



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, March 10, 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: 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 Mocadlo: Present
Diane O'Connell: Present
Bill Rowe: Present
Lori Schultz: Present
Kathleen Stack: Present
Scott Swan: Present

Quorum Obtained

Others present:
Maryellen Jansen (Riehl Solutions)

2. Approval of Agenda

Thomas Van Bruggen presented the agenda.

Jon Merrick motioned and Lori Schultz supported the motion to accept the agenda.

Motion carried

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

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

Pete Schneider noted two corrections: 1) the date of Friday, January 13, 2017 was incorrect in the header, and 2) Keri Blough's name was misspelled in Section 2 Approval of Agenda.

Keri Blough moved and Chad Collins supported the motion to approve the minutes from the February 10, 2017 IMAGIN Board of Directors meeting with the changes specified by Pete Schneider.

Motion carried

4. Treasurers Report

Scott Ambs reported that, according to the balance sheet, IMAGIN has \$25,772.15 across all accounts. Ambs continued by stating that \$11,940 has come in for 2017 membership dues which is already \$410 more compared to 2016. Ambs cautioned that the numbers are skewed because the conference was earlier in 2016.

Thomas Van Bruggen reported that IMAGIN currently has 153 paid memberships for calendar year 2017.

A motion was made by Kathleen Stack and supported by Keri Blough.

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-2017-09: All Board members will expiring terms need to inform the Nominating & Governance Team about their intentions

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

Upon review, Van Bruggen closed action item AI-2017-09.

6. Team Reports

6.1. Executive Team

Thomas Van Bruggen reported that the team met on Wednesday 3/8. The team reviewed the agenda and discussed attendance to the face to face meeting. Van Bruggen informed the team that several Board members could not be in attendance for the meeting which led to the Executive Team changing the meeting format to a conference call. Van Bruggen also discussed an idea to move the annual planning session from the summer to the spring. Van Bruggen finished by informing the team of his meeting with the Surveyor's association which will be discussed further in section eight.

6.2. Communications Team

Lori Schultz reported (in Sarah Merz's absence) that the winter 2017 newsletter has been delivered. Schultz continued by stating that the team is working on the upcoming spring newsletter and admitted that the bulk of the spring newsletter will consist of conference material and a SPPC recap.

6.3. Conference Team

Chad Collins reported that there currently are 15 conference registrants, seven brewery/winery tour registrants, and eight conference sponsorships. Thomas Van Bruggen added that Esri has informed them that they intend on submitting some presentation and workshop abstracts. Collins continued by stating that they are closing in on the Monday keynote. Collins finished by stating that advertising and marketing is going well and a schedule of email blasts was discussed.

Brodey Hill will get a paragraph about the Monday night poker run to Van Bruggen for addition to the website.

Collins added that we need more presentation abstract submissions. Pete Schneider informed the Board that we have 12 now and need at least 30.

Janet Moadlo reported that the silent auction currently has 11 donations.

6.4. Nominating & Governance Team

Bill Rowe reported that the team has been informed of the intentions of all Board members with expiring terms. Row finished by stating that they have a couple names to pursue for new board members.

6.5. Professional Development Team

Scott Ambs reported that the second installment of meet ups are scheduled for April 20 and locations for the meetups are currently being finalized.

6.6. Student Poster & Paper Competition Team

Andrew Giguere reported that he and Pete Schneider had started to make their final contacts but found that the bulk of schools were on Spring Break. Schneider reported that logistics between Lansing Community College and the State of Michigan have been finalized.

7. State of Michigan Parcel Pilot Program Update

Thomas Van Bruggen reported that they met last month (February) and the only tangible item to report is that the group continues to push the State of Michigan to exchange aerial imagery for the parcel data.

8. Michigan Society of Professional Surveyors Collaboration Update

Thomas Van Bruggen reported that the Michigan Society of Professional Surveyors would like to collaborate between IMAGIN and MICAMP to unify their voices.

9. IMAGIN Volunteer of The Year

Thomas Van Bruggen asked the Board to submit their Volunteer of the Year nominations. Van Bruggen created action item AI-2017-10

AI-2017-10 All Board members should contact the Professional Recognition team about Volunteer of the Year candidates

10. New Business

Thomas Van Bruggen asked the Board their thoughts about a "members only" area on the website where members can login and view other members contact information.

11. Upcoming Meetings

- 11.1. April 6, 2017 9:30 am to 3:30 pm – IMAGIN SPPC and State GIS Meeting – Lansing, MI
- 11.2. April 14, 2017 9:00 am to 10:30 am – Board Meeting Teleconference
- 11.3. May 12, 2017 9:00 am to 10:30 am
- 11.4. June 6, 2017 12:30 pm to 2:00 pm – Annual Membership Meeting at Conference

12. Closing Roundtable

Discussion was heard about security of data in public facing applications.

13. Adjournment

Thomas Van Bruggen motioned to adjourn and Scott Swan supported the motion. The meeting adjourned at 10:54 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 February 2017

3/2/17
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	This Year	Last Year	\$ Difference	Difference
Income				
Annual Conference Revenue				
Gold Level Exhibit Booth Sales	2,000.00	1,000.00	1,000.00	100.0%
Silver Level Booth Sales	1,100.00	1,650.00	-550.00	(33.3%)
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%)
FirePit Sponsor	0.00	200.00	-200.00	(100.0%)
Attendee Regis Social Act.	70.00	40.00	30.00	75.0%
Member Full Conference	3,135.00	5,415.00	-2,280.00	(42.1%)
Non-Member Full Conference	0.00	1,200.00	-1,200.00	(100.0%)
Total Annual Conference Revenue	<u>6,305.00</u>	<u>10,855.00</u>	<u>-4,550.00</u>	<u>(41.9%)</u>
Membership Dues				
Membership Dues	11,940.00	11,530.00	410.00	3.6%
Total Membership Dues	<u>11,940.00</u>	<u>11,530.00</u>	<u>410.00</u>	<u>3.6%</u>
Dividend Income	3.34	2.08	1.26	60.6%
Educational Class Registration	0.00	2,580.00	-2,580.00	(100.0%)
Adjustment for Deferred Income	0.00	535.00	-535.00	(100.0%)
Total Income	<u>18,248.34</u>	<u>25,502.08</u>	<u>-7,253.74</u>	<u>(28.4%)</u>
Expenses				
Bank Service Charges	0.00	1.00	-1.00	(100.0%)
Credit Card Processing Fees	262.03	478.96	-216.93	(45.3%)
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	95.77	61.08	34.69	56.8%
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>1,858.12</u>	<u>755.58</u>	<u>1,102.54</u>	<u>145.9%</u>
Educational Class Expense	0.00	834.39	-834.39	(100.0%)
Postage & Delivery				
Postage	242.96	122.30	120.66	98.7%
Total Postage & Delivery	<u>242.96</u>	<u>122.30</u>	<u>120.66</u>	<u>98.7%</u>
Professional Fees				
Professional Fees	11,875.00	11,875.00	0.00	0.0%
Total Professional Fees	<u>11,875.00</u>	<u>11,875.00</u>	<u>0.00</u>	<u>0.0%</u>
Office Expense	38.41	0.00	38.41	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	89.16	-89.16	(100.0%)
Total Expenses	<u>16,031.59</u>	<u>15,086.17</u>	<u>945.42</u>	<u>6.3%</u>

IMAGIN, Inc.

Profit & Loss [Last Year Analysis - Cash]

October 2016 through February 2017

3/2/17

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	This Year	Last Year	\$ Difference	Difference
Operating Profit	<u>2,216.75</u>	<u>10,415.91</u>	<u>-8,199.16</u>	<u>(78.7%)</u>
Other Expense				
Net Profit/(Loss)	<u><u>2,216.75</u></u>	<u><u>10,415.91</u></u>	<u><u>-8,199.16</u></u>	<u><u>(78.7%)</u></u>

Profit & Loss [Budget Analysis - Cash]

October 2016 through September 2017

3/2/17

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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	2,000.00	6,000.00	-4,000.00	(66.7%)
Silver Level Booth Sales	1,100.00	4,400.00	-3,300.00	(75.0%)
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	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.	70.00	500.00	-430.00	(86.0%)
Member Full Conference	3,135.00	27,075.00	-23,940.00	(88.4%)
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>6,305.00</u>	<u>54,425.00</u>	<u>-48,120.00</u>	<u>(88.4%)</u>
Membership Dues				
Membership Dues	11,940.00	13,500.00	-1,560.00	(11.6%)
Total Membership Dues	<u>11,940.00</u>	<u>13,500.00</u>	<u>-1,560.00</u>	<u>(11.6%)</u>
Dividend Income	3.34	0.00	3.34	NA
Educational Class Registration	0.00	1,500.00	-1,500.00	(100.0%)
Total Income	<u>18,248.34</u>	<u>70,425.00</u>	<u>-52,176.66</u>	<u>(74.1%)</u>
Expenses				
Credit Card Processing Fees	262.03	1,700.00	-1,437.97	(84.6%)
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

3/2/17

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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	11,875.00	28,500.00	-16,625.00	(58.3%)
Total Professional Fees	<u>11,875.00</u>	<u>28,500.00</u>	<u>-16,625.00</u>	<u>(58.3%)</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>16,051.59</u>	<u>65,175.00</u>	<u>-49,123.41</u>	<u>(75.4%)</u>
Operating Profit	<u>2,196.75</u>	<u>5,250.00</u>	<u>-3,053.25</u>	<u>(58.2%)</u>
Other Expense				
Net Profit/(Loss)	<u>2,196.75</u>	<u>5,250.00</u>	<u>-3,053.25</u>	<u>(58.2%)</u>

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

Balance Sheet [Cash]

As of February 2017

3/2/17
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Assets		
Imagin Savings S1	14,107.00	
Educational Scholarship Fund	4,292.95	
Imagin Checking S4	7,086.36	
Undeposited Funds	285.84	
Total Assets	<u>25,772.15</u>	
Liabilities		
Equity		
Temporary Unrestricted	2,630.00	
Retained Earnings	20,925.40	
Current Earnings	2,216.75	
Total Equity	<u>25,772.15</u>	
Total Liability & Equity	<u>25,772.15</u>	