



**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, October 14, 2016**

**Location: Park Place Hotel & Conference Center – Traverse City, MI**

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

**1.1. President Thomas Van Bruggen called the meeting to order at 9:36 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: Present  
Jonathon Merrick: Present  
Janet Moadlo: Present  
Diane O'Connell: Present  
Bill Rowe: Present  
Lori Schultz: Present  
Kathleen Stack: Absent  
Scott Swan: Present

Quorum Obtained

Others present:  
Maryellen Jansen (Riehl Solutions)

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

**Thomas Van Bruggen presented the agenda**

**Brodey Hill motioned and Lori Schultz supported the motion to approve the agenda.**

**Motion carried**

#### **3. Approval of Minutes from September 16, 2016 IMAGIN Board of Directors Meeting**

**Thomas Van Bruggen asked for approval of the minutes from September 16, 2016.**

**Sarah Merz noted the date in the footer was incorrect. The date was listed at August 12, 2016.**

**Merz motioned to accept to accept the minutes from the September 16, 2016 IMAGIN Board of Directors meeting with the corrections noted. Brodey Hill supported the motion.**

**Motion carried**

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

**Scott Ambs reported that IMAGIN shows \$23,555.40 on the balance sheet for the fiscal year. Ambs continued by stating that fiscal year 2015 ended with \$13,774.75. Ambs also reported that IMAGIN**

is ahead of its budgeted net profit. Tax statements will be submitted soon. Ambs finished by stating that we have received 15 membership renewals so far.

Scott Swan motioned and Bill Rowe 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-2017-04: All teams must SMART goals developed by the September 16, 2016 meeting.

Both action items will remain open at this time.

## 6. Team Reports

### 6.1. Executive Team

Thomas Van Bruggen reported that the team met on Thursday 10/13. The team discussed the meeting agenda and reviewed some budget items. The team also talked about the conference membership renewals.

### 6.2. Communications Team

Sarah Merz reported that the team has a pair of articles lined up for the fall newsletter and they will start putting it together the week of 10/17/2016. Merz continued by stating that the team created business cards and post cards for distribution to interested parties. The cards will be mailed to all Board members next week.

Thomas Van Bruggen reported that the Conference and SPPC webpages have been updated. Van Bruggen added that historical information will be posted this winter as time allows.

### 6.3. Conference Team

Maryellen Jansen reported that some logistical changes have cropped up and need attention. Jansen stated that the Park Place Hotel and Conference center has sped up their conference center construction plans. This decision will greatly affect the conference proceedings. Conference keynote speakers, presentations, meals, and social gatherings will all be affected by this decision.

Thomas Van Bruggen motioned to authorize himself and Maryellen Jansen the latitude to enter into discussions to move conference activities to the Hagerty Conference Center at Northwestern Michigan College. Motion was supported by Keri Blough.

Scott Swan abstained from the vote

Motion carried

Van Bruggen motioned to enter into an agreement with Park Place Hotel for the 2018 conference and authorizing Thomas Van Bruggen and Maryellen Jansen the latitude to discuss dates within the first three weeks of June 2018. Scott Swan supported the motion.

Motion carried

Chad Collins reported that Conference planning is progressing. The team met once in the past month. Collins reported that the Board is looking to add more resources to the program team.

Collins continued by stating that discussion has been started about hosting the Esri Hands-On Learning Lab for the third year.

Brodey Hill reported that the Social team is looking to incorporate a “poker run” utilizing downtown businesses. Hill continued by stating that the Hagerty Center should work well for their needs.

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

Bill Rowe stated that the team will start gauging sitting Board members interest in running for re-election in the coming months.

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

Scott Ambs reported that the team sent out a Survey Monkey survey regarding meet ups. Ambs stated that the team will review the survey results on Tuesday 10/18. They received almost 120 responses.

Jon Merrick performed a geocode to try to figure out locations for workshops and/or meetups.

Ambs finished by stating that their SMART goals are not yet complete.

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

Andrew Giguere reported that the team has been meeting regularly and that their first round of contacts is complete. He stated that the team received a large amount of feedback from the contacts. Giguere finished by stating that judge nominations and selection will commence in a couple of weeks.

Pete Schneider stated that the team received a lot of good feedback regarding the increase in prize money.

### **7. U of M Dearborn GIS Day Program – November 16, 2016**

#### **7.1. IMAGIN Involvement**

Thomas Van Bruggen shared with the Board that Claudia Walters from the University of Michigan – Dearborn has invited IMAGIN to participate in their GIS Day activities on November 16, 2016. Van Bruggen stated that he would like IMAGNI to be represented, possibly with a table. There is also a possibility of the IMAGIN Board member being asked to participate in a panel discussion.

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

Thomas Van Bruggen reported that the program is moving forward and that there are currently nine counties participating with six more looking to join in.

### **9. New Business**

Thomas Van Bruggen offered an idea to the Board. Van Bruggen informed the Board that the website platform, Wild Apricot, allows us the ability to incorporate forums into our website were IMAGIN members can pose questions and receive feedback regarding those topics. Discussion was held on the usefulness of the feature.

Van Bruggen also offered up the idea for IMAGIN to look into moving back to a three-day conference.

### **10. Upcoming Meetings**

10.1. November 18, 2016 9:00 am to 10:30 am – Board Meeting Teleconference

- 10.2. December 9, 2016 9:00 am to 10:30 am – Board Meeting Teleconference
- 10.3. January 13, 2017 9:00 am to 10:30 am – Board Meeting Teleconference
- 10.4. February 10, 2017 9:00 am to 10:30 am – Board Meeting Teleconference
- 10.5. March 10, 2017 9:30 am to 1:00 pm – Board Meeting – Face to Face – Mt. Pleasant, MI
- 10.6. April 6, 2017 – IMAGIN Student Paper & Poster Competition – Lansing Community College
- 10.7. April 14, 2017 9:00 am to 10:30 am – Board Meeting Teleconference
- 10.8. May 12, 2017 9:00 am to 10:30 am – Board Meeting Teleconference
- 10.9. June 4-6, 2017 – IMAGIN's 26<sup>th</sup> Annual Conference – Traverse City, Michigan

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

**Nothing heard during this section.**

#### **12. Adjournment & Park Place Hotel Tour**

**Sarah Merz motioned and Bill Rowe supported the adjournment of the October 14, 2016 IMAGIN Board of Directors meeting at 11:45 am.**

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

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

**October 2015 through September 2016**

10/3/16

10:48:38 AM

	This Year	Last Year	\$ Difference	Difference
<b>Income</b>				
Contributions Income				
Educational Scholarship	1,188.00	2,246.00	-1,058.00	(47.1%)
SPPC Sponsor	0.00	250.00	-250.00	(100.0%)
<b>Total Contributions Income</b>	<u>1,188.00</u>	<u>2,496.00</u>	<u>-1,308.00</u>	<u>(52.4%)</u>
Annual Conference Revenue				
Gold Level Exhibit Booth Sales	7,000.00	11,399.98	-4,399.98	(38.6%)
Silver Level Booth Sales	4,950.00	0.00	4,950.00	NA
Conference Sponsors, Non-Booth				
Non-Booth Sponsor / Ad	1,650.00	0.00	1,650.00	NA
Pre Conference Social Activity	300.00	0.00	300.00	NA
Awards Luncheon Sponsor	500.00	0.00	500.00	NA
Euchre Tournament	500.00	0.00	500.00	NA
FirePit Sponsor	400.00	0.00	400.00	NA
Map Gallery	300.00	0.00	300.00	NA
Attendee Regis Social Act.	410.00	780.00	-370.00	(47.4%)
Member Full Conference	26,520.00	37,135.00	-10,615.00	(28.6%)
Single Day Member	1,050.00	0.00	1,050.00	NA
Non-Member Full Conference	9,200.00	0.00	9,200.00	NA
Non-Member Single Day	800.00	0.00	800.00	NA
Student Registration	550.00	0.00	550.00	NA
Non-Vendor Sponsorships	450.00	2,050.00	-1,600.00	(78.0%)
<b>Total Annual Conference Revenue</b>	<u>54,580.00</u>	<u>51,364.98</u>	<u>3,215.02</u>	<u>6.3%</u>
Membership Dues				
Membership Dues	14,860.00	13,590.00	1,270.00	9.3%
<b>Total Membership Dues</b>	<u>14,860.00</u>	<u>13,590.00</u>	<u>1,270.00</u>	<u>9.3%</u>
Dividend Income	5.32	2.03	3.29	162.1%
Other Income	0.00	1.00	-1.00	(100.0%)
Educational Class Registration	1,730.00	10,045.00	-8,315.00	(82.8%)
<b>Total Income</b>	<u>72,363.32</u>	<u>77,499.01</u>	<u>-5,135.69</u>	<u>(6.6%)</u>
<b>Expenses</b>				
Bank Service Charges	1.00	0.00	1.00	NA
Credit Card Processing Fees	1,558.68	1,979.29	-420.61	(21.3%)
Board Meetings				
Board Meeting Food Costs	77.23	111.31	-34.08	(30.6%)
Board Meeting Lodging Expenses	359.20	78.54	280.66	357.3%
Mileage	86.02	0.00	86.02	NA
<b>Total Board Meetings</b>	<u>522.45</u>	<u>189.85</u>	<u>332.60</u>	<u>175.2%</u>
Team Expenses				
Communications Team - Printing	1,258.32	1,167.95	90.37	7.7%
<b>Total Team Expenses</b>	<u>1,258.32</u>	<u>1,167.95</u>	<u>90.37</u>	<u>7.7%</u>
Conference Expenses				
Facilities Expenses				
Audiovisual Expenses	735.56	0.00	735.56	NA
Meeting Room Rental	1,080.00	0.00	1,080.00	NA
Exhibitor Table/Booth Rental	768.00	0.00	768.00	NA
Food and Beverage	14,625.96	0.00	14,625.96	NA
Marketing / Graphics				
Postage	177.76	0.00	177.76	NA
Program Printing	365.33	392.84	-27.51	(7.0%)
Photocopies	5.72	0.00	5.72	NA
Conference On Site Signage	338.70	0.00	338.70	NA

Profit & Loss [Last Year Analysis - Cash]

October 2015 through September 2016

10/3/16

10:48:38 AM

	This Year	Last Year	\$ Difference	Difference
Graphic Design Services	1,075.00	0.00	1,075.00	NA
Marketing/ Publicity	494.50	0.00	494.50	NA
Registration Supplies	103.84	46.68	57.16	122.5%
Member Recognition Expense	303.77	294.90	8.87	3.0%
Attendee Premiums/ Give Aways	1,591.64	0.00	1,591.64	NA
Social Event Expenses				
PreConference Social Activity	640.00	0.00	640.00	NA
Euchre Tournament Expenses	350.00	0.00	350.00	NA
Monday Social Event Beverages	1,262.40	0.00	1,262.40	NA
Vendor Appreciation Food	901.20	0.00	901.20	NA
Staff Travel/ Meals	809.45	23,241.48	-22,432.03	(96.5%)
Speaker Expenses				
Speaker Gifts	572.77	0.00	572.77	NA
Speaker Meals/Travel	304.28	0.00	304.28	NA
SPPC Rooms	98.69	0.00	98.69	NA
Total Conference Expenses	<u>26,604.57</u>	<u>23,975.90</u>	<u>2,628.67</u>	<u>11.0%</u>
Educational Class Expense	834.39	8,837.00	-8,002.61	(90.6%)
Licensing	20.00	20.00	0.00	0.0%
Postage & Delivery				
Postage	123.87	605.15	-481.28	(79.5%)
Total Postage & Delivery	<u>123.87</u>	<u>605.15</u>	<u>-481.28</u>	<u>(79.5%)</u>
Professional Fees				
Professional Fees	28,500.00	29,875.00	-1,375.00	(4.6%)
Total Professional Fees	<u>28,500.00</u>	<u>29,875.00</u>	<u>-1,375.00</u>	<u>(4.6%)</u>
Program Expense				
Student Scholarship Award	500.00	0.00	500.00	NA
SPPC	1,000.00	1,310.00	-310.00	(23.7%)
Total Program Expense	<u>1,500.00</u>	<u>1,310.00</u>	<u>190.00</u>	<u>14.5%</u>
Other Expenses	54.00	84.67	-30.67	(36.2%)
Telephone				
Telephone - Conference Calls	20.00	0.00	20.00	NA
Total Telephone	<u>20.00</u>	<u>0.00</u>	<u>20.00</u>	<u>NA</u>
Web Hosting	1,585.39	1,583.32	2.07	0.1%
Total Expenses	<u>62,582.67</u>	<u>69,628.13</u>	<u>-7,045.46</u>	<u>(10.1%)</u>
Operating Profit	<u>9,780.65</u>	<u>7,870.88</u>	<u>1,909.77</u>	<u>24.3%</u>
Other Expense				
Net Profit/(Loss)	<u>9,780.65</u>	<u>7,870.88</u>	<u>1,909.77</u>	<u>24.3%</u>

**IMAGIN, Inc.**  
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Suite C  
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**Profit & Loss [Budget Analysis - Cash]**

**October 2015 through September 2016**

10/3/16  
10:56:31 AM

	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>	<u>1,188.00</u>	<u>1,000.00</u>	<u>188.00</u>	<u>18.8%</u>
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	2,200.00	-550.00	(25.0%)
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
<b>Total Annual Conference Revenue</b>	<u>54,580.00</u>	<u>54,175.00</u>	<u>405.00</u>	<u>0.7%</u>
Membership Dues				
Membership Dues	14,860.00	13,000.00	1,860.00	14.3%
<b>Total Membership Dues</b>	<u>14,860.00</u>	<u>13,000.00</u>	<u>1,860.00</u>	<u>14.3%</u>
Dividend Income	5.32	0.00	5.32	NA
Educational Class Registration	1,730.00	0.00	1,730.00	NA
<b>Total Income</b>	<u>72,363.32</u>	<u>68,175.00</u>	<u>4,188.32</u>	<u>6.1%</u>
<b>Expenses</b>				
Bank Service Charges	1.00	0.00	1.00	NA
Credit Card Processing Fees	1,558.68	1,500.00	58.68	3.9%
Board Meetings				
Board Meeting Food Costs	77.23	190.00	-112.77	(59.4%)
Board Meeting Lodging Expenses	359.20	0.00	359.20	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>	<u>522.45</u>	<u>490.00</u>	<u>32.45</u>	<u>6.6%</u>
Team Expenses				
Communications Team - Printing	1,258.32	1,200.00	58.32	4.9%
<b>Total Team Expenses</b>	<u>1,258.32</u>	<u>1,200.00</u>	<u>58.32</u>	<u>4.9%</u>
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	14,625.96	17,490.00	-2,864.04	(16.4%)
Marketing / Graphics				
Postage	177.76	300.00	-122.24	(40.7%)
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**

10/3/16

10:56:31 AM

	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	103.84	150.00	-46.16	(30.8%)
Member Recognition Expense	303.77	350.00	-46.23	(13.2%)
Attendee Premiums/ Give Aways	1,591.64	1,250.00	341.64	27.3%
Social Event Expenses				
PreConference Social Activity	640.00	640.00	0.00	0.0%
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	809.45	500.00	309.45	61.9%
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>26,604.57</u>	<u>29,072.25</u>	<u>-2,467.68</u>	<u>(8.5%)</u>
Educational Class Expense	834.39	0.00	834.39	NA
Licensing	20.00	20.00	0.00	0.0%
Postage & Delivery				
Postage	123.87	525.00	-401.13	(76.4%)
Total Postage & Delivery	<u>123.87</u>	<u>525.00</u>	<u>-401.13</u>	<u>(76.4%)</u>
Professional Fees				
Professional Fees	28,500.00	28,500.00	0.00	0.0%
Total Professional Fees	<u>28,500.00</u>	<u>28,500.00</u>	<u>0.00</u>	<u>0.0%</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	54.00	0.00	54.00	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	1,585.39	1,404.00	181.39	12.9%
Total Expenses	<u>62,582.67</u>	<u>64,086.25</u>	<u>-1,503.58</u>	<u>(2.3%)</u>
Operating Profit	<u>9,780.65</u>	<u>4,088.75</u>	<u>5,691.90</u>	<u>139.2%</u>
Other Expense				
Net Profit/(Loss)	<u>9,780.65</u>	<u>4,088.75</u>	<u>5,691.90</u>	<u>139.2%</u>



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

**Balance Sheet [Cash]**

**As of September 2016**

10/3/16  
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Assets		
Imagin Savings S1	7,104.54	
Educational Scholarship Fund	4,292.07	
Imagin Checking S4	12,158.79	
Total Assets	<u>23,555.40</u>	
Liabilities		
Equity		
Temporary Unrestricted	2,630.00	
Retained Earnings	11,144.75	
Current Earnings	9,780.65	
Total Equity	<u>23,555.40</u>	
Total Liability & Equity	<u>23,555.40</u>	