



# MAGIC

Memphis Area Geographic Information Council

Board Meeting: 08/16/2006

Prepared by James H. Butcher, GISP, G.G.

Board Members Present: Rick Wery - President, Ronny Blackburn – Vice President, Jim Butcher - Secretary, Della Adams – Treasurer, Rick Stieg, David Walker, Jim Milford, Kevin Bingham, Shawn Anderson, Todd Graves, Ryan Hansen, Tom Lawrence, Vic Young, Janiece Riggins

Board Members Not Present: Joyce Brasell

Location: City of Germantown.

Meeting Started: 3:05PM

Meeting brought to order by the President

## 1. Old Business

1.1. Membership/Education Committee: Ryan Hansen, Chair

a) Issues with skills assessment survey.

- Low response.
- Difficult to find on web site.
- Solution: Change location on membership side.

b) Preparation of post-conference survey.

c) Membership drive:

- Rick Stieg plans to meet with teachers at the Tennessee Geographic Alliance on Oct. 30th to talk about the conference and MAGIC
- Plan to have a happy hour during the conference so that teachers can meet and talk with the vendors.
- College membership drive.

1.2. Communications and Public Relations Committee: Jim Milford, Chair and Tom Lawrence

a) Tom: Would like to put out press releases about our business meetings in the Commercial Appeal, Memphis Flyer, and other similar publications.

- Problem: Lining up speakers ahead of time for inclusion in the press release.
- Suggestions for other publications would be welcomed.
- Motion by Tom Lawrence to approve an expenditure of no more than 60 dollars per year for advertising.
  - Seconded by Jim Milford.
  - Approved unanimously.

b) Presentation for September business meeting: Ronny Blackburn and Joyce Brasell

- Joyce is working the presenter for the next meeting. Ronny is waiting for confirmation from her.

- c) Vectors Newsletter
  - Jim Milford – Still no contributions for the mid-September newsletter.
  - Needs 4 or 6 news articles.
  - Rick Stieg volunteers a 3 inch article on TNGIC.
  - Article on the Emergency Management Summit
  - Deadline for articles: September 12<sup>th</sup>.
- d) Jim Milford will have the conference link on the public website corrected to reflect the 2006 conference.

### 1.3. Conference Committee: Della Adams, Chair, Rick Stieg

- a) Announced both the outdoor EMA event on the 19<sup>th</sup> of September and the EMA Summit on the 28<sup>th</sup>.
- b) Need a name for the event on the 19<sup>th</sup>.
- c) Zach Layne with ESRI says that they will provide whatever we need for give aways at the conference.
- d) At this time only 3 non-members have registered on-line, unfortunately members in good standing have used Reg On-line.
- e) Della will send invoice (\$500.00) to TNGIC with Rick Stieg to the next TNGIC Board meeting on August 29
- f) Printing invitations for Officials to the conference. Vic Young will check on the cost with a printer he knows.
- g) More promotional materials are needed for the registrant bags. Also need a central location to collect these materials. Rick Stieg has volunteered his office.
- h) T-Shirts for the conference bags.
  - Ronny has checked with some source for T-Shirts and have the MAGIC logo printed on the front of the shirt.
    - The shirts are of good quality, Hanes, 50/50 cotton blend.
    - Need to settle on what sizes will be needed.
    - One source will do the job without a setup charge, cost: \$5.25 to 5.50 per shirt for sizes S to XL, 2XL and above will cost \$6.25 per shirt.
    - Logo will need to be provided in JPEG format.
    - Estimated total cost \$1700 to \$1800.
  - To offset the cost of the T-Shirts Della proposed trying to get the University of Memphis, City of Memphis, and Shelby County to each contribute \$500 as “Conference Partners”.
- i) Golf Shirts for the Board members.
  - Look at a different alternative for the female members of the board who are not happy with the idea of wearing golf shirts.
  - Cost: \$55.00 to \$60.00 per shirt with embroidering.
  - Ronny: should the board members wear the golf shirts instead of suits at the conference?
    - This would allow the Board members to be more readily identifiable to the conference attendees.
- j) Punch Cards and Networking Cards are being prepared by Ronny.
- k) Jim Milford: Motion that Board members **should not** be eligible for prize drawings.

- Seconded by:
- Approved unanimously.

## **2. New Business**

### 2.1. Up coming membership drive

- a) Need presentation material to show at the schools.
  - Ryan, Rick Stieg, and Rick Wery are going to work on this material.
- b) Emphasis on trying to get more college students to attend the next and future business meetings.

### 2.2. After speaking with a Susan Smith at the University, Della indicated that it was easy to get a 501.3c. A temporary 501.3c is issued and the organization has upto 5 years to provide documentation.

- a) Della will need to review the application with Mrs. Smith.
- b) Rick will send in the material for the 501.3c application.

Motion to adjourn, Rick Stieg.  
Second by Rick Wery.

The meeting adjourned at 4:43 pm.