



IMAGIN Inc.
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2017/2018 Board of Directors:

Thomas Van Bruggen: President (2019)	Chad Collins (2019)	Jon Merrick (2018)
Sarah Merz: Vice President (2018)	Andrew Giguere (2018)	Jason Moore (2019)
Pete Schneider: Treasurer (2018)	Brodey Hill (2018)	Diane O'Connell (2018)
Janet Mocadlo: Secretary (2019)	April Kibby (2019)	Bill Rowe (2018)
Keri Blough (2019)	Karl Linderoth (2019)	Scott Swan (2018)

Minutes of the IMAGIN Inc. Board of Directors Meeting

Friday, November 3, 2017

Location: Mt. Pleasant City Hall

1. Call to Order - Board Member Roll Call

1.1. President Thomas Van Bruggen called the meeting to order at 9:46 a.m.

1.2. Roll Call

President Thomas Van Bruggen: Present

Vice President Sarah Merz: Present

Treasurer Peter Schneider: Absent

Secretary Janet Mocadlo: Present

Keri Blough: Present

Chad Collins: Present

Andrew Giguere: Present

Brodey Hill: Present

April Kibby: Present

Karl Linderoth: Absent

Jon Merrick: Present

Jason Moore: Present

Diane O'Connell: Present

Bill Rowe: Absent

Scott Swan: Present

Quorum Obtained

Others present:

Maryellen Jansen (Riehl Solutions)

2. Approval of Agenda

President Thomas Van Bruggen presented the agenda.

Sarah Merz motioned to approve agenda. Scott Swan seconded the motion.

Motion carried.

3. Approval of Minutes from October 13, 2017 IMAGIN Board of Directors Meeting

Van Bruggen asked for approval of the minutes from the October 13, 2017 meeting.

Swan motioned to approve the minutes with support from April Kibby.

Motion carried.

4. Treasurer's Report

Maryellen Jansen reviewed the financials from October 2017 since the meeting is in the early part of the month, November financials are not available yet. The balance sheet is accurate from the IMAGIN Board of Directors meeting on 10/13/2017. There has been zero expenditures since then.

The Expand Your Audience through ArcGIS Online workshop had 47 paid attendees. Cost was \$20.61 per attendee. Treasurer Pete Schneider approved to pay the invoice in the amount of \$720.99 for the remaining charges for facility rental and refreshments. The original deposit in the amount of \$247.50 was already paid. In total the workshop cost IMAGIN \$968.49. Jansen and Schneider anticipate a profit of just under \$1,000.00 from the workshop.

Tax form preparation has been completed for the 2016 tax season. Schneider reviewed and signed the mandatory IRS Form 990-EZ and the State of Michigan DAG 009-005. He also signed the Form 8453 which confirms that the forms have been reviewed and accepted by the officer of IMAGIN. The forms have formally been submitted to the IRS and the State of Michigan. Schneider is awaiting acceptance from both government entities.

Janet Mocadlo motioned to approve the Treasurer's report. Keri Blough supported the motion.

Motion carried.

5. 2018 Budget Amendment

Van Bruggen reported that at the last meeting the board approved securing the Everhart Center and Holiday Inn in Grand Rapids for the 2019 conference. The Eberhard Center needs a deposit in the amount of \$4,840 to hold the space.

The proposed budget amendment to pay for this expenditure will result in showing a net revenue loss for the 2018 budget year of (-\$4,741.53). Swan asked if there are any policies against approving a budget with net revenue loss. There are none.

Also, in light of this early expenditure, IMAGIN will hold off on moving money to savings until December.

Van Bruggen asked for a motion to support the 2018 Budget Amendment as presented. Merz motioned to approve the amendment with support from Andrew Giguere.

Motion carried.

6. Old Business – Review Action Items

Van Bruggen reviewed the current action items for 2018. All four items will remain open.

7. Team Reports

7.1. Executive Team

Van Bruggen presented Jon Merrick and Blough certificates of appreciation for their outstanding instruction and organization of the ArcGIS Online workshop.

The Executive Team met recently to discuss the agenda and budget amendment in preparation for the board meeting.

Van Bruggen reported on various state initiatives, including the MiSAIL and Parcel Pilot Programs. The State has begun a program where a data-for-data exchange can occur. Within this program, a county or local municipality could submit parcel, street centerline, or other potential data (to be determined) in exchange for the base 12 inch imagery as captured within the MiSAIL program. IMAGIN and MiCAMP are working together on a resolution of support for the program, but both organizations stress additional enhancements to the program will be necessary. Additionally, Van Bruggen reported that he

attended a presentation on the Statewide Assess Management Program pilot being led by the State and two regions (SEMCOG and GVMC). The pilot program will be wrapping up with reporting due around the first of the year. Van Bruggen indicated that he has already voiced some concerns over the program personally and will continue to follow the developments of the program.

7.1.1. Nominating and Governance

Van Bruggen stated the team is tracking board meeting attendance, and that 8 members are up for re-election in 2018. He requested those members to inform Nominating and Governance of their intent to re-run or step down as soon as possible.

7.2. Communications Team

Merz reported that Communications has been in discussions on how to move forward with the newsletter. There will be a survey going out to members shortly asking for input and once responses come back team will decide.

She reported everything else is running smoothly and that most of the org chart spots have been filled for her team.

There is a Northwestern Michigan College drone article in the hopper, and John Nelson from ESRI committed to writing an article for next newsletter, whenever that may be.

Jansen mentioned that a 2018 Conference Save the Date should be added to the website as soon as possible.

Van Bruggen cautioned the team to be more cognizant of posting possible controversial content on the IMAGIN social media accounts.

Brodey Hill noted the need for more original content and asked members to send links to any new applications/maps/content your community or organization is working on.

7.3. Conference Team

7.3.1. Keynote Ideas Brainstorm Session

Chad Collins led a discussion regarding keynote topics and keynote speaker ideas for the 2018 Conference. Board members offered various ideas and speaker leads.

7.3.2. Breakout Tracks Brainstorm Session

Hill requested ideas and high level track topics from the board. Collins reviewed previous years' topics. Members offered suggestions including possibly offering a surveying moderated discussion, a young GIS professionals' track, and round table discussions.

ESRI involvement in the conference was discussed and the board would like to move ahead with the standard Hands On Learning Lab, an ESRI-led presentation, and possibly a help desk.

The board discussed offering more social options during conference time, and possibly utilizing outdoor function space. The conference team organization chart was also reviewed.

7.4. Professional Development Team

Merrick noted the workshop went very well, and there was a significant number of non-member attendees at the workshop. The team will send out a post workshop survey as soon as possible and add a reminder about the upcoming meetups on January 18, 2018.

The goal is to offer 2 workshops per year, and Merrick asked members to start brainstorming ideas for the next one. Some ideas offered: Survey 123 or the Collector app.

7.5. Recognition Team

Diane O'Connell reviewed the Recognition Team organizational chart and mentioned she has reached out via email to IMAGIN members that were interested in helping.

8. Volunteer Engagement and Recruitment

Van Bruggen reviewed the rest of the organizational charts and reminded board members of the volunteer list from the 2016 conference survey. All team leads need to review the charts, create position title and job descriptions and get positions filled.

He created Action Item 2018-05.

AI 2018-05 Action Item: All revisions to the organizational charts, position titles, volunteer names and job descriptions are to be completed by the December 8, 2017 meeting.

9. GIS Day Events

9.1. U of M Dearborn GIS Day

Van Bruggen reminded board members if you can go to GIS Day to represent IMAGIN, let the Executive Team know. We would like to support the event where we can.

10. Upcoming Meetings

December 8, 2017 – 9:30 AM to 11:00 AM – Teleconference Meeting

January 12, 2018 – 9:30 AM to 11:00 AM – Teleconference Meeting

February, 9, 2018 – 9:30 AM to 11:00 AM – Teleconference Meeting

11. Closing Roundtable

Merz asked members for swag item ideas for the 2018 conference. Suggestions were offered to create buttons with different themes which were a hot item at the ESRI conference, and possibly offer IMAGIN logo t-shirts with a preorder option or as part of registration fee.

IMAGIN was awarded another Mackinaw Bridge Tour certificate for the 2018 conference. Van Bruggen asked for comments on whether it should be offered as a silent auction item or a raffle. The Board agreed it should be a raffle item and only open to IMAGIN members.

Conference giveaway item will most likely be a drone for the 2018 conference.

12. Adjournment

Van Bruggen asked for an adjournment of the meeting. Merrick motioned to adjourn. Merz seconded the motion.

Meeting adjourned at 12:26 p.m.

Minutes respectfully submitted by Janet Mocadlo, IMAGIN Secretary