



**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, January 13, 2017**

**Location: Teleconference**

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

**1.1. President Thomas Van Bruggen called the meeting to order at 9:04 am**

##### **1.2. Roll Call**

President Thomas Van Bruggen: Present  
Vice President Sarah Merz: Absent  
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: 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.**

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

**Motion carried**

#### **3. Approval of Minutes from January 13, 2017 IMAGIN Board of Directors Meeting**

**Thomas Van Bruggen asked for approval of the minutes from the January 13, 2017 IMAGIN Board of Directors meeting.**

**Keri Blough moved and Andrew Giguere seconded the motion to approve the minutes from the January 13, 2017 IMAGIN Board of Directors meeting.**

**Motion carried**

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

**Scott Ambs reported that the balance sheet showed a total of \$24,741.45 across all accounts. Ambs noted that the savings account is up roughly \$7,000 compared to this time last year.**

Thomas Van Bruggen stated that currently there are 147 paid memberships for 2017.

A motion was offered by Bill Rowe. Jon Merrick supported the motion to accept the Treasurers Report.

Motion carried

5. Correspondence

5.1. State of Michigan Transmittal from American Association of Geographers re: Senate Bill 103

Thomas Van Bruggen informed the Board that the State of Michigan sent correspondence regarding Senate Bill 2013. The State was asked to disseminate the information by the American Association of Geographers (AAG). Discussion was held regarding the measure and the Board determined that they would retain a copy for their information but will not disseminate the information to their membership at this time.

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.

Van Bruggen elected to keep both action items open.

7. Team Reports

7.1. Executive Team

Thomas Van Bruggen reported that the team met on Thursday 2/9 and discussed the agenda, conference related items, and Senate Bill 103.

7.2. Conference Team

Chad Collins reported that the Hands-On Learning Lab is coordinated. Collins also reported that a meeting is going to be held with IMAGIN and Esri to discuss their commitment level and a possible keynote spot.

Collins continued by stating that he has confirmed Chris Treter from Higher Grounds Coffee in Traverse City as keynote for Tuesday of the conference.

Collins stated that advertising & marketing is moving along. He made a comment about keeping the email blasts up as people need to be continuously reminded to submit their abstracts.

Kathleen Stack stated that she hopes to recruit utility companies to attend and present at the conference.

Collins requested an action item:

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

Thomas Van Bruggen stated that currently IMAGIN has four conference registrations, three social event registrations, and two sponsorships

Janet Mocadlo updated the Board regarding the status of the silent auction. Mocadlo stated that the team has 8 donations so far and is waiting to hear back from others.

### **7.3. Communications Team**

Andrew Giguere reported that the team met on 2/8 and that the newsletter will be going out by the end of next week. Giguere reported that Sarah Merz has been thankful for the quality social media content.

### **7.4. Nominating & Governance Team**

Bill Rowe reported that the team is still waiting to hear from all Board members with expiring candidacies.

Thomas Van Bruggen created two action items:

**AI-2017-08 – All Board members with expiring terms need to inform the Nominating & Governance Team about their intentions.**

**AI-2017-09 – All Board members need to try to find new board member candidates and report those to the Nominating & Governance Team.**

### **7.5. Professional Development Team**

Scott Ambs reported that 73 people attended the IMAGIN meet ups. There seemed to be good time and conversation had by all. Several people stated they would like to see something similar scheduled on a quarterly basis.

Ambs concluded by stating that the Lansing area did not travel as expected and a Lansing meet up will be added the next time a meet up is scheduled.

73 people between all meetups. Went very well, quarterly seemed to be a good timing

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

Andrew Giguere reported that the team met on 2/9 and he confirmed that the team's slate of judges has been confirmed.

Pete Schneider reported the team has received its first poster submission. Schneider stated that their third round of contacts is done and that Lansing Community College and the State of Michigan are finalizing logistics for the day.

## **8. Special Project: GIS Support of Higher Grounds Coffee**

Thomas Van Bruggen informed the Board of a special project. In cooperation with our Tuesday keynote, IMAGIN would supply GIS support for Higher Grounds Coffee. Van Bruggen asked for some volunteers to help work with their data. Jon Merrick and Pete Schneider volunteered to assist Higher Grounds in developing some GIS content.

## **9. Michigan Society of Professional Surveyors Geospatial Coalition Effort**

Thomas Van Bruggen reported that the meeting is Thursday 2/16 and Jim Bennett from InfoGeographics, Inc will accompany him to the meeting.

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

Thomas Van Bruggen reported that the team met recently and that the State is preparing to move forward with data acquisition.

## **11. New Business**

**Scott Ambs brought up a company name Dynamo Metrics. Ambs stated a bit about their business and is hoping to get them to attend the conference.**

**12. Upcoming Meetings**

- 12.1. March 10, 2017 9:30 am to 1:00 pm – Board Meeting – Face to Face – Mt. Pleasant, MI
- 12.2. April 6, 2017 9:30 am to 3:30 pm – IMAGIN SPPC and State GIS Meeting – Lansing, MI
- 12.3. April 14, 2017 9:00 am to 10:30 am – Board Meeting Teleconference
- 12.4. May 12, 2017 9:00 am to 10:30 am
- 12.5. June 6, 2017 12:30 pm to 2:00 pm – Annual Membership Meeting at Conference

**13. Closing Roundtable**

**Nothing heard during this section.**

**14. Adjournment**

**Pete Schneider motioned to adjourn and Scott Ambs supported the motion. The meeting adjourned at 10:25 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 January 2017**

2/1/17

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	This Year	Last Year	\$ Difference	Difference
<b>Income</b>				
Annual Conference Revenue				
Gold Level Exhibit Booth Sales	1,000.00	0.00	1,000.00	NA
Silver Level Booth Sales	550.00	1,100.00	-550.00	(50.0%)
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%)
Attendee Regis Social Act.	10.00	10.00	0.00	0.0%
Member Full Conference	570.00	1,140.00	-570.00	(50.0%)
Total Annual Conference Revenue	<u>2,130.00</u>	<u>3,600.00</u>	<u>-1,470.00</u>	<u>(40.8%)</u>
Membership Dues				
Membership Dues	11,265.00	10,420.00	845.00	8.1%
Total Membership Dues	<u>11,265.00</u>	<u>10,420.00</u>	<u>845.00</u>	<u>8.1%</u>
Dividend Income	2.64	1.65	0.99	60.0%
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	<u>13,397.64</u>	<u>16,486.65</u>	<u>-3,089.01</u>	<u>(18.7%)</u>
<b>Expenses</b>				
Bank Service Charges	0.00	1.00	-1.00	(100.0%)
Credit Card Processing Fees	178.18	294.73	-116.55	(39.5%)
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	865.00	261.32	603.68	231.0%
Total Team Expenses	<u>865.00</u>	<u>261.32</u>	<u>603.68</u>	<u>231.0%</u>
Conference Expenses				
Marketing / Graphics				
Postage	154.00	0.00	154.00	NA
Marketing/ Publicity	166.96	494.50	-327.54	(66.2%)
Attendee Premiums/Give Aways	401.74	0.00	401.74	NA
Social Event Expenses				
PreConference Social Activity	200.00	200.00	0.00	0.0%
Total Conference Expenses	<u>922.70</u>	<u>694.50</u>	<u>228.20</u>	<u>32.9%</u>
Educational Class Expense	0.00	834.39	-834.39	(100.0%)
Postage & Delivery				
Postage	126.87	122.30	4.57	3.7%
Total Postage & Delivery	<u>126.87</u>	<u>122.30</u>	<u>4.57</u>	<u>3.7%</u>
Professional Fees				
Professional Fees	9,500.00	9,500.00	0.00	0.0%
Total Professional Fees	<u>9,500.00</u>	<u>9,500.00</u>	<u>0.00</u>	<u>0.0%</u>
Office Expense	13.77	0.00	13.77	NA
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	0.00	44.58	-44.58	(100.0%)
Total Expenses	<u>12,211.59</u>	<u>12,074.28</u>	<u>137.31</u>	<u>1.1%</u>
Operating Profit	<u>1,186.05</u>	<u>4,412.37</u>	<u>-3,226.32</u>	<u>(73.1%)</u>

# IMAGIN, Inc.

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

October 2016 through January 2017

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	This Year	Last Year	\$ Difference	Difference
Other Expense				
Net Profit/(Loss)	<u>1,186.05</u>	<u>4,412.37</u>	<u>-3,226.32</u>	<u>(73.1%)</u>

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

**October 2016 through September 2017**

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	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	1,000.00	6,000.00	-5,000.00	(83.3%)
Silver Level Booth Sales	550.00	4,400.00	-3,850.00	(87.5%)
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	0.00	700.00	-700.00	(100.0%)
Map Gallery	0.00	300.00	-300.00	(100.0%)
Attendee Regis Social Act.	10.00	500.00	-490.00	(98.0%)
Member Full Conference	570.00	27,075.00	-26,505.00	(97.9%)
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>2,130.00</u>	<u>54,425.00</u>	<u>-52,295.00</u>	<u>(96.1%)</u>
Membership Dues				
Membership Dues	11,265.00	13,500.00	-2,235.00	(16.6%)
Total Membership Dues	<u>11,265.00</u>	<u>13,500.00</u>	<u>-2,235.00</u>	<u>(16.6%)</u>
Dividend Income	2.64	0.00	2.64	NA
Educational Class Registration	0.00	1,500.00	-1,500.00	(100.0%)
Total Income	<u>13,397.64</u>	<u>70,425.00</u>	<u>-57,027.36</u>	<u>(81.0%)</u>
<b>Expenses</b>				
Credit Card Processing Fees	178.18	1,700.00	-1,521.82	(89.5%)
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	865.00	2,000.00	-1,135.00	(56.8%)
Nominating and Governance	0.00	20.00	-20.00	(100.0%)
Total Team Expenses	<u>865.00</u>	<u>2,020.00</u>	<u>-1,155.00</u>	<u>(57.2%)</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				
Postage	154.00	0.00	154.00	NA
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	401.74	1,500.00	-1,098.26	(73.2%)
Map Gallery Awards/ Expenses	0.00	300.00	-300.00	(100.0%)

Profit & Loss [Budget Analysis - Cash]

October 2016 through September 2017

2/1/17  
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	Selected Period	Budgeted	\$ Difference	% Difference
Social Event Expenses				
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>922.70</u>	<u>26,675.00</u>	<u>-25,752.30</u>	<u>(96.5%)</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	126.87	500.00	-373.13	(74.6%)
Total Postage & Delivery	<u>126.87</u>	<u>500.00</u>	<u>-373.13</u>	<u>(74.6%)</u>
Professional Fees				
Professional Fees	9,500.00	28,500.00	-19,000.00	(66.7%)
Total Professional Fees	<u>9,500.00</u>	<u>28,500.00</u>	<u>-19,000.00</u>	<u>(66.7%)</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	13.77	75.00	-61.23	(81.6%)
Telephone				
Telephone - Conference Calls	20.00	30.00	-10.00	(33.3%)
Total Telephone	<u>20.00</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>12,211.59</u>	<u>65,175.00</u>	<u>-52,963.41</u>	<u>(81.3%)</u>
Operating Profit	<u>1,186.05</u>	<u>5,250.00</u>	<u>-4,063.95</u>	<u>(77.4%)</u>
Other Expense				
Net Profit/(Loss)	<u>1,186.05</u>	<u>5,250.00</u>	<u>-4,063.95</u>	<u>(77.4%)</u>



IMAGIN, Inc.  
416 S Cedar St  
Suite C  
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**Balance Sheet [Cash]**

**As of January 2017**

2/1/17  
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Assets		
Imagin Savings S1	14,106.46	
Educational Scholarship Fund	4,292.79	
Imagin Checking S4	6,342.20	
Total Assets	<u>24,741.45</u>	
Liabilities		
Equity		
Temporary Unrestricted	2,630.00	
Retained Earnings	20,925.40	
Current Earnings	1,186.05	
Total Equity	<u>24,741.45</u>	
Total Liability & Equity	<u>24,741.45</u>	