



Memphis Area Geographic Information Council (MAGIC)

Board Meeting: 10/15/2014
Location: Main Memphis Library
Time: 2:00 PM
Prepared by Sam Russell

MINUTES

Board members present:

Marie Holyfield, Keith Reasons, Tehrian Martin, Tom Lawrence, Justin Abart (@3:30), Sam Russell, Lindsay Barrios, Carlton Ray, Shawn Anderson, Cori Holloway, Lauren Bryant, Arnisa Davis, Rick Wery, Zinnia Ron-Ferguson, Matt Hanks, & Andrew McColgan.

Absent were: Nate Ron-Ferguson, Timothy Zimmer, Josh Thompson, Harrison Witt, & Scott Trapolino.

The meeting began at 2:05 p.m. with a quorum with VP Lindsay Barrios as Chairman.

Approval of Board Meeting Minutes for 8-20 & 9-17 Conference Call

A motion was presented by Tom Lawrence and seconded by Andrew McColgan to approve the 8/20/14 board meeting minutes. The motion was approved unanimously. A motion was made by Marie Holyfield and seconded by Lauren Bryant to approve the 9/17/14 board meeting minutes. The motion was approved unanimously.

Guest Announcement / Invitation

John Zeenah, from the Office of Sustainability, was present at the Board Meeting as a guest and addressed the group to remind that the MidSouth Greenprint Plan ---which he spoke about at a General Meeting previously--- was in the final stages and would be unveiled next month. The process by which the Plan was developed is/was grant funded so it will be coming to an end. Part of the process was the establishment of several committees, one of which was the Data Group, Chaired by Nate Ron-Ferguson, with Lauren Bryant as an active member as well Shera Russell from MLGW and other Magic members. Mr. Zeenah is investigating ways to continue the work of the project as the Plan has identified several indicators to continue to measure. He invited Magic to become a partner and to assist in this continued progress management. The Plan was developed using an Open Data format and had an online interactive tool using a GeoPortal. He made no specific request of commitment from the Board and it has not been finalized how assistance could be made. The idea was discussed without a final decision being made. There was concern that the Board must be careful of watching our role as a non-profit educational entity. MAGIC is not a data provider and has specific conflict of interest rules for Board members that would have to be adhered to.

Treasurer's Report : As always, Tom had sent an email previously with the financial information for everyone to review. The current balance is \$12,991.00. He reported that he had several sponsor forms that had been sent to Justin, Lauren took the forms and was maintaining a master list. He stated that he & Lauren were checking the mailbox weekly and would apprise Board members weekly until the conference. He also has started the process for having Lindsay & Lauren added to the bank account as signatories.

Committee Reports

- **Communication and Public Relations:** Carlton led the discussion regarding conference registration and the website. Currently there are 37 registered, including 2 students. Justin sent out the code last week for current members to sign in and register without the \$50 charge. Several Board members commented that the message may not have gotten out to the full Board and/or general membership. There was discussion of details of the Eventbrite registration and how to check regarding registration. It was stated that lunch attendance was not a question on the Eventbrite site. The current "new" website was the first phase of a multi-stage update. The first step was to get the site in the present Content Management System with a push to connect the social media venues for more and expanded contact and coverage. Other aspects of the functionality of the old website will be incorporated into the next stage of the site. Board members mentioned specifics such as Board contacts, Minutes, The President's Welcome, and general contact information as items that were needed. Carlton emphasized that the goal was to "create once and syndicate everywhere" and that he appreciated feedback from the Board.
- **Membership Development:** The discussion centered on the sponsorships for the conference, currently at seven--- Tipton County, Desoto County, MLGW, Atlantic Group, United Way, TNGIC, and ESRI. Specific other companies who had been sponsors in previous years were mentioned and it was confirmed that they had been contacted more than once and in multiple manners and had declined to be involved---GISBiz, Razortek, GSquared, and others such as Desoto County's website consultant. It was unclear if GeoJobe and/or Pictometry had given final answers. A number of governmental agencies were mentioned as possibilities as well---CPGIS, the Office of Sustainability (John Zena) or the Office of Preparedness. There was general concern about the lack of sponsors for this year and how the group can appeal to sponsors and give them a return on their investment. In the past there has been a much larger number and a wider spectrum of companies involved. The Sponsorship Committee (Lindsay, Matt, Lauren & Justin) resolved to meet again and try to make some positive connections for this year or investments for next.
- **Training & Education:** Neither Scott or Josh was present to lead the discussion but Rick and Andrew reiterated what had been previously discussed and introduced new information. The "Doctor Is In" will be the training for the conference and it will be available all day. Through discussion it was suggested that on Thursday it should be at highlighted times to coincide with some sessions and on Friday it should be available for specific appointments. Also the feeling was that there should be a summary session for what sorts issues had

been raised at the end of the conference. Andrew reported that there had been 4 students who had submitted information for the scholarship, all from Rhodes. Each student will be scheduled to present during the course of the conference with the winners being announced at the end on Friday.

- Nominations: There will be 6 Board members "rolling off" the Board and there is one vacancy with Miranda's resignation. Technically there is also a position for a student representative unoccupied. There was discussion of the minimum number of Board members required (it is 3) and whether Elections by the general membership were required (they are not). The general consensus was that a "Call for Nominations" be announced with a deadline of early December with the Board discussing the item in December with a decision by January. There was a motion by Rick Wery to not fill Miranda Carson's empty seat at this time and let the Board evaluate the make-up and number in December or January. Sam Russell seconded the motion and it unanimously passed.
- Conference/Events: There was mention of the TNGIC Western seminar last week. There were approximately 50 attendees and 3 vendors including about 6-8 MAGIC Board members or general members. There were several very good sessions---two of which are on the MAGIC Conference agenda already. It was suggested that Kurt Snider's presentation was good enough that he should be targeted even this late for participation.

The issue of what to do for the lunch presentation on Friday was raised and consensus was that if there was no sponsor for the lunch (who would therefore get to speak), then there could/should just be general conversation and networking.

Old Business

Student Membership Fees: There was a lengthy discussion about an item raised this past week by Esra Ozdeneral from the University of Memphis Earth Sciences Department about MAGIC raising the cost for students memberships from \$10 to \$15. Lindsay reported that Dr. Ozdeneral is writing a letter to protest this action (from the beginning of the year) and may not promote the conference with her students. There was a lengthy and detailed discussion of the issue with a general consensus that the dues were changed at the beginning of the year to cover costs; that the dues have not gone up in a long time if ever for students; that the Board values the long partnership with the University and would search for alternative options for students to mitigate the fee; the opportunities for students to benefit exist beyond the conference; there could be more and more active involvement from the University; and, this year is set, especially since it appears as though the conference this year is costing more and revenues are down, the issue can be revisited for next year.

New Business

John Zeenah: He addressed the meeting at the beginning.

Geospatial Information and Technology Association (GITA) chapter: Talbot Brooks, GIS Director at Delta State in Cleveland MS, who has been a speaker at the MAGIC conference and supporter for several years, is the current president of GITA and has

contacted Justin to ask if MAGIC is interested in pursuing a membership in the organization or establishing a local chapter. GITA is trying to re-start interest in the organization after it has not been actively promoted for several years. The organization was originally utility oriented and called AMFM International and has widened its appeal to GIS and the geospatial technology industry. The Board discussed a variety of "pro's" and "con's" without a motion or decision. There was general concern about what might be required of a chapter and how it could affect the 501c3 status, and ended with the suggestion that Talbot's email be forwarded to the entire Board with more possible discussion at a future date.

Meeting Status / Structure: This item for discussion was raised by Shawn and Marie as suggested by former Board members Rick Stieg and Todd Graves during conversations on the way back to Memphis from the TNGIC West seminar in Jackson (TN) last week. It relates to the continuing discussion of how to increase attendance and interest in the General Meetings.

One idea was to have a roundtable of discussion for some meetings with members sharing what they are working on. Also suggested were short "techie" talks as a part of the general meetings. A "Tips & Tricks" session was suggested. There was a desire for more prominence of the Agenda for the general meeting and it needed to be decided earlier ---more than one week before the meeting. Also was a desire to have more opportunity for dialog during general meetings. But all of these suggestions require active participation from Board members and general members. Many of these items had been previously discussed and/or tried, but the consensus was that the Board is always willing to try something... the goal is to have interesting meetings with more attendance and something of value for the membership.

It was reported that the night meeting last month did not attract any more attendees than the regular format. Again it was suggested that a GoToMeeting type option might draw more people in. There was discussion of specific instances why some people can not come "on work time" like with the MLGW union personnel or the Corps and other Federal workers.

Lindsay reported that she would be starting a new job with GIS Inc. next week. The position will be in Millington at the Naval base.

At this point Justin Abart arrived and took over the lead of discussion from Lindsay.

Conference details: There was some re-hash of sponsors (7 at present), many who said "no", and several (hopefully) pending---CPGIS, Allworld Mgmt, KCI, Autozone, Pictometry, Ensafe, Fisher & Arnold, etc. That there may or may not be enough speakers and that incoming sponsors will be accounted for and allowed to present if desired. The Thursday luncheon provider, Central BBQ, will need a preliminary headcount by Friday 24th.

The registration process with EventBrite and the concern about some not getting the code (it is magic2014 and another email will be sent) was discussed. There are 37 registrants so far and will remain open until the conference. There is not an option on the site for people to pay at the meeting--- this can and will be corrected. There is a link to the membership form. All those who register with the code word will be checked against the membership list to confirm valid membership. Randy Russell has asked what capacity

his assistance is needed---the Board vigorously accepted his participation in at least the role he has played for the past few years. He help has been irreplaceable and the Board will support him however he needs!

The Map Gallery was discussed as there has only been one (1) submission with the deadline of Friday (10-17). Friday, October 17th is also the deadline for the Call for Papers and Scholarship applications. There have been four (4) scholarship applications received, all from Rhodes students and they will be scheduled to present. Justin is interested in putting together some sort of "Where Is It?" map game like at the ESRI conferences.

The training at the conference will consist of "The Doctor Is In" as discussed earlier--- available on Thursday at selected times and by appointment on Friday with a summary at the end of the meeting on Friday. Justin stated that he had received some give-away items from ESRI (notebooks, wristbands, clips, & several books) and that MLGW was supplying bottled water. Tom was given authorization (last month) to purchase gift cards like last year and Andrew McColgan was given authorization to proceed with purchase of bags (approx. \$450) and mouse pads (approx. \$200) on a motion from Sam Russell and seconded by Tom Lawrence that was unanimously passed.

Food Issues: Amy Wery is not going to be able to assist as she has in the past. There is need for a site visit. There were concerns about the lack of access to a kitchen with refrigeration and ice. The question was raised about coffee without water access, but apparently there will be access to water. There was discussion of the possibility of using a company like Dunkin Donuts or Starbucks for coffee. Marie has large coffee urns that would suffice. She also has access to an ice machine but would need ice chests. The Food committee agreed that it would meet before the 24th and at that meeting---if not before then--- a grocery list would be developed. The lunch providers are set, but preliminary and final numbers will be needed a few days before the conference.

Andrew has determined that a survey was done after the conference last year and volunteered to do it again this year. Nominations were discussed earlier and Justin was quickly briefed. The question of moderators was raised and it will be handled. Other miscellaneous questions were raised such as: when can we have access to the conference site (2pm Wed; &:15 Thurs); what about extension cords and electric hook-ups (determined at site visit); was sound equipment needed (no but Marie could bring wireless mics)or was there AV support on site (yes); was wi-fi available (yes).

The issue of printed materials was mentioned and generally acknowledged to be something that could/would be handled.

It was decided that the Board would meet again on Friday, October 24th to finalize issues at the Kroc Center at 2pm and then at the Memphis Pizza Cafe in Overton Square at 3pm.

Andrew McColgan made a motion to adjourn and Rick Wery seconded. Meeting was adjourned at 4:35 p.m.