



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 Moadlo: 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, May 11, 2018** **Location: Teleconference**

1. Call to Order - Board Member Roll Call
 - 1.1. President Thomas Van Bruggen called the meeting to order at 9:32 a.m.
 - 1.2. Roll Call
 - President Thomas Van Bruggen: Present
 - Vice President Sarah Merz: Present
 - Treasurer Peter Schneider: Present
 - Secretary Janet Moadlo: Present
 - Keri Blough: Absent
 - Chad Collins: Present
 - Andrew Giguere: Present
 - Brodey Hill: Present
 - April Kibby: Present
 - Karl Linderoth: Present
 - Jon Merrick: Present
 - Jason Moore: Present
 - Diane O'Connell: Present
 - Bill Rowe: Absent
 - Scott Swan: Absent

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 as presented with support by Jon Merrick.

Motion carried.
3. Approval of Minutes from April 13, 2018 IMAGIN Board of Directors Meeting

Van Bruggen asked for approval of the minutes from the April 13, 2018 board meeting.

Pete Schneider motioned to approve the minutes. Support from Jason Moore.

Motion carried.

4. Treasurer's Report

Schneider stated the balance sheet shows \$54,633.38 across all accounts. This is an increase of \$7,281.91. Last month had \$4,059.17 of un-deposited funds. This month has \$1,895.88 of un-deposited funds. In reality, the difference of \$7,281.91 is misleading. Realistically we have an increase of \$3,222.74 from last month to this month. Major account transactions were: gold level sponsorship from Esri silver level sponsorships from Axis Geospatial, Applied Imagery, and North Arrow Technologies. We also received non-booth sponsorships from FTC&H and North Arrow Technologies. We also received 25 conference registrations, 11 membership renewals, and five Sunday night social bus registrations. Major expenditures were the Riehl Solutions monthly retainer, \$1,100.00 to InfoGeographics for work towards the conference app, and conference swag items. The current budget analysis comparison looks great.

Merz motioned to approve the Treasurer's Report as presented, with support from Merrick.

Motion carried.

5. Old business – Review Action Items

5.1. 2018-06 All Board Members shall actively search for and engage potential board members for 2018-2020. Nominations are closing today. This action item is closed.

5.2. AI 2018-07 – All board members shall reach out to known vendors to ask for conference sponsorships. This action item will remain open.

6. Team Reports

6.1. Executive Team

Van Bruggen reported the team met on Wednesday to discuss today's board meeting agenda, upcoming conference items, the bridge tour raffle, and the timing of the annual board planning session. The team also discussed the election ballot option with our Wild Apricot database. Van Bruggen noted the reporting and security functions are not up to par at this time. The Executive Team decided to stay with Election Buddy software for board elections at this time.

6.1.1.1. Nominating and Governance

Van Bruggen reminded the board there are eight open slots, and four current board members are re-running. We have eight candidates running for the eight open spots at this time, nominations close today. Please reach out to people you think may be interested and have them submit their nomination today.

6.2. Communications Team

Merz reported the newsletter is printed and should arrive to members next week. She also noted e-blasts are going out in a timely manner, social media is going well, and the website is being updated as conference changes come in. Merz asked board members keep in mind potential articles as you attend breakout sessions at the conference or talk to the presenters.

6.3. Conference Team

Chad Collins and other conference team members shared the following updates on the conference:

- ESRI is all in with the conference. (HOLL, sponsorship etc)
- Keynotes are all set.
- Advertising and marketing on schedule and going well.

- Program is pretty much set, may need some last minute tweaking.
- Sponsorships are rolling in but still some available, we need to make push for these. Schneider reviewed sponsorships still available.
- April Kibby noted the bingo cards are finalized and have been sent to printer, beverages ordered for Top of the Park social, and the brewery and wine tours are all set. Van Bruggen asked the social team to review the conference social webpage just to make sure it's up to date.
- Swag items have been ordered, the bags came yesterday, and buttons received. Swag came in under budget. The bottle openers should be arriving shortly.
- Diane O'Connell reported that Professional Recognition has received applications for every award and they have been finalized. One graduate and one undergraduate application has been received for scholarships, the team would like to award them both. Board agreed. Checks will be given to students at the conference.
- Van Bruggen reported the Map Gallery is coming together great, the GeoForms are ready and details in place. Just need to solidify the judges. He noted the Park Place requested no hanging of items on the walls.
- Janet Mocadlo conveyed the bridge tour will be a raffle item and is available to board members, you do need not be present to win. Tickets will be \$5, or five for \$20 and available at the registration table.
- We currently have about 11 auction items, more are needed. We will not to read off the individual silent auction winners during the luncheon.
- Schneider noted he will reach out to some smaller firms for the smaller sponsorship options still available.
- Collins noted we currently have five different sponsor opportunities for the conference app. Would like to change it to just an overall conference app sponsor. The board agreed.
- As of today, we have 203 active members, 85 conference registrations (last year was 132), and 21 vendor attendees for a total of 106 conference registrations.

Collins and Merz shared their observations from their walk through of the Park Place Conference Center currently under construction. They were pleasantly surprised, it is much larger than it looks, and about 95% complete. Super nice, plenty of room for vendors in lobby and general session room, and plenty of natural light. The Boardman room is huge and would be great for bigger attendance sessions. Courtyard 1 and 2 which are outside of new center are adequate, the Lakes Room in the basement is dated but sufficient. We will have plenty of room for Map Gallery. The HOLL is currently scheduled for Minerva's Board Room, it could possibly move to the newer section.

Collins asked board members to take a look at the conference app and provide feedback.

Van Bruggen noted the room block cutoff date next week. There are only 38 room nights left. Will need to send an email and social media blast on Monday reminding members they may not get a room if not booked by Wednesday.

6.4. Professional Development Team

Merrick noted the next meetups are scheduled for September and did not have any other updates to share from the team at this time.

7. State of Michigan Programs Update

Van Bruggen sat in on a brief call with the State on their framework modernization update, no updates on the parcel repository. State is moving along on projects and the infrastructure report has been released.

8. New Business

No new business brought forth for discussion.

9. 2018 IMAGIN Meeting Calendar

June 8, 2018 – 9:30 AM to 11:00 AM – Teleconference Meeting (tentative)

June 17 to 19, 2018 – IMAGIN Conference

July/August/September – Planning Session

Van Bruggen will send out a survey to board members to establish a preferred date.

10. Closing Roundtable

No items were presented at closing roundtable.

11. Adjournment

Van Bruggen called for a motion to adjourn the meeting. Schneider so motioned with support from Merrick.

Meeting adjourned at 10:38 a.m.

Minutes respectfully submitted by Janet Mocadlo, IMAGIN Secretary