



Memphis Area Geographic Information Council (MAGIC)

Board Meeting: 2/19/2014
Location: Main Memphis Library
Time: 2:00 PM
Prepared by Sam Russell

MINUTES

Board members present:

Harrison Witt, Keith Reasons, Zinnia Ron-Ferguson, Miranda Carson, Carlton Ray, Lindsay Barrios, Marie Holyfield, Josh Thompson, Matt Hanks, Scott Trapolino, Cori Holloway, Tom Lawrence, Justin Abart, Sam Russell, Rick Wery, Shawn Anderson, Lauren Bryant, and Timothy Zimmer.

Absent were: Nate Ron-Ferguson, Andrew McColgan, Tehrian Martin, Arnisa Davis

The meeting was called to order at 2:18 p.m. by President Justin Abart with a quorum.

Approval of 1/15/2014 Board Meeting Minutes

A motion was presented by Tom Lawrence and seconded by Marie Holyfield to approve the 1/15/2014 board meeting minutes with the following changes: The year needs to be changed from 2013 to 2014. The motion was approved unanimously.

Additions and Deletions to the 2/19/2014 Agenda

Add items for discussion somewhere---New Business or Committee Reports for 1) the point of official contact for the club; 2) possible shirt order; and, 3) the expiration of the website.

Treasurer's Report

Current Balance is \$11,399.45. Activity since last month was one check for the Post office box of \$60.

Committee Reports

- Communication and Public Relations: Carlton Ray lead the discussion about the fact that the MAGIC website was due for renewal of domain name & web hosting in March. There was considerable technical discussion about the various options regarding various host sites such as Hostgator, Rackspace, or Squarespace other than the current host GoDaddy. GoDaddy has been the host for 3 years & the general consensus was to stay with them for now. The blog was discussed in detail and options for whether to continue, "kill" or expand it were presented. The other communication forums that MAGIC is using---Facebook, Twitter, & LinkedIn were talked about. Matt & Lauren are the primary contacts for Facebook. After lengthy debate Rick Wery made a motion for the Committee to spend up to \$500 to renew the domain name & web hosting for a period of one or more years that the Committee sees as a good deal. Scott Trapolino seconded and the motion passed unanimously. Harrison expressed an interest in being part of the Comm. & PR committee.
- Membership Development: Lauren Bryant reported that there were presently 6 paid members.
- Training & Education: Scott Trapolino reported that the Committee was working on a 2014 calendar of events.
- Nominations: NONE
- Conference/Events: Justin Abart reported that Lindsay Barrios had printed out & was passing around a Conference sign-up sheet like the one that had been used a couple of years ago and urged all Board members to sign up for the conference sub-committees that they were interested in. Further discussion of the conference follows under New Business.

Old Business

1. Speakers for March, May, July, & September General Session Meetings: Justin reported that no speakers had been "locked in" for the regular meetings for the year. Several possible speakers had been mentioned last month---he had contacted Esra Ozdeneral at the University but had not gotten a commitment; Sam Russell reported that Vic Young had said that he would not be available to speak; Andrew McColgan offered to contact someone at the Assessor and Planning offices of the County for a speaker; others such as CPGIS or United Way were mentioned again as possible speakers and these would be contacted.

Discussion of the format for the General Sessions was discussed including the possibility of two short presentations instead of one long one, and presentations of varying degrees of technical complexity.

Justin stated that he liked the idea of multiple, short presentations and volunteered to do one for March about what AutoZone is doing for GIS. Harrison Witt also volunteered to do a presentation for March about what his firm, SSR (Smith Seckman

Reid) Engineering was doing in GIS. Rick Wery said that he had a topic or two that he could do if need be, and Shawn Anderson said he had projects that could be presented.

2. West TN STEM & 4H Outreach:

Tom & Justin described the programs & activities. STEM is a national program promoting education & exposure of students to Science, Technology, Engineering & Math (STEM). There is a committee that meets quarterly, last meeting was at the Univ. of Memphis. Tom has gotten permission to gather GIS / Tech magazines to distribute to the kid and needs all Board members & Club members to bring him back issues of our magazines. They also want speakers to explain the profession to student groups. Tom invited anyone interested to volunteer & said that they were looking to MAGIC for help. Rick mentioned that MLGW has a program like this "MLGW Goes to School". Miranda Carson & Lauren expressed interest in being part of these efforts. There was also discussion of MAGIC being involved in the 4H activities in Shelby County as well as Desoto County. Shawn is already active in Tipton & others.

New Business

1. Explore ways to have even more MAGIC member presence at 2014 TNGIC Conference April 23rd - 24th:

Justin led the discussion and reported that we had received word from TNGIC that there are 120 persons pre-registered for the Conference and 42 are from west Tennessee or are MAGIC members. Pre-registration is \$175 until January 31st, then Early registration is \$200, with Regular registration for the conference is \$225. There are 5 different training opportunities on Tuesday, April 22nd for \$50 for full day & \$25 for 1/2 day. There will be a Map Gallery, Geo-caching, a golf tournament, an off-site evening gathering at the Great Hall in Germantown, and of course, great presentations. It was decided that each member would work hard to attend and encourage as much participation as we can muster. We will use email blasts and talk it up at our general meeting. MAGIC is providing 5 ESRI Home ArcGIS licenses as incentives (distribution method discussion below in #4) for membership in MAGIC & attendance at TNGIC.

2. 2014 TNGIC Conference:

- MAGIC as a sponsor

To show our support for TNGIC & because of their continued support of MAGIC there was discussion of being a sponsor at TNGIC. After that discussion a motion was made by Shawn Anderson & seconded by Rick Wery to commit MAGIC as a Gold Level Sponsor for the TNGIC Conference (\$1000). The motion was unanimously approved. Being a Gold Sponsor entitles the group to several items:

- 3 registrations;
- a 1/2 page color ad in the conference program;
- a 10'x10' booth space;
- Sponsor listing in the conference program;
- Increase booth traffic option;
- Logo/link on the TNGIC website for 1 year; and,
- Business card listing / advertising in all quarterly TNGIC newsletters for 1 year.

There was considerable discussion about how to assign / award registrations to MAGIC members as a number of people might be able to attend if the registration fees were waived. Several Board members expressed interest in having their fees waived. The various levels of registration were discussed and it was stated that student registration is \$75. It was agreed that we would coordinate with Nate at CPGIS to spread the word about the possibility of student volunteers for TNGIC.

There was also discussion of the fact that MAGIC would need people to be at the booth; the possibility of MAGIC "give-aways" for the booth; and the need for the MAGIC banner or other identifying items. It was generally determined that the MAGIC Banner is missing-in-action.

- Continue to promote and increase MAGIC member presence at this conference

It was agreed that everyone would continue to promote & increase the MAGIC member presence at the TNGIC conference April 22nd - 24th. There was discussion of what sorts of information is available for the Board member to see and use at the Gmail account.

3. MAGIC Conference:

- Date/Location

There was discussion of possible dates for the conference, around GIS Day of Wednesday, November 19th. The Board had tentatively decided on a schedule at the post-conference Board meeting last November and the dates "we are running with at this point" are Thursday, November 13th and Friday 14th.

Several possible alternative venues were mentioned--- the Kroc Center, Rhodes, the University, Memphis Botanic Gardens---as was as a return to Bridges. There was some concern about lighting & sound at Bridges. Matt said that he and Tehrian had discussed some of the other locations and the he would get together with Tehrian to set up visits to several sites. It was suggested by the group that visits be set up and that any Board members who wanted to go could do so, rather than arranging a time when all of the Board could attend.

- Establish timeline:

Shawn had emailed a timeline that Board members agreed was "on-target". It is included here for reference:

- Set date-location-theme: March/April*
- Set keynote/topics: May*
- Set vendor packet: June*
- Set training options: July*
- Set call for papers: August*
- Set map/poster contest: August*
- Registration begins: September*
- Set food options: September*
- Set nominations for board: September*
- Set giveaway items and bags: September*
- Set questionnaire: October*
- Completed agenda: October (ideally one month before event date)*
- Set moderators: November*
- Complete printed materials: November*

- Keynote Speaker:

Sam led the discussion and had supplied a list of previous keynotes. Several possible speakers were mentioned--- Jack Dangermond & Fred Smith whom Sam had mentioned before but who it was generally agreed could not be gotten; Justin suggested Nathan Yau (Flowing Data); Sam suggested Mark Monmonier (author of How To Lie With Maps & others; Tim suggested Amber Case (Esri & Geo-Lokey); The TNGIC speakers are 2 people from NOAA; Kurt Butefish of the TN Geographic Alliance was mentioned as was Jason Duke of TNGIC. Sam also tried to engage discussion by asking who were/are GIS "superstars" or what groups like National Geographic or The Weather Channel, or national news would be of interest for keynote speakers?

- Sponsors:

There was a brief discussion of our sponsors & how we could work to get participation. Sam had provided a list of vendors over the years that everyone would look over. It was stressed that while one person needed to be the coordinator of the sponsorship activities, anyone who had personal relationships with the vendors needed to encourage their attendance and/or sponsorship. It was also pointed out that we needed to make clear how they would benefit from participation and how we could make the conference better for sponsors.

4. Explore ways to increase membership: It was generally agreed that we would continue to try and expand the membership with timely notice of meetings and presentation topics. Some possible tools that could be used were analysis of old membership lists, contact of people who have not been around lately---examples were given about Bartlett & Germantown members being "out-of-the-loop". Another possible tool mentioned was for us to explore advertising in professional media venues.

There was discussion of the fact that MAGIC plans to give away five (5) ESRI home ArcGIS licenses to MAGIC members at the TNGIC conference. The generally agreed method would be for current (paid) MAGIC members, including Board members, to register at the booth and names would be place in a "hat" and drawn at the MAGIC meeting near the end of the TNGIC conference and that "you must be present to win".

5. MAGIC Shirt Order: It was agreed that we would announce another shirt order to the general membership. Our vendor needs one week to complete a run of shirts. Dates should be set to allow the shirts to be ready before the TNGIC meeting. The announcement and forms would be sent out with the meeting notice.

6. MAGIC's Annual report is due for the state of Tennessee regarding the non-profit status. Justin asked if we needed to change the Contact person? Rick reported that it cost \$20 each time we change this person, so it had not been done annually. He also stated that since we are a Shelby County Tennessee 501c3, the contact person should probably be a resident of Shelby County. Justin suggested that Tom Lawrence be listed as he has been the longest tenured Board member and has just been re-elected as Treasurer & for another 3-year Board term. Tom agreed to be the contact person. Scott Trapolino made a motion to change the official contact person for MAGIC for the Tennessee Secretary of State's Office from Rick Wery to Tom Lawrence. The motion was seconded by Matt Hanks & was unanimously approved.

A miscellaneous announcement was made about the National Conference on Geographic

Education in Memphis, July 31st to August 2nd at the Peabody. Sponsor registration is \$700 and that provides a booth & one registration. The keynote is Ryan Unger.

Other meetings / conferences were mentioned such as the SERUG meeting, NENA, URISA & the ESRI Utility conference. A discussion followed about MAGIC's participation in some of these or not, and that the group could easily over-commit or spend a large amount of money being sponsors. We must be careful and evaluate our "return on investment" if we were to attend / sponsor some of these or other events. There were differing opinions about whether MAGIC should be a sponsor at other conferences.

Shawn Anderson made a motion to adjourn and Scott Trapolino seconded. Meeting was adjourned at 4:14 p.m.