



Memphis Area Geographic Information Council (MAGIC)

Board Meeting: 6/18/2014
Location: Main Memphis Library
Time: 3:00 PM
Prepared by Sam Russell

MINUTES

Board members present:

Scott Trapolino, Zinnia Ron-Ferguson, Rick Wery, Cori Holloway, Tom Lawrence, Justin Abart, Sam Russell, Andrew McColgan, Lauren Bryant, Marie Holyfield, Keith Reasons & Harrison Witt.

Absent were: Timothy Zimmer, Nate Ron-Ferguson, Shawn Anderson, Tehrian Martin, Miranda Carson, Lindsay Barrios, Carlton Ray, Josh Thompson, Arnisa Davis, & Matt Hanks.

The meeting began at 3:12 p.m. and a quorum was established at 3:18 with no action items discussed before that time.

Justin passed around a sign-up sheet for specific committees for the November conference and commented that we are ahead of Shawn's schedule for conference preparation.

Approval of Board Meeting Minutes for May

A motion was presented by Tom Lawrence and seconded by Andrew McColgan & Lauren Bryant to approve the 5/28/14 board meeting minutes with changes to fill in the blanks left in the Communications Committee report that the committee meets of Thursday nights and that 4Square was the other social media forum used. The motion was approved unanimously.

Treasurer's Report : As always, Tom had sent an email previously with the financial information for everyone to review. The current balance is \$10,357.08. There was discussion about the \$625 membership deposit and that Lauren had sent out an email reminding everyone about the May 31st "rate hike" as being a good stimulant to membership submission. Also there was specific discussion about Board members and dues payment.

The only upcoming bills would be the picnic costs.

Committee Reports

- Communication and Public Relations: Harrison & Justin led the discussion about the update of the website. The activities have been divided up among Committee members. It was mentioned that we have 134 followers on Twitter. A possible new logo is being developed and there have been suggestions (see New Business) that we change the name of the group.
- Membership Development: Lauren reported that membership was up to 74 paid members and was at about the level of last year.
- Training & Education: Scott led the discussion saying that he has developed a Geo-caching session in the Overton Square area inspired by last month's fantastic presentation by Jimmy Ogle to be presented at the November conference. He also described his activities with last month's tornado damage assessment for MEMA ---he was deployed for 2 weeks collecting and processing data--- and how he has developed, and taught in Jackson, a 1-day S&R class that could be presented here in August/September or in conjunction with the November conference.

Justin added that he wants to see if some sort of training---formal or informal--- can be done on a Saturday or at night regarding KML or Python or some other topic in a location such as someone's office conference room.

- Nominations: Marie reported that the Committee is always on the look-out for interested persons. There was a brief discussion of the group's mix of public versus private membership and Board representation.
- Conference/Events:
The MapInfo Users conference was held at the Peabody last week and Sam reported on activities at the MAGIC Exhibitors booth during the conference.

It was restated that the MAGIC Conference, "GIS in the Mid-South", was scheduled for November 6th & 7th at the Kroc Center, with Jason Duke as keynote.

The ESRI Utility Conference will be held in Memphis in late October. A call for papers has been sent out and if anyone wants to do a session they should contact Arnissa and submit by July 25th.

The West TN TNGIC event October 7th was mentioned.

Spring Social Events: Justin everyone of the two social events for MAGIC. Upcoming is a picnic at Shelby Farms for Saturday, June 21st. The pavilion at Shelby Farms has been rented for 9:00- 1:00pm and there is a limit of 50 people in the pavilion. A speaker will come talk about the Shelby Farms improvements will be given at noon.

A group gathering at the RedBird's game on Friday, June 27th will be no cost to the club and we will all meet at the ball field---Justin suggested the left field grassy area. More details will follow about each event.

The 52nd URISA conference is being held in New Orleans this year from September 8th - 11th, 2014 (www.urisa.org).

Old Business

RegOnline: Justin showed a Powerpoint presentation outlining RegOnline and Eventbrite (attached). As mentioned previously this item is suggested as a tool to help streamline the process for record keeping for membership, event attendance, sponsorships, etc. and is already in use by TNGIC (RegOnline). The group has worked with a couple of other options over the years (Go-Daddy) and there are others (Constant Contact).



EVENTS WITH 1 - 999 REGISTRANTS \$3.95 per registrant TRY IT	EVENTS WITH 1000+ REGISTRANTS DISCOUNTED PRICE create an account, then contact us at 888-351-9948 TRY IT	NOT-FOR-PROFIT EVENTS DISCOUNTED PRICE create an account, then contact us at 888-351-9948 TRY IT
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Collecting money for your event?
You only get charged when you make a sale.

Eventbrite Service Fee 2.5% + \$0.99 per ticket	+	Credit Card Processing Fee 3%
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Justin explained that there were minor differences and each had its own strengths and weaknesses. There was discussion about this item and how to adjust the dues, pass on the cost, or otherwise handle the increased charges.

New Business

Rebranding: Justin led the discussion about the idea of changing the image/identity/logo and/or name of the group in coordination with the website update to broaden the appeal to the region. There is some confusion and negative connotation about "MAGIC" and Mid-South GIS might be better. There was a lengthy discussion of the positive & negative opinions and feelings about this issue. The whole idea is to help the group expand and do a better job of promoting GIS in the area. There was discussion of the mix of public agencies versus private sector companies in the group and Board make-up. To include Memphis in the name of the group versus Mid-South had strong opinions each way. The West TN TNGIC conference attendees are not "Memphis" oriented. Rick Wery suggested that we prepare a more fact-based list of "Pro's and Con's" for the issue and discuss it in more detail with facts.

There would be some paperwork requirements to change the name of the group.

It was acknowledged that we need to do more than rename to attract new and/or more active members... we need meaningful and useful meeting presentations; a set of concrete benefits for membership; we need to "sell" ourselves better and reach out in a variety of ways, perhaps "Go-To Meeting" as a method of attendance without physical presence. The members need to be able to demonstrate how the group benefits them in their job, how it is the professional organization for GIS, and why the meetings are important for them to attend. As had previously been mentioned the options for changing meeting times and/or locations was discussed. Suggestions were made for night meetings (after working hours), and/or for hands-on sessions; or perhaps "pairing" members for personal contact for meeting attendance; food or drinks at meetings/informal gatherings; closer coordination with the universities; or a survey to gather input from members and former members.

There was a lot of discussion of the positive activities and dynamics of the MemPy (Memphis Python) group as an example of what we want to achieve. Others such as Memphis Web Workers (?) and Hack Memphis (?) were mentioned as having events and dynamic support that we could emulate.

Sam Russell made a motion to adjourn and Rick Wery seconded (although a quorum was lost approximately 10 minutes earlier). Meeting was adjourned at 4:25 p.m.