



## **Memphis Area Geographic Information Council (MAGIC)**

Board Meeting: 3/19/2014  
Location: United Way of the Mid-South  
Time: 2:00 PM  
Prepared by Sam Russell

### **MINUTES**

#### **Board members present:**

Timothy Zimmer, Nate Ron-Ferguson, Keith Reasons, Zinnia Ron-Ferguson, Miranda Carson, Carlton Ray, Tehrian Martin, Josh Thompson, Scott Trapolino, Cori Holloway, Tom Lawrence, Justin Abart, Sam Russell, Andrew McColgan, Shawn Anderson, Lauren Bryant, and Marie Holyfield.

Absent were: Harrison Witt, Rick Wery, Lindsay Barrios, Arnisa Davis, & Matt Hanks

The meeting was called to order at 2:05 p.m. by President Justin Abart with a quorum.

#### **Approval of 2/19/2014 Board Meeting Minutes**

A motion was presented by Andrew McColgan and seconded by Marie Holyfield to approve the 2/19/2014 board meeting minutes with the changes submitted via email by Miranda Carson & Justin Abart. The motion was approved unanimously.

**Additions and Deletions to the 2/19/2014 Agenda:** none

#### **Treasurer's Report** (presented by Tom Lawrence)

Current Balance is \$11,437.30. This does not include last month's expense of \$1000 for TNGIC Gold level sponsorship. The names for the attendees from the CPGIS deposit were not known at the time he sent out the original emailed Treasurer's Report last week, but he now had them and they were included in the updated report being presented today. As required he had submitted the annual report for MAGIC to the state of Tennessee.

Tom also wanted to thank everyone who had donated magazines for the STEM project & wanted to encourage everyone to donate technical magazines of all types to the STEM project.

## **Committee Reports**

- Communication and Public Relations: Carlton Ray reported that he had renewed the domain name, and renewed the website with GoDaddy.com for 3 years for \$342. There had been a meeting of the Comm & PR committee last Saturday to talk about ideas to redesign the Social media sites & to develop an E-Newsletter. The Committee was going to "meet" weekly via Google Hangouts at 7:30 pm on Thursdays. Justin added that he was especially interested in developing a weekly or bi-weekly (once every two weeks) E-Newsletter and would need input from all parties.
- Membership Development: Lauren Bryant reported that there were presently 12 paid members. Discussion followed about the ways to increase members and some possible organizations to target like the City of Memphis or private sector firms. Also discussed was the possibility of donations outside of memberships. Carlton mentioned that places like NPR have levels of donors / members.
- Training & Education: Scott Trapolino reported that the Committee would meet "soon" and that proposals would be forthcoming.
- Nominations: Marie Holyfield reported that the committee is always on the look-out for potential people for nomination. As with membership some discussion followed about groups or organizations to potentially target for Board activity and participation.
- Conference/Events: Justin Abart reported that Tehrian had arranged two site visits and passed around a sheet for Board members to sign expressing interest in attending the sites on March 20th or 21st. Tehrian led the discussion and summarized the email that she had sent out listing five potential locations in addition to Bridges. The information from the email is included as follows:

**Please review the list of conference locations and share your thoughts.**

### **Dixon Gallery and Gardens – 4339 Park Ave, Memphis TN 38117**

- Winegardner Auditorium
- Guests who are here for events during museum hours have the opportunity to view our exhibitions while here.
- Typically, the non-profit rate for daytime use of this space is \$150/hour, Tues.-Fri.
- November 13<sup>th</sup> isn't available but November 14<sup>th</sup> is available.

### **Clark Memphis Opera Center - 6745 Wolf River Parkway Memphis, TN 38120**

- Available on November 13-14, 2014
- Non-profit rate for both days would be \$1,500 (25% off the rate)
- Event Hall & Lobby
- Site visit March 21<sup>st</sup> at 3:00 pm

### **Playhouse on the Square - 66 S Cooper St, Memphis, TN 38104**

- Available on November 13-14, 2014
- Event room rents for \$650.00 for the first 5 hours, \$100 for each hour after that. That does include the full amount of time in the space so any set-up time and breakdown time at the end is included in that.

### **Memphis Botanic Garden - 750 Cherry Road Memphis, TN 3117**

- Encore Pavilion
- The rental fee for this space is \$1500 per day which includes your tables, chairs, linens and skirting for your food tables.
- Has approved cater list.
- Available on November 13-14, 2014

### **The Salvation Army Kroc Center - 800 East Parkway South Memphis, TN 38104**

- Hardin Hall with Tables and Chairs
- Available on November 13-14, 2014
- Must provide security deposit \$150
- \$3225 for both days and includes audio visual equipment fee

A detailed discussion followed among the Board members about the locations and the Bridges facility. There are concerns about the lighting and sound at Bridges. The facility is free for MAGIC because of the United Way's partnership with them & us. It was suggested that we should give a donation to Bridges if we use the facility again. The suggestion was made that our donation might be something such as theater grade foam board and mounting that would solve the problem that we have had when meeting there. A variety of issues were mentioned about cost and location and the cost of past meetings ---The Great Hall in Germantown cost \$1500 for example--- and that a screen rental might be \$150-175 for a large screen presentation with a different orientation for presentations at Bridges. Rhodes had been suggested as a possible alternative site, but they can not have details as to what might be available in November until the fall semester starts, a situation that is not one that we can really work with. Tehrian did express concern that the Board needed to decide something by next month to lock-in the dates for the meeting in November because calendar's fill up quickly. The general consensus was to get feedback from the site visits this week and have some sort of a sub-committee recommend something to the whole Board for a decision soon.

### **Old Business**

1. Speakers for March, May, July, & September General Session Meetings: Justin stated that speakers were still needed for upcoming meetings and that Harrison would present at some point. He mentioned that it might be good to get some people from outside the group ---he mentioned Jimmy Ogle who lectures about Memphis history for example and others like Della Adams & Peter Pace from the City were suggested. Andrew mentioned that he could do something.
2. 2014 TNGIC Conference Sponsorship: The conference is quickly approaching and registration is strong. The issue of MAGIC's sponsorship was discussed again as was

the question of how to address the three (3) paid conference registrations that MAGIC receives for sponsorship. The general consensus was to give one registration each to Justin Abart & Lauren Bryant, and to announce at the general meeting that one was available if anyone at the meeting was interested. If no one spoke up a email blast could be sent to members announcing that one free registration was available to the membership. A motion to that effect was made by Tom Lawrence and seconded by Andrew McColgan and was unanimously approved with Justin & Lauren abstaining.

Also for discussion were the items that there must be people for the booth---Justin, Sam, & Scott specifically volunteered, but it was agreed that others would help---and that MAGIC banner is missing-in-action (MIA) and presumed lost. It could/should be replaced for the booth or some alternative identification could be investigated. Scott suggested a tablecloth with the MAGIC logo and volunteered to investigate a cost.

Finally, there was the issue of the MAGIC ad in the TNGIC conference program booklet. Shawn had suggested a couple of Memphis skyline photos with the MAGIC logo. A vote was taken and it was recommended to use the photo looking west at downtown with the logo and caption as presented with the addition of our hash tag for social media and a note regarding the 5 ESRI home addition licenses to be given away.

3: 2014 MAGIC Conference Venues: This item was covered above in the Conference discussion.

### **New Business**

1. Meeting Time/Date Alternatives: Justin led the discussion about this issue stating that he believes that one way to increase membership attendance to meetings would be to have a meeting or meetings at night. As has been said before some organizations discourage attendance to off premise meetings such as MAGIC and one way to attend is if the meeting was at night.

2. Spring Social Event: Also related to the above item, one way to encourage members to attend a meeting would be if the meeting were more of a social gathering. Justin expressed strong feelings for MAGIC to have some sort of evening social gathering and possibilities such as Autozone Park for baseball or Co-Works in Midtown were mentioned.

Sam Russell made a motion to adjourn and Miranda Carson seconded. Meeting was adjourned at 2:55 p.m.