u>	<u>-161.27</u>	<u>(32.3%)</u>
Professional Fees				
Professional Fees	14,250.00	28,500.00	-14,250.00	(50.0%)
Total Professional Fees	<u>14,250.00</u>	<u>28,500.00</u>	<u>-14,250.00</u>	<u>(50.0%)</u>
Program Expense				
Student Scholarship Award	0.00	500.00	-500.00	(100.0%)
SPPC	0.00	2,000.00	-2,000.00	(100.0%)
Total Program Expense	<u>0.00</u>	<u>2,500.00</u>	<u>-2,500.00</u>	<u>(100.0%)</u>
Office Expense	38.41	75.00	-36.59	(48.8%)
Telephone				
Telephone - Conference Calls	40.00	30.00	10.00	33.3%
Total Telephone	<u>40.00</u>	<u>30.00</u>	<u>10.00</u>	<u>33.3%</u>
Web Hosting	0.00	1,405.00	-1,405.00	(100.0%)
Total Expenses	<u>18,643.37</u>	<u>65,175.00</u>	<u>-46,531.63</u>	<u>(71.4%)</u>
Operating Profit	<u>7,685.75</u>	<u>5,250.00</u>	<u>2,435.75</u>	<u>46.4%</u>
Other Expense				
Net Profit/(Loss)	<u>7,685.75</u>	<u>5,250.00</u>	<u>2,435.75</u>	<u>46.4%</u>



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

**Balance Sheet [Cash]**

**As of March 2017**

4/11/17  
11:20:43 AM

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Assets		
Imagin Savings S1	14,107.60	
Educational Scholarship Fund	4,293.13	
Imagin Checking S4	12,840.42	
Total Assets	<u>31,241.15</u>	
Liabilities		
Equity		
Temporary Unrestricted	2,630.00	
Retained Earnings	20,925.40	
Current Earnings	7,685.75	
Total Equity	<u>31,241.15</u>	
Total Liability & Equity	<u>31,241.15</u>	