



IMAGIN Inc.  
416 South Cedar St, Ste C  
Lansing, MI 48912  
517-338-3035 x 709  
866-298-2115  
www.imagin.org

#### 2018/2019 Board of Directors:

Thomas Van Bruggen: President (2019)	Chad Collins (2019)	Jon Merrick (2020)
Sarah Merz: Vice President (2020)	Ken Kaiser (2020)	Jason Moore (2019)
Pete Schneider: Treasurer (2020)	Eric Kerney (2020)	Keith Rikli (2020)
Janet Moadlo: Secretary (2019)	April Kibby (2019)	Scott Swan (2020)
Keri Blough (2019)	Karl Linderoth (2019)	Ariana Toth (2020)

## **Minutes of the IMAGIN Inc. Board of Directors Planning Session Monday August 27, 2018 Location: Think Space, Lansing MI**

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

President Thomas Van Bruggen called the meeting to order at 10:03 a.m.

#### Roll Call

President Thomas Van Bruggen: Present  
Vice President Sarah Merz: Present  
Treasurer Peter Schneider: Present  
Secretary Janet Moadlo: Present  
Keri Blough: Present  
Chad Collins: Absent  
Ken Kaiser: Present  
Eric Kerney: Present  
April Kibby: Present  
Karl Linderoth: Present  
Jon Merrick: Present  
Jason Moore: Present  
Keith Rikli: Absent  
Scott Swan: Absent  
Ariana Toth: Present

#### **Quorum obtained**

Others present:

Maryellen Jansen (Riehl Solutions)

### 2. Approval of Agenda

President Thomas Van Bruggen presented the agenda.

Pete Schneider motioned to approve the agenda with support from Keri Blough.

#### **Motion carried.**

### 3. Welcome, Introduction and Think Space Orientation

Van Bruggen welcomed board members to Think Space and reviewed the purpose of the annual planning session. Roundtable introductions were done and Maryellen Jansen gave the group an overview of the Think Space amenities.

4. Approval of Minutes from July 12, 2018 IMAGIN Board of Directors Meeting  
Van Bruggen asked members to review and approve the minutes from the July 12, 2018 meeting.

Motion made to approve minutes by Schneider. Support by Ariana Toth.

**Motion carried**

5. Old Business – Action Item Review  
Van Bruggen reviewed the open action items.
  - 5.1. AI-2018-08 All Board members need to provide a headshot photograph for display on the organization website and associated material
  - 5.2. AI-2018-09 All Board Members shall review the post conference survey results.

**Van Bruggen closed AI-2018-09.**

6. Treasurer's Report  
Schneider noted the current balance sheet shows \$52,262.51 across all accounts as of the end of July. In comparison, the end of June report showed \$72,365.20. A difference of \$20,102.69. Most of the difference is due to the payment of conference related expenses to the Park Place Hotel in the amount of \$20,083.51. Schneider also reminded the Board and informed new Board members that in the balance sheet there is a prepaid expenses line item which reports prepaid monies for deposits for future conferences which will be accounted for out of a different Fiscal Year. Schneider continued by stating that he and Maryellen Jansen will be preparing the organizational and conference budgets for review before the next meeting.

Discussion was held about various budget line item and upcoming expenses.

Sarah Merz motioned to approve Treasurer's report. Karl Linderoth supported the motion.

**Motion Carried.**

7. Riehl Solution Management Contract Review  
Van Bruggen reviewed the cost and purpose of IMAGIN's contract with Riehl Solutions. A new contract for will be presented at the September board meeting for review and approval.
8. 2019 Conference Location Discussion – Grand Rapids  
Van Bruggen provided an overview of the space and location for the 2019 conference. Discussion followed. Jason Moore will move forward with solidifying Grand Rapids White Water as one keynote for the conference. Parking options around the Eberhard Center should be advertised for any day trippers.
9. 2020 Conference Location Discussion – Kalamazoo Decision  
Van Bruggen stated IMAGIN has received a proposal from the Radisson in Kalamazoo for the 2020 conference. That is the preferred location. Jansen reviewed the proposal, room rates, date availability and space options. Positive comments were heard from board members about the facility and Kalamazoo overall.

Van Bruggen motioned to enter into contract with the Kalamazoo Radisson for June 7<sup>th</sup>-9<sup>th</sup> for IMAGIN's 2020 conference. Blough seconded the motion.

**Motion carried.**

10. New Business

No new business brought forth by board members.

11. IMAGIN Board of Directors Policies Review & Signatures

Van Bruggen asked members to read and sign Board of Directors policies.

- 11.1. Policy 2010-01: Confidentiality
- 11.2. Policy 2010-02: Document Retention
- 11.3. Policy 2010-03: Non-Discrimination / Anti-Harassment
- 11.4. Policy 2010-04: Whistleblower

12. Upcoming Meetings

- September 14, 2018, 9:30 AM – Teleconference
- October 12, 2018, 9:30 AM – Teleconference
- November 9, 2018, 9:30 AM – Face to Face Meeting – Location TBD
- December 7, 2018, 9:30 AM – Teleconference
- January 11, 2019, 9:30 AM – Teleconference
- February 8, 2019, 9:30 AM – Teleconference
- March 8, 2019, 9:30 AM – Teleconference
- April 19, 2019, 9:30 AM – Face to Face Meeting – Location TBD / GVSU Eberhard Center
- May 10, 2019, 9:30 AM – Teleconference
- May 31, 2019, 9:30 AM – Only if needed for conference – Teleconference
- June 9 to 11, 2019 – 28<sup>th</sup> Annual IMAGIN Conference - #IMAGIN2019

13. Adjournment

Van Bruggen asked for a motion to adjourn the business meeting portion of the planning session. Schneider so motioned, support by Jon Merrick.

Meeting adjourned at 10:57 a.m.



*IMAGIN Board of Directors Planning Session Notes  
Friday, August 27, 2018 – 9:30 AM to 10:30 AM  
Face to Face Meeting – Think Space – Lansing, Michigan*

IMAGIN Planning Session General Notes

Session called to order at 11:14am

Attendance

President Thomas Van Bruggen: Present  
Vice President Sarah Merz: Present  
Treasurer Peter Schneider: Present  
Secretary Janet Moadlo: Present  
Keri Blough: Present  
Chad Collins: Absent  
Ken Kaiser: Present  
Eric Kerney: Present  
April Kibby: Present  
Karl Linderoth: Present  
Jon Merrick: Present  
Jason Moore: Present  
Keith Rikli: Present  
Scott Swan: Absent  
Ariana Toth: Present

1. 2018 Message from the President

**Building on IMAGIN's Strength's and Opportunities**

IMAGIN by the Numbers

- Agenda is a guide, feel free to jump in anytime with comments, discussion topics
- Organization of change, lots of younger GIS professionals interested in IMAGIN, how do we engage new people and keep them engaged, have some great opportunities in front of us
- Membership is higher, vendor attendance good
- Vendors come to conference mostly for customer relations, not selling
- Possibly have a vendor track at the conference, color code the tracks. Can be a turn off to arrive at a track and find it's just a sales pitch

2. IMAGIN Team Building Exercise

3. Mission and Vision Review

- **IMAGIN's Mission:**
  - IMAGIN enhances professional development of Michigan's geospatial community by providing an annual conference, education events, and networking opportunities.
- **IMAGIN's Vision:**
  - To Improve Michigan's Access to Geospatial Technologies and to provide opportunities for professional interaction by fostering collaboration and networking.



*IMAGIN Board of Directors Planning Session Notes  
Friday, August 27, 2018 – 10:45 AM to 2:30 PM  
Face to Face Meeting – Think Space – Lansing, Michigan*

Board members feel mission and vision statements are solid. No changes needed.

4. 2018 IMAGIN Goals & Objectives Review and Evaluation

1. To provide professional development and networking opportunities for Michigan's geospatial community
2. To improve membership engagement and communication
3. To host a student paper and poster competition with awards ceremony
4. To collaborate with other statewide organizations
5. To recognize the contributions of geospatial professionals
6. To increase membership in IMAGIN

Van Bruggen reviewed and discussed the 2018 goals and the board concurred goals were satisfactorily met. The student paper and poster competition goal was removed during the 2018 fiscal year as board voted to discontinue due to lack of participation.

5. 2019 IMAGIN Goals & Objectives Development

Discussion held on development of 2019 goals. Several ideas were brought forth.

- Engage young professionals (under 40)
- Re-engage academia
- Work with private sector to secure discounts for members
- IMAGIN sponsored/hosted classes (2-3 per year)
- Cityworks User Group Meeting
- Drone Day
- Strengthen links with RS&GIS
- Continue to improve member value

The board voted to adopt the following goals for 2019. Goal six added and wording to be approved at next board meeting.

1. To provide professional development and networking opportunities for Michigan's geospatial community
2. To improve membership engagement and communication
3. To collaborate with other statewide organizations
4. To recognize the contributions of geospatial professionals
5. To increase membership in IMAGIN
6. To re-engage and improve relationships with academic institutions in Michigan that provide GIS education



*IMAGIN Board of Directors Planning Session Notes  
Friday, August 27, 2018 – 10:45 AM to 2:30 PM  
Face to Face Meeting – Think Space – Lansing, Michigan*

6. Lunch Break / Open Organization Discussion
7. **IMAGIN's Organizational Structure** and Team Development

Van Bruggen briefly reviewed current organizational structure and teams.

8. Assignment of Board Members to Teams

**Preliminary team assignments**

**Executive Team - tasked with formal business of IMAGIN**

**Team Members – Tom Van Bruggen, Pete Schneider, Sarah Merz, Janet Moadlo, Maryellen Jansen  
Nominating and Governance**

**Communication Team - Team lead – Sarah Merz**

**Team Members**

**Newsletter – Ariana Toth**

**Social Media -**

**Website – Tom Van Bruggen and Pete Schneider**

**Database – Jon Merrick and Janet Moadlo**

**AGOL – Jon Merrick and Keith Rikli**

**Conference Team – Co-Chairs – Pete Schneider and Jason Moore**

**Team Members – Chad Collins, Jon Merrick, Janet Moadlo, Eric Kerney, Karl Linderoth**

**Social – April Kibby**

**Tracks**

**Vendors**

**Logistics**

**Marketing – Fishbeck, Thompson, Carr & Huber Inc.**

**Swag – Sarah Merz**

**Professional Recognition/Awards – Team Lead – Keith Rikli**

**Team Members – Tom Van Bruggen, Ken Kaiser**

**Scholarships – Keri Blough**

**Annual Awards**

**Map Gallery – Keith Rikli**

**Silent Auction**



*IMAGIN Board of Directors Planning Session Notes  
Friday, August 27, 2018 – 10:45 AM to 2:30 PM  
Face to Face Meeting – Think Space – Lansing, Michigan*

Professional Development - Team leads - Keri Blough and Jon Merrick

Team Members – Ken Kaiser, Eric Kerney

Workshops

Meetups – Jason Moore

Education/engagement – Karl Linderoth, Eric Kerney, Diane O' Connell, Scott Swan

9. Preliminary 2018/2019 Budget Preparation

At the September 14, 2018 Board Meeting, Treasurer Schneider will propose a budget for 2019. Members will have a one-week review period, vote will be done via email.

Van Bruggen created **AI-2018-10 - Budget requests from team leads for the 2019 fiscal year are due to the treasurer by September 12, 2018.**

10. Team Assignments and Charges

Done under item 8.

11. Closing Roundtable

No items presented for closing roundtable.

12. Adjournment

Planning session adjourned at 3:00 p.m.