



Memphis Area Geographic Information Council (MAGIC)

Board Meeting: 8/20/2014
Location: Main Memphis Library
Time: 3:00 PM
Prepared by Sam Russell

MINUTES

Board members present:

Timothy Zimmer, Scott Trapolino, Tom Lawrence, Justin Abart, Sam Russell, Lindsay Barrios, Carlton Ray, Shawn Anderson, Cori Holloway, Lauren Bryant, Arnisa Davis, Harrison Witt, & Andrew McColgan.

Absent were: Nate Ron-Ferguson, Zinnia Ron-Ferguson, Rick Wery, Marie Holyfield, Miranda Carson, Matt Hanks, Josh Thompson, Keith Reasons, & Tehrian Martin.

The meeting began at 3:07 p.m. with a quorum.

Approval of Board Meeting Minutes for July

A motion was presented by Tom Lawrence and seconded by Harrison Witt to approve the 7/23/14 board meeting minutes with minor semantic changes suggested. 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 \$10,899.12. There was discussion that Tom needed to write the 4H check approved last month and that the Atlantic Group has already sent in a conference sponsorship.

Committee Reports

- Communication and Public Relations: Carlton led the discussion regarding the update of the website which should be up and running by the time of the conference. The committee had met a couple of times and designed a "sleeker" look and flow for the site. Carlton demonstrated the site for the Board. The general consensus was positive and that Carlton and the committee could make changes as needed and "go live" with the site. Shawn & Andrew endorsed the idea of letting the Board "proof" the final versions of the site by letting the Board have a period for review, but not having a requirement of specific vote/active

required approval before the site changes went "live". For example, changes would be announced by a message to Board members with a one-week review for comment before the changes went "live". Comments would be acted upon and the revised (or not) changes would go online at the end of the week.

Carlton did state his need for updated information on the Map Gallery, scholarships, sponsor sheets, agendas, minutes, etc. for the website.

- **Membership Development:** Lauren reported that we have 67 members, about what it was this time last year. There are several more that were just picked up from the post office. Sam asked about the numbers as reported in the previous minutes and it was explained that it's really a two-step process of membership forms being received with or without payment and then payment so that forms and payment are not always in sync.
- **Training & Education:** Scott led the discussion stating that the idea and hope was to have 1 training day every six months or so. However, it was doubtful that we would be able to have something before the conference in November. He had been working on a Geo-caching event for the conference and was very positive about how it will go. He is using old photos to show some landmarks in Midtown Memphis in the general vicinity of the Kroc Center to teach some history versus what is there now. It is also anticipated that there will be another "Doctor Is In" session at lunch on Friday of the conference, or, it could be offered the whole time for more in-depth consultations with multiple computers and advisors.

Shawn mentioned a basic training session that he is putting together for some people in Tipton County on September 9th, where he will introduce ArcView and show its functionality through each item on each button left-to-right. This sort of introduction was enthusiastically endorsed by the Board as something most needed to do for their organizations or constituencies.

Andrew stated that the scholarship information needed to go out. He offered to help get it out and to be on the scholarship committee, as did Arnisa & Lindsay. Josh had been involved (done it) in the past and it was assumed that he would be involved again this year if he desired to do so. Justin commented that if the Scholarship Committee needed to be reorganized that it could be, or for that matter, if any committee or committees needed reorganization it could be done at any time.

- **Nominations:** No report given.
- **Conference/Events:** The group began discussion of the upcoming conference by listing known items of expenses and amounts from last year. Tom volunteered to prepare a Conference Budget for the Board.

(Editor's note: later on 8/20 Tom emailed the following)

Per our discussion today, here is a draft budget for the conference. Please let me know if there is anything we should add or change.

Draft Conference Budget

\$1500 Kroc Center
 \$450 Breakfast and snacks for 2 days
 \$2000 Lunch day one
 \$1000 Lunch day two
 \$180 Map Gallery Prizes
 \$300 Keynote Travel (Jason Duke 2 nights in hotel)
 \$200 Mousepads
 \$500 Schwag (Bags, Giveaways, etc.)
 \$500 Door Prizes (drawing at end of conference)
 \$200 Conference Supplies
 \$2000 Scholarship

 \$ 8830 TOTAL

There was discussion of the amount that should be allocated for the scholarship. Andrew McColgan made a motion to set the scholarship amount at \$2000 like last year. The motion was seconded by Tim Zimmer & Arnisa Davis and was unanimously approved.

Justin reminded everyone of the upcoming events and encouraged all Board members to assist and attend as possible:

TNGIC	October 7th & 8th	Jackson TN
ESRI Electric & Gas	October 26th - 29th	Memphis TN
Magic	November 6th - 7th	Memphis TN

Harrison mentioned another free conference: September 13th in Memphis, the Besides Memphis Computer Security conference at Southwest Community College.

Justin reminded everyone of the next Magic meeting that is scheduled for Tuesday, September 9th at Mosaik's offices, 6423 Shelbyview Drive at 6:30 pm. There will be no Board meeting before the general meeting. The Board will try to have a GoToMeeting conference call meeting the next week. Tehrian had suggested this type of meeting as an alternative for the Board and offered to set it up.

Board discussion got back on the Magic Conference and raised the status of sponsors, the hotel, and speakers. The sponsor committee is Matt, Lindsay, Lauren & Justin and the majority of companies on the Master Sponsor's List have been contacted. Atlantic Group has sent in their check and several others like Razortek, Tipton County & Desoto County have verbally committed. They will be contacted again. The Holiday Inn at the University of Memphis is the conference hotel and the details are being worked out. Justin stated that there should be a list of potential speakers and wanted to include people like Shelby Johnson for the state of Arkansas GIS, and Jimmy Ogle who spoke to the club earlier this year. Sam offered a list that he had started with over a dozen possible names. The list was circulated and several more were added. Harrison mentioned the possibility of someone from MemPy as a speaker, and Sam stated that ESRI could tailor their presentation(s) to some subject that was of especial interest --- like ArcPro or Arc "apps" if the Board mentioned it. The committee and individuals will follow-up on this list.

It was stressed that with speakers and with sponsors a personal call from a Board member or club member who personally knows the person called will be a stronger contact than just an email or general call from a committee member.

Lindsay asked how many speakers were needed. The answer is that it depends on the time and whether there are multiple sessions at the same time. In 2013 there were approximately 20 speakers, the talks were 30 minutes and there were no multiple sessions at once. Sam raised the issue of what can be offered to someone as an incentive to speak---if we call and suggest / request someone to come be a speaker, what are we offering? The consensus was that, other than for the keynote, the general rule should be to waive / give only the registration fee (if applicable). Andrew offered that any other individual case could be addressed by the Board as needed. Justin added that there should be examination of old membership lists for speakers and for persons or organizations who should receive a special invitation to become active again. He also mentioned that preparations were pretty much on-schedule according to the timeline that Shawn had written up early in the year when there had been some concern expressed about not waiting until the last minute for conference items. Lindsay stated that there will need to be an extra meeting in October to handle issues like was done last year.

The next item for discussion about the conference was items for give-away such as mouse pads, bags, or other things. The issue of a possible new logo was raised, and it was stated that the company that we have dealt with in the past --- and who we have been happy with--- only needs about a 2 week period to come up with whatever we need. A couple of ideas were discussed such as having stickers for the event, but no decision was made.

Old Business

Regonline / Eventbrite: There was a lengthy discussion led by Justin of the options for using Regonline versus Eventbrite. There are some costs for each as shown at a previous meeting, but costs can be passed on to the person making payment, and there are some options for no cost for persons who are not being charged a conference registration. One suggestion was that Magic pay or pay 1/2 of the additional charges that would be passed on. It was estimated that added fees might be as much as \$2.37 on the \$50 registration. With Eventbrite there are no fees for persons who do not pay a conference registration ---paid members--- and this is about 1/3 of the people at the conference. Eventbrite also allows 2000 free emails per day. Regonline sets up a conference site. After considerable discussion Andrew McColgan made a motion to use Eventbrite for this year with the understanding that there is no charge to register for people who do not pay a conference registration fee and charges would only apply to those who use a credit card for payment. Cori Holloway seconded the motion and it passed unanimously.

Credit card payment options: Justin, Harrison, & Carlton led the discussion of the options for the group to use some form of software to allow credit card payments for conference registration, sponsorships, or regular dues payments. The three options that had been researched were: Paypal, Amazon & Square. Each had advantages and all had costs, generally 2.75%. The use of a dongle for swiping attached to a pc is 3.5% plus \$0.15 per swipe. There was discussion of the types of devices that could be used for accepting payment and there was concern that some options were limited to the laptop or other computer, excluding tablets or smart phones. In the end Harrison Witt made the motion to have Magic undertake the necessary activities to use Square for accepting credit card payments. Lauren Bryant seconded the motion and it passed unanimously.

New Business

Bank: Tom explained that the bank where Magic maintains its account, Bank of America, requires that the Board have a record where the Board votes to add additional persons as signatories for the account. Tom Lawrence made a motion to add Lauren Bryant, and Lindsay Barrios as signatories for the checking account in addition to Tom Lawrence. Sam Russell seconded and the motion passed unanimously.

Logo: The current logo is not printer friendly. It has been discussed by some Board members that MAGIC might consider changing the logo in conjunction with the update of the website. Lauren has enlisted someone to draw up some samples for the Board to consider. Six examples were shown and discussed without a decision of one specific design. It was agreed that something "cleaner" and that was more easily / clearly printed was needed. A motion to change the logo was made by Lindsay Barrios and seconded by Lauren Bryant. The motion passed with Sam & Scott voting "no" and Tom & Shawn saying they "were on the fence but voted yes". Andrew volunteered to work with Lauren to continue to work on options and evaluate an updated version of the current logo.

It was announced that MLGW has an opening for a GIS intern

Justin reported that the Shelby County 4H group thanks MAGIC for its support and generous check. They had a great event and were able to help a lot of people because of the financial contribution. They sent a thank you note signed by the team members in the form of a tree drawing.

Tim Zimmer made a motion to adjourn and Scott Trapolino seconded. Meeting was adjourned at 4:40 p.m.