



**IMAGIN Inc.**  
**416 South Cedar St, Ste C**  
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#### 2019/2020 Board of Directors:

Thomas Van Bruggen: President (2021)	Rawan Alhabbal (2021)	Jon Merrick (2020)
Pete Schneider: Vice President (2020)	Tony Bedogne (2021)	Janet Moadlo (2021)
Ariana Toth: Secretary (2020)	Keri Blough (2020)	Jason Moore (2021)
Sarah Merz: Treasurer (2020)	Ken Kaiser (2020)	Keith Rikli (2020)
	Eric Kerney (2020)	Scott Swan (2020)
	April Kibby (2021)	

## **Minutes of the IMAGIN Inc. Board of Directors Meeting**

### **Friday, November 8, 2019**

#### **Location: Teleconference**

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

President Thomas Van Bruggen called the meeting to order at 9:48 a.m.

##### Roll Call

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

##### **Quorum obtained.**

Others present:

Maryellen Jansen (Riehl Solutions)

#### 2) Approval of Agenda

Thomas Van Bruggen asked for a motion to approve meeting agenda.

Motion to approve made by Sarah Merz. Support by Ken Kaiser.

**Motion carried.**

#### 3) Approval of the Minutes from October 11, 2019 Board of Directors Meeting

Motion to approve made by Janet Moadlo. Support by Jon Merrick.

**Motion carried.**

#### 4) Treasurers Report

\$51,88.12 total assets

\$4,730 in membership dues have already come in and we will be getting more soon.

Motion to approve made by Pete Schneider. Support by Rawan Alhabbal.

**Motion carried.**

5) Old Business / Action Item Review

- a) **AI-2019-09: Tom and Maryellen will meet to discuss a structure for the team prior to the next full board meeting. Board members should arrive at the next board meeting having considered possible candidates for a Strategic Planning Team lead, who is not a current board member.**  
(1) **Remains open.**

6) Team Reports

- a) Executive Team – Thomas Van Bruggen  
(1) Agenda creation  
(2) Decision to hold full-board work sessions for Conference and Communications teams instead of team reports.  
(3) 2022 conference locations – need to start discussing (on agenda)
- b) Awards Team – Thomas Van Bruggen  
(1) Team has not met since last board meeting. This team usually starts meeting after the first of the year to decide if they need to make any changes to format since last year. Late April is tentatively when award nominations will be opened. Need to get awards prepared by mid to late May.
- c) Professional Development Team – Tony Bedogne / Jon Merrick  
(1) Has not met as a team the past month.  
(2) January 23 is the next meetup.  
(3) Drone Workshop Wrap-Up  
(a) 31 registrants, including presenters (4).  
(b) Tremendous job by everyone.  
(c) Survey results from attendees are up on Dropbox. (Pro Dev> Workshops> Drone Day)  
(i) Desire for handouts about local education programs on that topic.  
1. We have a list of educational institutions that we can reach out to and ask if they want to pitch their programs. We could also make this information more accessible to the membership through a page on the website.  
(ii) Feedback that it was not a sales pitch, despite 2 presenters who work for private firms who sell their services. This was seen as a positive educational experience.
- d) Gearing up for Spring workshop.  
(1) Discussion about whether to hold the Drone workshop again in a different location or to present new conference on another topic.  
(2) We have some people who could help up north but we need to find someone to fill Keith's role.  
(a) Sarah has some contacts she can reach out to. Ken also has several drone pilots who he could pull for a presentation.  
(3) We haven't had a spring event in years. When would be a good time? A drone day repeat could be in early May because of the desire to do an outdoor flight. A different topic might be better in April.  
(4) MT conference is April 27-30 at Grand Traverse Resort. Maybe plug it there.  
(5) There's a UP GIS user group meeting every April. Utilities, etc. also attend. Plug the workshop there as well.  
(6) Need to reach out to Scott Swan before we get too much further in planning.  
(7) Gaylord is only 3 hours for most people in the UP. That would be a good location.  
(8) We dropped the ball on asking about dietary restrictions for the last workshop. We need to make sure to add those questions to the workshop registrations in the future.
- e) Need to start planning a topic for next fall.  
(1) We need to incentivize universities to become more involved with IMAGIN.  
(2) We can offer reduced rates for students.
- f) Strategic Planning Team  
(1) Tom and Maryellen have not yet met to propose a structure for this team.  
(2) Michelle Lazar; Jim Bennet; Scott Ames; Laurie Spencer; Brian Buckley and others should be considered

7) State of Michigan Program updates

- a) MiSAIL Enhancement and Expansion Program
  - (1) Team meeting – trying to gather info on who spends what on imagery acquisition. We know that utilities spend a lot, but we’re having trouble connecting with them.
  - (2) Goal – more frequent than every 5 years, better resolution than 12-inch.
  - (3) Partnerships are still out there. If you fly on your own and give them notice, the State might help pay for your flight if you share the imagery.
- b) MSP NG-9-1-1 Grant Program
  - (1) Road centerline grant was almost 10 years ago.
  - (2) Phase 1: physical hardware upgrades at dispatch centers. Applications are due soon.
  - (3) Phase 2: \$1.7 million towards a combo of technology enhancements at the State and local data enhancements (address points). Framework GIS upgrades that Mark Holmes has been talking about at the State. How to best fund address points to be created in counties where they don’t have address points at all. Grant will not be released until next year.
    - (a) There will be a survey sent out before the end of the year asking about the granularity and format of their data.
- c) 2022 NGS Datum Update and Associated Changes
  - (1) SPS is trying to figure out if we can get a better system (16-22 high accuracy state regions) in the new datum.
  - (2) WI tried to do state planes and high-accuracy regions and NGS said no; one or the other, not both. They’re not going to give up their high-accuracy zones but don’t want to give up the fight, so they might end up paying to have UW maintain a second system.
  - (3) GIS folks are fully at the table in this conversation.
  - (4) 2022 workshop topic.

8) GIS Day 2019 – November 13, 2019

- a) <https://www.gisday.com/en-us/overview>
- b) Other Events
- c) 6-10 events in MI? Grand Valley Geo Week

Break 11:23-11:39 am

9) Board Work Sessions

- a) Conference Work Session
  - (1) 2022 Conference Location Discussion
    - (a) Maryellen has heard back from 3 out of 4 locations. Has not received a quote from Shanty Creek.
    - (b) #units is how many they will set aside in a block for us
    - (c) Treetops might be too small for us – concern about number of breakout rooms; Maryellen will be up at Treetops in a couple of weeks and will report back.
    - (d) Crystal Mtn should be big enough; Crystal has new Vista Lounge that would be great for social events. Maryellen was there this past July. AV is good, a little concern about where to put vendors. Food was good. Legacy Art Park is a really nice walk. Dinner on top of the ski hill. We might have to do an optional dinner and some people go out in Frankfurt or eat at the condos. Could do an optional dinner at the food trucks at Storm Cloud.
    - (e) Grand Traverse can hold us. They’ve been doing a lot of updates lately to the facility. 20-30 minute drive outside of downtown.
    - (f) Radisson room rates are \$135 this year
    - (g) Highest survey results were pointing mainly towards Northern MI and SE MI, but people like to get away.
      - (i) We’ve outgrown the Haggerty Center, Great Wolf Lodge, Park Place
    - (h) We should plan on going to this 2022 locations for 2 years. We might even be able to lock in room rates for both years if we do. Plus benefits to planning by staying in the same location.

- (i) We signed a contract with Crystal for 2007 and then the recession hit and they let us walk away from the contract with no repercussions/fees. We went to Lansing, which sucked, and promised Crystal that we would return at some point.
- (j) Need to book as soon as we can because we are pretty specific on the dates we want. Need to make a decision for sure in the next 4-6 months.
- (k) We need to have a discussion on increasing conference registration costs.
- (2) 2020 Conference Planning
  - (a) To add soft seating to the basement at the Radisson would cost about an extra \$1k. We have the room regardless, this is just a furnishing fee for sofas and chairs. Vendor tables and high-tops are there either way. We could extend breakfast from 7:30-9 and have the morning keynote start at 9:15. (No fee to extend length of breakfast service.)
  - (b) Holding general membership meeting at the end of the day worked well. We should do that again.
  - (c) Sponsorship options – see handout. We haven’t had any sponsorship levels above \$1k since the recession. (Maybe before.)
    - (i) How will our vendors respond to rate increases? Private company reps on the board don’t see an issue with the new prices. Justification – we haven’t raised rates in a long time and are now out of line with most other conferences.
    - (ii) **Action Item 2019-10: Full board needs to review sponsorship opportunities spreadsheet and decide on support. Make suggestions. (See conference comparatives spreadsheet for reference.)**
    - (iii) Keynote ideas needed. Usually have 3.
  - (d) Social
    - (i) Bell’s is a no-go because they’re opening the beer garden that day and have their own event planned.
    - (ii) Old Dog Tavern is an option – working with them on rental fees. Jazz band that day. Hopcat is a second option.
    - (iii) Non-alcohol event options – bike tour, historic tour, nature center, air zoo, Gibson guitars, etc. Lots of options. Will send out a survey to the membership.
- b) Communications Work Session
  - (1) Newsletter
    - (a) Upcoming events
      - (i) April: UP-wide GIS User Group
      - (ii) Pete will provide ½ page conference wrap up
    - (b) We really need the full board to submit content ideas. These don’t need to be polished articles, but ideas should come from everyone.
    - (c) Special conference edition in January – need to schedule a full communications/conference committee meeting in December.
  - (2) Website
    - (a) We need more of an info page for Join Us prior to just membership rates.

## 10) Future Meeting Dates

- a) Friday, December 13, 2019 – 9:30 AM – Teleconference Meeting
- b) Friday, January 10, 2020 – 9:30 AM – Teleconference Meeting
- c) Friday, February 14, 2020 – 9:30 AM – Teleconference Meeting
- d) Friday, March 13, 2020 – 9:30 AM – Teleconference Meeting

## 11) Closing Roundtable

- a) By laws do not actually require the full membership to approve an increase in membership dues. Dues are set by the board. Approval is only needed to restructure member levels.
- b) We need to have a further conversation about increasing membership, conference rates. Either, both?

12) Adjournment

Motion to adjourn made by Jon Merrick. Support by Pete Schneider.

Meeting adjourned at 1:17 p.m.

**Minutes respectfully submitted by Ariana Toth, Secretary - IMAGIN**