



## Memphis Area Geographic Information Council

Board Meeting: April 18, 2019

Benjamin Hooks Library

3030 Poplar Ave,

Memphis TN 38111

Time: 3:00 pm

Prepared by Rob Winkler

### MINUTES

#### **Call Meeting to Order and Establish Quorum**

Quorum established at 3:05pm by President Matt Oaks.

Board Members Present: Matt Oaks, Justin Abart, Rob Winkler, Tom Lawrence, AJ Robinson, Marie Holyfield, Heidi Slakens, Lauren Patterson; Scott Trapolino participated by phone.

#### **Approval of March 2019 Board Meeting Minutes**

Motion made by Marie to approve January minutes. Seconded by Tom. Passed unanimously.

#### **Additions and Deletions to Agenda**

No changes. Agenda was presented by Matt.

#### **Treasurer's Report**

Lauren reported that there has been no change to the treasurer's report since the last meeting.

#### **Old Business**

##### *Partnering with TNGIC for 2019 Conference and beyond*

Further discussion regarding TNGIC's proposed requirement that TNGIC members be allowed to attend the MAGIC Conference for free. Discussion centered around whether we would be able to break even or stay in the black if we don't have TNGIC member registration fees. We get substantial revenue from vendors; TNGIC West Forum typically only has 3 vendors, and mostly these also exhibit at MAGIC.

Nevertheless, allowing all TNGIC members to attend for free might cause our conference to lose money.

It's estimated that a third of MAGIC membership are also TNGIC members. A number of alternatives were proposed. Finally we got TNGIC Board Member Kevin Bingham on speaker phone. He estimated 40 TNGIC members would attend, based on past attendance at West Tennessee Forum; however probably 15 of these are also MAGIC members. Kevin stated that the position of the TNGIC Board is that TNGIC members already pay dues and have traditionally been able to attend the West Tennessee Forum for free. A general consensus was finally reached that, since this is a one-day conference (thus lower

overhead costs) and the venue we are considering is very reasonably priced, we could allow TNGIC members to attend for free and still break even. We could have a special code for TNGIC members to use for EventBrite registration to qualify for free conference registration, and Kevin Bingham says TNGIC can provide us a TNGIC member list.

Marie Holyfield made a motion that we clarify to TNGIC that MAGIC and TNGIC members be allowed to attend the conference at no additional charge (beyond membership dues), in return for TNGIC providing a \$1,000 sponsorship; anybody who does not register by the Early Bird registration date (typically August 31) will have to pay the full \$75 registration fee, including TNGIC members. AJ Robinson seconded the motion, and it passed unanimously.

#### Venue for 2019 MAGIC Conference

Discussion of the two most recent venues, Botanic Garden and Ag Center. MAGIC Expenses spreadsheet shows that 2017 Conference at Ag Center was almost twice the price of 2018 Conference at Botanic Garden, but anecdotally the Botanic Garden tacked on a bunch of extra fees that we had to pay afterward. 2017 Conference at Ag Center was about \$6500, and 2018 Conference at Botanic Garden was about \$3650.

General preference was expressed that we should have a venue on the east side of town to attract attendees from the Jackson area. The following options were discussed: Great Hall (Germantown), Esplanade Conference Center (Cordova), Cordova Community Center (Cordova), Stonebridge Golf Club (Lakeland), and Club Windward (Lakeland). Matt already spoke with event coordinator at Stonebridge and got pricing and availability. The Stonebridge facility holds 120 people, which is cutting it close. Cost would be \$1500 for the one-day conference, and venue seems to be available on our preferred date, November 13, as well as just about any of our fallback dates. TNGIC Kevin Bingham agreed that Stonebridge would be a good location, especially since he lives next door.

A Venue Committee was formed consisting of Matt Oaks, Marie Holyfield, and Lauren Patterson. Rob Winkler made a motion authorizing the venue committee to visit Stonebridge to see if the facility will be suitable for our Conference, and to go ahead and book the venue if they find it to be suitable for the conference. Marie Holyfield seconded the motion, and it passed unanimously.

#### Date for 2019 MAGIC Conference

Proposed date is GIS Day, which is November 13 this year. TNGIC Kevin Bingham indicated that this date would be fine with TNGIC, and they could schedule their East and Central Tennessee Forums so that there is no conflict. Concern is that vendors will have other engagements with other conferences, and won't be able to attend/sponsor our conference.

A Vendor Committee was formed consisting of Justin Abart, AJ Robinson, and Heidi Slakens. AJ Robinson made a motion authorizing this committee to call vendors to let them know we want to have the MAGIC Conference on November 13<sup>th</sup> and see if we can get them to commit to this date. Backup dates will be November 6<sup>th</sup> or November 7<sup>th</sup>. Justin seconded the motion, and it passed unanimously.

## **New Business**

### **May General Meeting**

AJ Robinson confirmed that the Christian Brothers University venue has already been booked for the May meeting on Thursday, May 16th. However, the room reservation is for 2:00, which is when the general meeting starts, as it was for the March meeting. We did not have a room for the March Board meeting.

It was agreed that we will not have a May Board meeting, just a general meeting on May 16<sup>th</sup>. The next Board meeting will be in June. Rob will remove the May Board meeting from the web site. (No vote was taken on this.)

Regarding the meeting content/presentation, a few options were discussed:

- Have Justin Abart come up with a hands-on workshop along the lines of the workshop that AJ Robinson presented at the March general meeting; Rob would bring laptops.
- Have a couple of students present on projects they've worked on. For example, Sarah Boyle's students at Rhodes College. This may be problematic because graduation occurs before the meeting, so students may already be gone. Justin suggested he could reach out to Ezra Ozdenerol at University of Memphis to see if a couple of her students would be available to present.
- Marie proposed having Ben Lundberg present on some of the work he's done with the LiDAR data that Shelby County got from Atlantic Group. (e.g. hillshade, 1<sup>st</sup> returns, tower heights, bridge deck heights, etc.)
- Marie proposed a presentation of a dashboard that her group created for Brent Perkins at Shelby County Fire/EMA. Brent created 91 custom icons for different incident types, which resulted in some interesting and colorful emergency event maps.

No decision was made at the meeting on who would present at the next general meeting.

## **Adjournment**

Motion presented by: Rob

Seconded by: Marie

Time: 4:48 pm