



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

2014/2015 Board of Directors:

Thomas Van Bruggen: President (2015)	Chad Collins (2015)	Shane Pavlak (2015)
Sarah Merz: Vice President (2016)	Andrew Giguere (2016)	Bill Rowe (2016)
Scott Ambs: Treasurer (2015)	Brodey Hill (2016)	Lori Schultz (2015)
Pete Schneider: Secretary (2016)	Dharmesh Jain (2015)	Scott Swan (2016)
Andrew Brenner (2016)	Diane O'Connell (2016)	Michael Woods (2015)

Minutes of the IMAGIN Inc. Board of Directors Meeting

Friday, February 6, 2015

Location: Teleconference

1. Call to Order - Board Member Roll Call

1.1. President Thomas Van Bruggen called the meeting to order at 9:05 am

1.2. Roll Call

President Thomas Van Bruggen: Present
Vice President Sarah Merz: Present
Treasurer Scott Ambs: Present
Secretary Peter Schneider: Present
Andrew Brenner: Absent
Andrew Giguere: Present
Brodey Hill: Present
Chad Collins: Absent
Dharmesh Jain: Present
Diane O'Connell: Present
Shane Pavlak: Absent
Bill Rowe: Present
Lori Schultz: Present
Scott Swan: Present
Michael Woods: Present

Others Present:

Maryellen Jansen (Riehl Solutions)

Quorum Obtained

2. Approval of Agenda

Moved by Sarah Merz and supported by Michael Woods to approve the agenda

Motion carried

3. Approval of Minutes from January 9, 2015 IMAGIN Board of Directors meeting

Sarah Merz moved and was supported by Bill Rowe to approve the minutes from the January 9, 2015 IMAGIN Board of Directors Meeting

Motion carried

4. Treasurer's Report

Maryellen Jansen reporting for Scott Ambs informed the Board that IMAGIN has \$6,162.56 between the checking and savings accounts. Jansen noted that vendor registrations and sponsorships are coming in. She also noted that there is currently three outstanding sponsorships that will be calculated into the February Treasurer's Report. Jansen continued by stating that a second notice has went out asking for membership renewals. Currently IMAGIN is approximately \$300 ahead of expenses, year-to-date. Compared to last year IMAGIN is slightly behind but chalks this up to the conference being later.

Pete Schneider moved and was supported by Lori Schultz to approve the Treasurer's Report

Motion carried

5. Old Business – Review Action Items

5.1. AI-2015-16 – All Board members with expiring terms shall review their candidacy and submit their decision to Bill Rowe by the February 13, 2015 Board of Directors meeting.

Thomas Van Bruggen asked Bill Rowe if he had heard from all Directors with expiring candidacy. Rowe proclaimed he had heard from all potential candidates and reported to the Board the following candidacies:

Thomas Van Bruggen (President): Running
Scott Ambs(Treasurer): Running
Chad Collins: Running
Dharmesh Jain: Running
Shane Pavlak: Not Running
Lori Schultz: Running
Michael Woods: Running

Van Bruggen thanked Rowe for his update and the Directors cooperation in setting their candidacies. Van Bruggen instructed Pete Schneider to formally close AI-2015-16.

6. IMAGIN Team Reports

6.1. Executive Team

Thomas Van Bruggen reported that the Executive Team met on Wednesday 2/4/2015. He noted that the team covered the agenda for the 2/6/2015 meeting. Van Bruggen also informed the Board the team held discussion regarding the conference, State of Michigan EIM initiative, and the newsletter release (which will be covered in-depth by Sarah Merz in the Communication Team report. Van Bruggen finished by informing the Board that the Executive Team met with the Nominating & Governance team and started its By Law review. The review group reviewed articles I & II and set a meeting schedule.

6.2. Conference Team

Due to Andrew Brenner's excused absence, Thomas Van Bruggen asked individual members of the conference team to report on their progress.

Maryellen Jansen reported that vendor and sponsorship commitments have been going well. Currently we have seven sponsors:

Latitude Geographics
Engineering Supply & Imaging
CycloMedia Technology
Esri
City of Traverse City
Sanborn
North Arrow Technologies

Jansen informed the Board that a commitment database and a prospect list has been developed where Board members can follow the progress. Jansen also stated that email blasts are currently on a 10-14 day iteration for different items. Van Bruggen quipped that it appeared that vendor participation was going well.

Lori Schultz offered that the conference team should work with conference sponsor City of Traverse City to allow them to give a welcoming before the Monday morning keynote session.

Jansen reported that an email will be going out shortly highlighting the keynote speakers. Van Bruggen confirmed the Monday speaker and Jansen stated that the team had not heard back from the Tuesday keynote's office yet.

Brodey Hill and Pete Schneider gave an update regarding the social activities. Hill reported that a deposit has been placed on a 56-person bus for brewery and winery tours. He continued with a brief overview of the bus stops and itinerary. Schneider commented that Scott Ambs was still finalizing logistical issues with the wine tasting/tour. Hill also shared the finalizations for the Monday social activities.

Maryellen Jansen stated that the team has received at least three abstract submissions

Van Bruggen offered praise to Chad Collins for his work on the silent auction. Collins has contacted dozens of local businesses for donations and has procured several auction items.

Van Bruggen also informed the Board that Experience Grand Rapids, a convention and visitor bureau organization has contacted IMAGIN, by way of Hill, about exploring a Grand Rapids conference in 2016. IMAGIN has authorized Experience Grand Rapids to formulate a non-binding RFP.

6.3. Communications Team

Sarah Merz reported that the team is busy finalizing the Winter IMAGINews newsletter. They are making final preparations for the newsletter to go to print and informed the Board that the Executive Team determined that IMAGIN will have enough budget to cover this issue.

Merz praised Van Bruggen's work on the IMAGIN website. Van Bruggen added that there are pending updates to awards, social events, and general conference related items. Van Bruggen also asked Jansen for language clarification regarding social events.

Merz finished by stating that social media has been going well with lots of content being published.

6.4. Membership Team

Pete Schneider was designated as Shane Pavlak's proxy due to his absence and the absence of Chad Collins.

Schneider informed the Board that the Membership Team has an unofficial proposal for a new organizational structure relating to membership and conference registration. Unofficially, the proposal would streamline both the membership dues and the conference registration into one cost. A few of the proposals highlights are:

- Consolidated membership/conference fees
- "Early Bird" discounts to promote early registration/membership
- Overhaul to the existing supporting organization structure

Schneider stated that Pavlak compared the IMAGIN structure to other regional organizations to glean ideas. Pavlak also ran a financials comparison based on the 2014 conference registrations and found that revenues would be similar.

Schneider finished by stating that the new proposal offers a psychological advantage in only

having one invoice and that the proposal helps garner earlier payments to cover lean financial months.

Schneider also stated that the proposal is not finalized and no action will be taken on the proposal in the immediate future. The proposal is yet to have full Membership Team review.

Dharmesh Jain, Scott Swan, and Lori Schultz added commentary about the historical membership structure evaluations and general reception.

Membership Team proposal is appended to the end of this document.

6.5. Student Poster & Paper Competition

Pete Schneider reported that the team is going to start its final contacts at the end of February. In the meantime, the team is working on scoring rubrics for the poster categories. Schneider also stated that the team has a full slate of judges confirmed. He continued to state that the team is working with the State of Michigan for logistical concerns and how they can be alleviated.

6.6. Nominating & Governance

Bill Rowe reported that he has been informed of the intentions from all Board members with expiring candidacies. Rowe also stated that there was perfect attendance at the January teleconference meeting.

7. State of Michigan Enterprise Information Management (EIM) Program

Thomas Van Bruggen gave an overview of the EIM program as explained at the State of Michigan GIS User Group meeting. Van Bruggen informed the Board of the State's intention to build a master address repository. Van Bruggen shared a few benefits that the State will provide which includes address validation and cleaning processes. The State of Michigan has asked IMAGIN and MiCAMP to promote this program.

Van Bruggen also stated that the State of Michigan has hired Mark Holmes, formerly of L.R. Kimball to its Geospatial Services Manager.

8. IMAGIN – The Way Forward

Thomas Van Bruggen has informed the Board of his intention to continue in the quest to solidify IMAGIN's future and how a management company falls into its plans. Van Bruggen reminded the Board from the discussions held at the 9/12/2014 Board of Directors teleconference meeting. Van Bruggen highlighted initiatives that need to be handled by IMAGIN in the case of a reduced contract with Riehl Solutions. Van Bruggen reminded the Board that the Board approved a one-year contract with Riehl Solutions and that the existing contract will be expiring in September 2015. Van Bruggen finished by stating the intent of the initiative is to make sure that as we approach the end of the contract with Riehl Solutions that IMAGIN will be in a better place to make the best decision possible for the organization and its members.

9. Closing Roundtable

Pete Schneider asked Thomas Van Bruggen when the Board wants to accept submissions for the IMAGIN Volunteer of the Year award. Schneider continued by suggesting that Van Bruggen make an action item for candidate's submissions.

AI-2015-17 – All Board members shall determine and candidate for the IMAGIN Volunteer of the

Year award and submit them to the Awards committee by the March 13, 2015 Board of Directors meeting.

10. Next Meeting Dates –

CONFERENCE CALL – Conference Number: 712-432-0375 - Code: 134202#

March 13, 2015

9:00 AM to 11:00 AM

Next Face to Face Meeting – No Conference Call Availability

THURSDAY, April 2, 2015

9:00 AM to 10:00 AM

11. Adjournment

Motion to adjourn by Pete Schneider and supported by Scott Swan at 10:18 am.

Minutes respectfully submitted by Pete Schneider, Secretary - IMAGIN

IMAGIN Membership Categories

- **Individual Member:**

\$275.00 if paid by 12/31/2015

\$300.00 if paid by 3/31/2016

\$350.00 if paid after 3/31/2016

Benefits include:

- 1) One full registration* at the IMAGIN Conference
- 2) IMAGINews quarterly newsletter
- 3) Discount on all workshops offered by IMAGIN
- 4) Discount on exhibitor space at IMAGIN Conference

- **Student Member:** *Full-time students enrolled in K-12 or college. Student must present valid Student ID.*

\$40.00 if paid by 12/31/2015

\$50.00 if paid by 3/31/2016

\$60.00 if paid after 3/31/2016

Benefits include:

- 1) One student registration** at the IMAGIN Conference
- 2) IMAGINews quarterly newsletter
- 3) Discount on all workshops offered by IMAGIN

- **Bronze Level Sustaining Member:** *Local governmental agencies and small businesses*

\$400.00 if paid by 12/31/2015

\$450.00 if paid by 3/31/2016

\$500.00 if paid after 3/31/2016

Benefits include:

1. One full registration* at the IMAGIN Conference
2. Additional full registrations* at the IMAGIN Conference are half off the individual member rate
3. IMAGINews quarterly newsletter
4. Small logo and link to your website in the bronze portion of the sustaining members webpage on IMAGIN's website
5. Bronze sustaining member recognition at IMAGIN Conference
6. Logo displayed on video loop in General Session Room
7. 1 business card size ad in post conference IMAGINews

- **Silver Level Sustaining Member:** *State/Federal agencies and nonprofit organizations including colleges and universities*

\$550.00 if paid by 12/31/2015

\$650.00 if paid by 3/31/2016

\$700.00 if paid after 3/31/2016

Benefits include:

- 1) One full registration* at the IMAGIN Conference
- 2) Additional full registrations* or student registrations at the IMAGIN Conference are half off their respective rate
- 3) Medium size logo and link to your website in the silver portion of the sustaining members webpage on IMAGIN's website
- 4) Silver sustaining member recognition at IMAGIN Conference
- 5) Logo displayed on video loop in General Session Room
- 6) Exhibitor table in area outside of General Session Room
- 7) 1 business card size ad in IMAGINews

• **Gold Level Sustaining Member: Corporations**

\$950.00 if paid by 12/31/2015

\$1050.00 if paid by 3/31/2016

\$1100.00 if paid after 3/31/2016

Benefits include:

- 1) Two full registrations* at the IMAGIN Conference
- 2) Additional full registrations* at the IMAGIN Conference are half off the individual member rate.
- 3) Large logo and link to their business website in the gold portion of the sustaining members webpage on IMAGIN's website
- 4) Opportunity to participate in Vendor Round Table
- 5) Gold sustaining member recognition at IMAGIN Conference
- 6) Logo displayed on video loop in General Session Room
- 7) Exhibitor table in General Session Room
- 8) 1 page ad in IMAGINews

*Full conference registration includes: All Keynote session, educational breakouts, materials, 2 breakfasts, 2 lunches and 1 reception.

**Student conference registration includes: All Keynote session, educational breakouts, materials and 1 reception.