



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, December 8, 2017

Location: Teleconference

1. Call to Order - Board Member Roll Call

1.1. President Thomas Van Bruggen called the meeting to order at 9:34 a.m.

1.2. Roll Call

President Thomas Van Bruggen: Present

Vice President Sarah Merz: Present

Treasurer Peter Schneider: Present

Secretary Janet Mocadlo: Present

Keri Blough: Present

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: Present

Scott Swan: 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. Jon Merrick supported the motion.

Motion carried.

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

Van Bruggen asked for approval of the minutes from the November 3, 2017 teleconference meeting. Schneider motioned to approve the minutes. Motion was seconded by Sarah Merz.

Motion carried.

4. Treasurer's Report

Schneider reported that IMAGIN has \$28,618.72 across all accounts. This is a change of \$5,268.29. Major account transactions were the October and November retainer invoices for Riehl Solutions. Schneider also reported that both the federal and state taxes have been accepted for FY2016. Maryellen Jansen reported that the deposit for the 2019 conference at the Eberhard Center has been processed in the amount of

\$4,840.00. Schneider will propose an amount to transfer to savings and present to the board at the January meeting. Jansen mentioned membership renewal reminders have gone out. Van Bruggen asked for approval of the Treasurer's report as presented. Chad Collins motioned to approve. Merrick supported.

Motion carried.

5. Old business – Review Action Items

Van Bruggen reviewed the open action items.

5.1. AI-2018-01: All Board members shall search for articles that can be used in future newsletters

This action item may be closed in the future as new initiatives for acquiring articles or article leads will be discussed. It will remain open for now.

5.2. AI-2018-02 All board members must assign themselves to team for the upcoming fiscal year

Remain open.

5.3. AI-2018-03 Team Leads must provide to Communications a list of members for team email distribution groups

Remain open.

5.4. AI-2018-04 Each team needs to look at the volunteer list from the 2017 conference and engage those volunteers for the upcoming fiscal year

Some teams have already reached out to volunteers on the list and secured people for their team. To prevent duplicate efforts moving forward, the Executive Team will organize the volunteer list and contact additional volunteers. See Item 7 of the minutes. **Van Bruggen closed AI-2018-04**

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

Action item will remain open with a new completion date of **January 12, 2018**.

6. Team Reports– Including Team Member Engagement and Org Chart Development

6.1. Executive Team

Van Bruggen reported the Executive Team met to discuss the agenda for today's board meeting, budget items, and conference layout options at the new Park Place conference center.

6.1.1. Nominating and Governance

Bill Rowe noted board attendance has been good at recent meetings. He again reminded those board members with expiring terms to notify Nominating and Governance of their intent.

6.2. Conference Team

Collins noted the following items were addressed/completed at their team meeting:

- Conference portion of the IMAGIN website is being updated for 2018.
- Reviewed the 2017 conference survey results.
- Discussed ESRI involvement and the HOLL.
- The conference theme will be same as 2017, finishing touches in process on the postcards for marketing and advertising.
- Contacted Everett Root about State of Michigan involvement.
- Have a great list of potential keynotes to work from, the team will start contacting leads by the end of the year.

- May contact the Chicago office of the Census Bureau to see if they would like to be involved.
- Discussed layout options at Park Place, need to identify a good flow for the conference.
- Exhibitor packets will be sent out soon plus the call for papers, basically many “irons in fire” for December, making good progress.
- Started to work on sponsorships and discussed possible change in exhibitor fee structure. Schneider, Jansen, Van Bruggen and Collins will discuss this issue separately and get back to the board as a whole.
- Silent auction team is formed, will start to solicit donations in January.

Van Bruggen commented that the team is off to a good start with the conference six months out.

6.3. Communications Team

Merz reported their team met last week. They discussed the newsletter survey results and had mostly positive comments. A list of 50 or so agencies/communities commented they were willing to provide an article for future newsletters or advertise. Based on this feedback, the team will try for one more year to produce the four newsletters.

She mentioned social media is going well and local news content is needed. Van Bruggen is keeping up with website and database changes.

The Communications team organizational chart and job descriptions are still being working on.

For the next scheduled newsletter, they have a few people to contact for articles. Merz commented from the survey that most respondents like to know what other communities/agencies are doing, and noted content does not have to be new/emerging technology or technology heavy.

6.4. Professional Development Team

Merrick reported the team hasn't met yet for December. Merrick, Schneider and Van Bruggen recently discussed the results from the workshop survey, he will share it with the board at next meeting.

The next social meetups are scheduled for January 18, 2018. Jason Moore is the meetup coordinator, he will send an email out to the regional coordinators this week to remind them to secure spaces. Schneider will update the IMAGIN website as locations are identified.

The Professional Development organizational chart is mostly filled out, he will continue to work on it.

A reminder was made to make sure teams update the conference call line schedule on Dropbox so there are no conflicts.

6.5. Recognition Team/Awards

Diane O'Connell reported the awards and silent auction sub teams are all set with volunteers, job descriptions and organizational charts. Actual work will start in January and closer to the conference. The map gallery team has enough volunteers but further direction is needed. Van Bruggen will pull together the team separately to address questions and provide direction.

O'Connell remarked there was an interest in possibly providing an ArcGIS Online or Story Map competition as part of the conference. She asked for clarification if you have to be an IMAGIN member to submit to the map gallery. No membership required.

7. Volunteer Engagement and Recruitment

Van Bruggen reported that he and Schneider will review and organize the volunteer list in order to reach out to people in a more coordinated fashion. They hope to send an e-blast out in January.

8. New Business

Van Bruggen mentioned he is working on the joint letter of support with MiCamp on the aerials for data exchange program with the State of Michigan. No updates on other state initiatives at this time.

9. Upcoming Meetings

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

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

March 8, 2018 – 9:30 AM to 11:00 AM – Teleconference Meeting

April 13, 2018 – 9:30 AM to 11:00 AM – Teleconference Meeting

May 11, 2018 – 9:30 AM to 1:00 PM – Face to Face Meeting (Traverse City)

The April meeting has been changed to a teleconference. The board will meet face to face in May to tour the new conference space at the Park Place Hotel.

10. Closing Roundtable

Brodey Hill asked if anyone knew if the LIDAR the State of Michigan flew would be publicly available. Yes, it will be at the federal level through USGS, most likely 18 months out.

Jason Moore mentioned he reached to Grand Rapids WhiteWater, they are willing to be a keynote for the 2019 conference.

11. Adjournment

Van Bruggen asked for an adjournment of the meeting. Schneider motioned to adjourn. Rowe seconded the motion.

Meeting adjourned at 10:35 p.m.

Minutes respectfully submitted by Janet Moadlo, IMAGIN Secretary