



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 Moadlo (2017)	Scott Swan (2018)

Minutes of the IMAGIN Inc. Board of Directors Meeting

Friday, May 12, 2017

Location: Teleconference

1. Call to Order - Board Member Roll Call

1.1. President Thomas Van Bruggen called the meeting to order at 9:05 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: Absent
Brodey Hill: Present
Jonathon Merrick: Present
Janet Moadlo: Present
Diane O'Connell: Present
Bill Rowe: Present
Lori Schultz: Present
Kathleen Stack: Present
Scott Swan: Absent

Quorum Obtained

Others present:
Maryellen Jansen (Riehl Solutions)

2. Approval of Agenda

Thomas Van Bruggen presented the agenda.

Sarah Merz motioned and Scott Ambs seconded the motion to accept the agenda.

Motion carried

3. Approval of Minutes from April 14, 2017 IMAGIN Board of Directors Meeting

Thomas Van Bruggen asked for approval of the minutes from the April 14, 2017 IMAGIN Board of Directors meeting.

Sarah Merz motioned to accept and Jon Merrick supported the motion.

Motion carried

4. President's Comments

Thomas Van Bruggen addressed the Board. Van Bruggen stated that he has noticed a lack of engagement from the Board in the past few months. Van Bruggen asked that all members engage themselves in the collective goals of IMAGIN.

5. Treasurers Report

Scott Ambs reported that the balance sheet shows \$39,190.76 across all accounts. Last year at this time IMAGIN had \$52,388 across all accounts. However, last year the conference was earlier. Ambs finished by stating that we are only \$430 off the budgeted amount for memberships.

Jon Merrick motioned to approve and Keri Blough supported the motion.

Motion carried

6. 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-2017-10: All Board members need to try to find new board member candidates and report those to the Nominating & Governance Team.

AI-2017-11 All Board members should contact the Awards Team about nominations for the Volunteer of the Year award

AI-2017-12: All Board members need to contact vendors and try to secure sponsorships for the conference.

Van Bruggen closed action items AI-2017-10 and AI-2017-11.

7. Team Reports

7.1. Executive Team

Thomas Van Bruggen reported that the team met on Wednesday (5/10) afternoon and discussed the agenda for the meeting. They team also addressed items which were covered under Section 4 Presidents Comments.

7.2. Communications Team

Sarah Merz reported that the team did not meet in the past month, but a meeting wasn't entirely necessary. Merz stated that the spring newsletter is assembled and has been sent to the printer. The newsletter should be delivered next week.

Thomas Van Bruggen discussed the Email blast schedule.

Van Bruggen also stated that the website is almost all up to date.

Chad Collins, Pete Schneider, and Diane O'Connell all brought up ideas for garnering article submissions for future newsletters.

7.3. Conference Team

Collins reported the team is finalizing items for the conference. He stated that a meeting was held with Chris Treter regarding the web and story maps that are being developed for his talk. Collins continued by stating that we only had one open vendor spot remaining, which was a Gold Booth sponsorship. Maryellen Jansen noted that we still had a few general conference or event sponsorships available.

Brodey Hill finalized the assignments for the Poker Run.

Janet Moadlo reminded the Board about the silent auction.

7.3.1. Award Nominations and Volunteer of the Year Selection

Thomas Van Bruggen reported that the team has candidates for all awards with the exception of the student scholarship. Pete Schneider stated that he will send out an email about the scholarship opportunity to the SPPC mailing list next week.

A vote was held for the Volunteer of the Year award. The Volunteer of the Year has been selected.

7.4. Nominating & Governance Team

Bill Rowe reported that of the seven Board members with expiring candidacies, four are running for another term. Rowe stated that the team has received and confirmed intentions to run from five new candidates.

7.4.1. Final list of Nominated Candidates

Candidates for the 2017-2018 Board of Directors can be found in the attachments at the end of this document.

7.5. Professional Development Team

Scott Ambs reported that the team has not met recently. Jon Merrick reported the known numbers from the April meetups. Merrick stated that hosting the meetup right after the SW Michigan GIS UG meeting was probably not a good idea as many people did not transfer from one to the other.

7.6. Student Poster & Paper Competition Team

Pete Schneider reported that he and Andrew Giguere took some time to finalize their thoughts and recommendations regarding the future of the competition. Schneider stated that he and Giguere are recommending halting the paper portion of the competition. In his update, Schneider cited quality of work submitted, the relative small number of participants, and the general lack of interest from the necessary parties. Schneider continued by stating that the poster competition has continued to be strong, however, with the State of Michigan moving to quarterly meetings, he questions the ability of a poster competition to stand on its own as an event. Schneider and Giguere recommended the Board take two months to determine the future of the poster competition.

Thomas Van Bruggen created action item **AI-2017-13 The Board shall review the merits and make a decision regarding the general direction for the Student Poster & Paper Competition by the July meeting.**

8. State of Michigan MiSail and Parcel Pilot Program Update

Thomas Van Bruggen reported that the project has had a major development and outlined the discussions regarding a potential exchange of data program.

9. Esri Non-Profit Organization Program

Thomas Van Bruggen reported that he has applied and been accepted into the Esri Non-Profit Organization program. Van Bruggen stated that the intention is to create and make use of an IMAGIN ArcGIS Online account.

10. New Business

No new business heard during this section.

11. Upcoming Meetings

- 11.1. June 4-6, 2017 12:30 pm to 2:00 pm – Annual Membership Meeting at Conference
- 11.2. July 21, 2017 – IMAGIN Board Meeting – Teleconference – 9:00 to 10:30 AM
- 11.3. August 18, 2017 - IMAGIN Board Meeting – Teleconference – 9:00 to 10:30 AM
- 11.4. September 8, 2017 – IMAGIN Planning Session – Face to Face – 9:00 AM to 2:00 PM at a location TBD
- 11.5. October 13, 2017 - IMAGIN Board Meeting – Teleconference – 9:00 to 10:30 AM
- 11.6. November 10, 2017 – IMAGIN Board Meeting – Face to Face – 9:00 AM to 12:00 PM at a location TBD
- 11.7. December 8, 2017 - IMAGIN Board Meeting – Teleconference – 9:00 to 10:30 AM
- 11.8. January 12, 2018 - IMAGIN Board Meeting – Teleconference – 9:00 to 10:30 AM
- 11.9. February 9, 2018 - IMAGIN Board Meeting – Teleconference – 9:00 to 10:30 AM
- 11.10. March 9, 2018 – IMAGIN Board Meeting – Face to Face – 9:00 AM to 12:00 PM at a location TBD (if SPPC to be held in April)
- 11.11. April 5, 2018 – Tentative SPPC
- 11.12. April 13, 2018 – IMAGIN Board Meeting – Face to Face if no SPPC or Teleconference if SPPC
- 11.13. May 11, 2018 - IMAGIN Board Meeting – Teleconference – 9:00 to 10:30 AM
- 11.14. June 8, 2018 - IMAGIN Board Meeting – Teleconference – 9:00 to 10:30 AM (if needed)
- 11.15. June 16 to 18, 2018 – IMAGIN Conference

12. Closing Roundtable

Nothing heard during this section.

13. Adjournment

Thomas Van Bruggen asked for an adjournment.

Bill Rowe motioned to adjourn. Jon Merrick seconded the motion. The meeting was adjourned at 11:02 am.

Motion carried

Minutes respectfully submitted by Pete Schneider, Secretary - IMAGIN

Profit & Loss [Last Year Analysis - Cash]

October 2016 through April 2017

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	This Year	Last Year	\$ Difference	Difference
Income				
Annual Conference Revenue				
Gold Level Exhibit Booth Sales	3,000.00	7,000.00	-4,000.00	(57.1%)
Silver Level Booth Sales	5,500.00	4,950.00	550.00	11.1%
Conference Sponsors, Non-Booth				
Non-Booth Sponsor / Ad	0.00	1,650.00	-1,650.00	(100.0%)
Pre Conference Social Activity	0.00	300.00	-300.00	(100.0%)
Awards Luncheon Sponsor	500.00	500.00	0.00	0.0%
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	300.00	300.00	0.00	0.0%
Attendee Regis Social Act.	230.00	250.00	-20.00	(8.0%)
Member Full Conference	13,435.00	21,660.00	-8,225.00	(38.0%)
Single Day Member	175.00	525.00	-350.00	(66.7%)
Non-Member Full Conference	1,200.00	6,400.00	-5,200.00	(81.3%)
Non-Member Single Day	0.00	50.00	-50.00	(100.0%)
Student Registration	100.00	250.00	-150.00	(60.0%)
Total Annual Conference Revenue	24,940.00	44,735.00	-19,795.00	(44.2%)
Membership Dues				
Membership Dues	13,070.00	13,985.00	-915.00	(6.5%)
Total Membership Dues	13,070.00	13,985.00	-915.00	(6.5%)
Dividend Income	4.88	2.97	1.91	64.3%
Educational Class Registration	0.00	1,730.00	-1,730.00	(100.0%)
Adjustment for Deferred Income	0.00	735.00	-735.00	(100.0%)
Total Income	38,014.88	61,187.97	-23,173.09	(37.9%)
Expenses				
Bank Service Charges	0.00	1.00	-1.00	(100.0%)
Credit Card Processing Fees	801.55	1,253.58	-452.03	(36.1%)
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	585.07	321.46	263.61	82.0%
Team Expenses				
Communications Team - Printing	1,150.00	928.32	221.68	23.9%
Total Team Expenses	1,150.00	928.32	221.68	23.9%
Conference Expenses				
Marketing / Graphics				
Postage - Conference	0.00	119.29	-119.29	(100.0%)
Marketing/ Publicity	166.96	494.50	-327.54	(66.2%)
Attendee Premiums/Give Aways	1,395.39	1,591.64	-196.25	(12.3%)
Social Event Expenses				
PreConference Social Activity	200.00	600.00	-400.00	(66.7%)
Total Conference Expenses	1,762.35	2,805.43	-1,043.08	(37.2%)
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	338.73	122.30	216.43	177.0%
Professional Fees				
Professional Fees	16,625.00	16,625.00	0.00	0.0%
Total Professional Fees	16,625.00	16,625.00	0.00	0.0%
Program Expense				

IMAGIN, Inc.

Profit & Loss [Last Year Analysis - Cash]

October 2016 through April 2017

5/4/17
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	This Year	Last Year	\$ Difference	Difference
SPPC	1,038.41	1,000.00	38.41	3.8%
Total Program Expense	<u>1,038.41</u>	<u>1,000.00</u>	<u>38.41</u>	<u>3.8%</u>
Office Expense	38.41	0.00	38.41	NA
Other Expenses	0.00	19.00	-19.00	(100.0%)
Telephone				
Telephone - Conference Calls	40.00	20.00	20.00	100.0%
Total Telephone	<u>40.00</u>	<u>20.00</u>	<u>20.00</u>	<u>100.0%</u>
Web Hosting	0.00	89.16	-89.16	(100.0%)
Total Expenses	<u>22,379.52</u>	<u>24,019.64</u>	<u>-1,640.12</u>	<u>(6.8%)</u>
Operating Profit	<u>15,635.36</u>	<u>37,168.33</u>	<u>-21,532.97</u>	<u>(57.9%)</u>
Other Expense				
Net Profit/(Loss)	<u><u>15,635.36</u></u>	<u><u>37,168.33</u></u>	<u><u>-21,532.97</u></u>	<u><u>(57.9%)</u></u>

Profit & Loss [Budget Analysis - Cash]

October 2016 through September 2017

5/4/17

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	Selected Period	Budgeted	\$ Difference	% Difference
Income				
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	5,500.00	4,400.00	1,100.00	25.0%
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	500.00	500.00	0.00	0.0%
Evening Social Event Sponsor	500.00	700.00	-200.00	(28.6%)
Map Gallery	300.00	300.00	0.00	0.0%
Attendee Regis Social Act.	230.00	500.00	-270.00	(54.0%)
Member Full Conference	13,435.00	27,075.00	-13,640.00	(50.4%)
Single Day Member	175.00	1,750.00	-1,575.00	(90.0%)
Non-Member Full Conference	1,200.00	10,000.00	-8,800.00	(88.0%)
Student Registration	100.00	500.00	-400.00	(80.0%)
Total Annual Conference Revenue	<u>24,940.00</u>	<u>54,425.00</u>	<u>-29,485.00</u>	<u>(54.2%)</u>
Membership Dues				
Membership Dues	13,070.00	13,500.00	-430.00	(3.2%)
Total Membership Dues	<u>13,070.00</u>	<u>13,500.00</u>	<u>-430.00</u>	<u>(3.2%)</u>
Dividend Income	4.88	0.00	4.88	NA
Educational Class Registration	0.00	1,500.00	-1,500.00	(100.0%)
Total Income	<u>38,014.88</u>	<u>70,425.00</u>	<u>-32,410.12</u>	<u>(46.0%)</u>
Expenses				
Credit Card Processing Fees	801.55	1,700.00	-898.45	(52.9%)
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 Design 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				

IMAGIN, Inc.

Profit & Loss [Budget Analysis - Cash]

October 2016 through September 2017

5/4/17

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	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	16,625.00	28,500.00	-11,875.00	(41.7%)
Total Professional Fees	<u>16,625.00</u>	<u>28,500.00</u>	<u>-11,875.00</u>	<u>(41.7%)</u>
Program Expense				
Student Scholarship Award	0.00	500.00	-500.00	(100.0%)
SPPC	1,038.41	2,000.00	-961.59	(48.1%)
Total Program Expense	<u>1,038.41</u>	<u>2,500.00</u>	<u>-1,461.59</u>	<u>(58.5%)</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>22,379.52</u>	<u>65,175.00</u>	<u>-42,795.48</u>	<u>(65.7%)</u>
Operating Profit	<u>15,635.36</u>	<u>5,250.00</u>	<u>10,385.36</u>	<u>197.8%</u>
Other Expense				
Net Profit/(Loss)	<u><u>15,635.36</u></u>	<u><u>5,250.00</u></u>	<u><u>10,385.36</u></u>	<u><u>197.8%</u></u>

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

Balance Sheet [Cash]

As of April 2017

5/4/17
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Assets		
Imagin Savings S1	14,108.18	
Educational Scholarship Fund	4,293.31	
Imagin Checking S4	19,528.17	
Undeposited Funds	1,261.10	
Total Assets		<u>39,190.76</u>
Liabilities		
Equity		
Temporary Unrestricted	2,630.00	
Retained Earnings	20,925.40	
Current Earnings	15,635.36	
Total Equity		<u>39,190.76</u>
Total Liability & Equity		<u>39,190.76</u>

IMAGIN Committee Activity Report

Date of Report: 05-11-2017

COMMITTEE: Nominating and Governance

CHAIR: Bill Rowe

BOARD LIAISON: Lori Schultz

Name(s) of IMAGIN Staff supporting:

Type of Report:

- **Contains ACTION ITEMS**
- X For Information Only**
- **Budget attached (for new project proposals)**

Report:

1. Please see attached spreadsheet tracking Board attendance for 2015-2016 and for 2016-2017 beginning with the Annual Meeting in May.
2. Thank you for letting the Nominating and Governance Committee know if you planned on running for re-election. Let us know ASAP if anything changes. Also let us know if you are aware of anyone who would like to run for one of the Board seats.
 - *Scott Ambs – Not Running*
 - **Keri Blough - Running**
 - **Chad Collins – Running**
 - **Janet Moadlo – Running**
 - *Lori Schultz – Not Running*
 - *Kathleen Stack – Not Running*
 - **Tom VanBruggen – Running**
3. So far we have 5 new candidates. They are April Kibby from Wightman and Associates, Karl Linderoth from Bay College, Dustin Hall from Holland Engineering, Jason Moore from REGIS, and Michael Cousins from OHM Advisors.