



**IMAGIN Inc.**  
**1217 Turner St**  
**Lansing, MI 48906**  
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**866-298-2115**  
**www.imagin.org**

#### 2014/2015 Board of Directors:

Thomas Van Bruggen: President (2015)	Chad Collins (2015)	Shane Pavlak (2015)
Sarah Merz: Vice President (2016)	Andrew Giguere (2016)	Bill Rowe (2016)
Scott Ambs: Treasurer (2015)	Brodey Hill (2016)	Lori Schultz (2015)
Pete Schneider: Secretary (2016)	Dharmesh Jain (2015)	Scott Swan (2016)
Andrew Brenner (2016)	Diane O'Connell (2016)	Michael Woods (2015)

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

**Friday, August 8, 2014**

**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  
Andrew Brenner: Present  
Andrew Giguere: Present  
Brodey Hill: Absent, ex  
Chad Collins: Present  
Dharmesh Jain: Absent, ex  
Diane O'Connell: Present  
Shane Pavlak: Present  
Bill Rowe: Present  
Lori Schultz: Present  
Scott Swan: Present  
Michael Woods: Absent, ex

##### **Others Present:**

Maryellen Jansen - Riehl Solutions

##### **Quorum Obtained**

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

**Thomas Van Bruggen instructed Secretary, Pete Schneider to add Section 5 as Old Business to review open action items.**

**Moved by Scott Ambs and supported by Andrew Brenner to approve the agenda**

**Motion Carried**

#### **3. Approval of Minutes from July 11, 2014 IMAGIN Board of Directors Teleconference Meeting**

**Sarah Merz pointed out that Section 6.1.4.2 needs revision from "Thomas Van Bruggen asked for the membership team to conduct and evaluation into the structure of membership and to analyze the pricing of IMAGIN membership" to "Thomas Van Bruggen asked for the membership team to conduct an evaluation into the structure of membership and to analyze the pricing of IMAGIN membership"**

**Moved by Sarah Merz and supported by Shane Pavlak to approve the minutes of the July 11, 2014 IMAGIN Board of Directors teleconference meeting.**

**Motion Carried**

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

Scott Ambs reported that IMAGIN is ahead of last year compared to profit/loss reports. Ambs also reports that the current balance sheet shows \$11,080.83 across all savings accounts. Primary expenditures for the month were management fees and website fees. Scott Ambs motioned and was supported by Andrew Brenner to accept the Treasurer's Report

Motion Carried

5. Old Business

5.1. Review Past Action Items

AI-2014-06 - Complete

AI-2014-07 – Revised request day by 9/8/2014 at 12:00 PM

AI-2014-08 - Complete

AI-2014-09 - Complete

6. IMAGIN Team Reports

a) Executive Team

Thomas Van Bruggen reported that the Executive team met on Wednesday 8/6/2014 and discussed the following items:

Meeting agenda

2015 conference

Membership

By Law review

General Topics

b) Conference Team

a. Team Report

Andrew Brenner reported that the team met on Tuesday 8/5/2014 and discussed general conference related topics and assigned people to tasks:

Conference Promotion & Marketing – Caryn Ashbay

Tracks & Keynotes – Andrew Brenner

Site Coordination – Chad Collins

Map Gallery – Pete Schneider, Thomas Van Bruggen

Vendor Show – Maryellen Jansen, Scott Ambs

Social Events – Pete Schneider, TBD

Awards Luncheon – Diane O'Connell, Thomas Van Bruggen

Silent Auction –

b. Site Selection

Maryellen Jansen reported the findings from the site visit to the Holiday Inn West Bay Beach and Great Wolf Lodge. Others in attendance for the site visit were Board of Directors Merz, Giguere, Swan, and Collins.

Jansen also reported that she and Scott Ambs met with key vendor representatives for their input on how to change the vendor show and what their needs are.

Jansen recommended, based on site visit, and needs based on previous conferences that the Great Wolf Lodge (Traverse City, MI) better fit our needs in comparison to the Holiday Inn West Bay Beach. The pros/cons are below (as assembled by Jansen):

Pros/Cons

West Bay Beach, Holiday Inn		Great Wolf Lodge	
Pros	Cons	Pros	Cons
On water front. Great ambiance	Will be a tight fit for vendors. High traffic areas limited for vendors	Lots of meeting space, able to fit what we need	Greater food and AV expenses
walkable to downtown	Limited space available for hospitality suite	Nice comps included	No traditional bar area
Less expensive food and AV rates	Only Available Sun May 17 - Tues May 19	good overnight room rates	family oriented
Good social space		Good hospitality suite	
		Dates Available: Sun, May 17 - Tue, May 19; and Sun June 7 - Tuesday June 9	

Jansen also provided floor plans for the two locations finalists:

*Make your next meeting Great.*

Function Space Configurations and Specifications

**Resort Accommodations**

- Located on US 31, in beautiful Traverse City, Michigan
- 10,000 sq. ft. of flexible meeting space
- Nine separate and configurable meeting rooms
- Full-service catering options
- Complimentary high speed wireless Internet access
- Complimentary on-site parking
- 280 spacious guest suites

Room Name	Sq. Ft.	Classroom	Banquet	Theater	Reception	U-Shape	High Top
WHITE PINE BALLROOM (A-D)	4,942	220	320	380	380	N/A	N/A
WHITE PINE A	1,370	64	80	130	110	50	55
WHITE PINE B	1,370	64	80	130	110	50	55
WHITE PINE C	650	32	40	45	40	25	30
WHITE PINE D	650	32	40	45	40	25	30
WHITE PINE (C-D)	1,320	64	80	130	110	50	55
NORTHWEST TERRITORY (A-B)	2,064	120	144	220	220	80	N/A
NORTHWEST TERRITORY A	1,008	60	72	130	110	40	45
NORTHWEST TERRITORY B	1,008	60	72	130	110	40	45
FALLEN TIMBERS A	760	40	40	50	50	25	30
FALLEN TIMBERS B	760	40	40	50	50	25	30
EAGLES LANDING	312	N/A	N/A	24	N/A	15	N/A
PRE-FUNCTION	1,981	N/A	N/A	N/A	200	N/A	N/A

*Contact Group Sales [tsales@greatwolf.com](mailto:tsales@greatwolf.com) or 231.941.3600 ext. 706*

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Meeting Space | West Bay Beach

615 E. Front Street | Traverse City, MI 49686 | (231) 947-3700 | (800) 888-8020 | FAX (231) 947-2652 | twestbay.com

Room Name	Sq. Footage	Dimensions (L x W)	Ceiling Height	Theatre	Classroom	U-Shops	Conference	Reception	Barquet (fits 8)	Exhibit (8' x 10')
Leelanau Conference Room				400	192	100	110	180	208	30
1,2,3,4	2,339	53' x 63'	8'							
1 and 2	2,014	53' x 38'	8'	200	120	68	80	75	88	14
2 and 3	1,638	63' x 26'	8'	180	90	78	70	70	80	14
1 and 4	1,701	63' x 27'	8'	180	90	78	70	70	80	13
3 and 4	1,314	23' x 248'	8'	150	81	64	50	50	64	10
1 or 2	1,007	28'6" x 38'	8'	75	54	32	42	36	48	10
3 or 4	657	30'6" x 24'6"	8'	40	30	25	32	-	32	8
Old Mission Room	994	34'6" x 27'6"	8'	70	54	41	40	64	64	10
Torch Lake Room	783	28' x 27'	8'	80	48	25	20	-	40	-

A motion was presented by Sarah Merz to accept Great Wolf Lodge (Traverse City, MI) as the preferred destination for the 2015 IMAGIN conference. Merz was supported in her motion by Scott Amb.

**Motion Carried**

A second motion was then given by Scott Amb, and supported by Thomas Van Bruggen to prioritize the preferred dates as 1) June 7-9, 2015 or 2) May 17-19.

**c) Communications Team**

Sarah Merz reported that they have updated their SMART goals and added one new goal – to create policies for board members and non-board members to communicate their thoughts, ideas, etc. via the proper channels

**d) Membership Team**

Shane Pavlak reported that the Membership Team met on 7/24/2014. They have developed their SMART goals.

**e) Student Paper & Poster Competition**

Pete Schneider reported that new SMART goals have been adopted. Schneider noted the team met on 8/1/2014 and will continue to meet regularly until logistics for the competition are set.

**f) Nominating & Governance**

Bill Rowe reported that the team has their SMART goals set.

Thomas Van Bruggen asked that an action item be made (AI-2014-10) for all Board members to review the by-laws.

#### 7. Riehl Solutions Contract Proposal Review and Service Selection

Maryellen Jansen, Riehl Solutions, was not present during discussion regarding this topic.

General discussion was had regarding the current contract and contract proposals provided by Riehl Solutions.

A motion was made by Thomas Van Bruggen, and was supported by Diane O'Connell to enable the Executive team to negotiate an option for contract with Riehl Solutions and bring the contract back to the full Board for review and approval.

An addendum was suggested by Bill Rowe and supported by Diane O'Connell to not exceed a to be determined amount by the Executive team.

A roll call vote was held:

Name	Yes	No	Abstain
Thomas Van Bruggen	X		
Sarah Merz	X		
Scott Ambs	X		
Pete Schneider			X
Andrew Brenner	X		
Andrew Giguere	X		
Brodey Hill			X
Dharmesh Jain			X
Diane O'Connell	X		
Shane Pavlak	X		
Bill Rowe	X		
Lori Schultz	X		
Scott Swan	X		
Michael Woods			X

The results of the vote were:

Yes – 11

No – 0

Abstain - 4

Motion carried

#### 8. Silent Auction Discussion

Due to time restraints this discussion was tabled and will be evaluated at the September 12 teleconference meeting.

#### 9. 2015 Budget Preparation

Thomas Van Bruggen issued two action items:

AI-2014-11 Team budgets must be supplied to Scott Ambs by 12:00 PM on 9/8/2014.

AI-2014-12 Each team chair must compile a list of services that Riehl Solutions typically provides for each team.

**A formal contract must be negotiated with Riehl Solutions prior to the 9/8/2014 deadline.**

**10. Closing Roundtable**

**No comments**

**11. Next Meeting Date**

**September 12, 2014 9:00 AM - Teleconference**

**12. Adjournment**

**Lori Schultz moved and was supported by Pete Schneider to adjourn the IMAGIN Board of Directors August 8, 2014 teleconference meeting at 11:28 am.**

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