



**Memphis Area Geographic Information Council**

Board Meeting: November 13, 2020

Virtual Attendance (Zoom)

Time: 10:00 AM

Prepared by Rob Winkler

**MINUTES**

**CALL TO ORDER & ESTABLISH QUORUM**

- **Call to Order**
  - Motion By: Tom Lawrence
  - Seconded By: Rob Winkler
  
- **Quorum established at 10:00 AM by Vice President Tom Lawrence.**
  - Officers (4 present)
    - President – AJ Robinson **Yes / No**
    - Vice President – Tom Lawrence **Yes / No**
    - Treasurer – Lauren Bryant **Yes / No**
    - Secretary – Rob Winkler **Yes / No**
  - Members (3 present)
    - Andrew McColgan **Yes / No**
    - Sherra Russell **Yes / No**
    - Marie Holyfield **Yes / No**
    - Scott Trapolino **Yes / No**
    - Michelle Field **Yes / No**

**AGENDA**

- Approve Minutes from previous meeting - Rob
- Promoting GIS Day Event – Rob
- Officers for 2021 (President, VP, Secretary, Treasurer) – Tom
- GIS Day After Hours Event – Scott
- 2021 Schedule - Tom
  - Board Meetings 10 AM on 3rd Tuesdays proposed
- New Business and Topics for Next Meeting

**APPROVAL OF PREVIOUS MEETING MINUTES (8/6/2020)**

- Minutes were not available

**TREASURER'S REPORT**

- Treasurer's report was unchanged since most recent meeting on 8/6/2020.

## OLD BUSINESS

- None

## NEW BUSINESS

- Promotion of 11/18 GIS Day Event
  - Rob summarized the transition MAGIC has undergone in providing content, from in-person general meetings once every two months to online webinars once a month, and how despite the fact that webinars should be easier to access for members than in-person meetings, and that we can now offer a broader range and higher standard of content from speakers based all over the country, we are seeing declining attendance at webinars.
  - Also, we are not bringing in revenue like usual due to cancellation of Conference. Normally we have conference registrations plus sponsor contributions. Revenue could help support other initiatives such as scholarship and map gallery competitions tentatively planned for spring 2021.
  - Rob proposed that we should focus as a Board on boosting attendance for the webinars while trying to attract sponsors for our webinar series – ostensibly the same companies and organizations that sponsor our annual Conference.
  - We could better use MAGIC LinkedIn page to promote these events. Tom pointed out that his assistant has started posting content to the MAGIC LinkedIn page.
  - Rob pointed out that Michelle Field has been using her personal LinkedIn account to promote the events to her network of GIS professionals, so he has started doing the same. Tom said he has also done this. It would be great if all Board members with LinkedIn accounts would do this.
  - Rob will ask Kevin Bingham to send out email to TNGIC membership for 11/18 event as well as future events.
- Officers and new Board members for 2021
  - Tom will be in-coming President and wants volunteers to step up into officer positions.
    - Rob volunteered to move up to Vice President position.
    - Lauren offered to continue serving as Treasurer.
    - Tom will ask Michelle Field (not present) to serve as Secretary. If she declines, Scott has agreed to serve as Secretary.
  - Recently at Tom's request, Rob sent out email to membership requesting volunteers to serve on MAGIC Board.
  - Former Board member and past President Shawn Anderson has volunteered to serve again.
  - Marie pointed out that it is preferably for the Board to have an odd number of officers. She also pointed out that we currently have 4 officers scheduled to roll off each year for the next 4 years; she thinks we should have only 3 officers rolling off per year.
  - Tom concurred that we should try to recruit one more Board member (in addition to Shawn) so that we have an odd number. Marie said she will try to recruit Brant Solis if nobody else volunteers.
  - AJ mentioned that Shawn asked him for a letter stating his previous service on the Board; he needs this for his GISP renewal. Marie mentioned that there may be a letter on the MAGIC Google Drive that Sam Russell created years ago for her. Rob looked through Google Drive and found Board member certificate that was used from 2010 to

2015. Some Board members felt that we should revive these certificates. AJ will write the letter for Shawn and share with the rest of the Board.

- Tom also expressed that we should start sending out attendance certificates to attendees after each webinar. These can be helpful for people seeking GISP. Marie suggested we just have a certificate available for attendees who request it. This could be a document on the Google Drive for which we provide a share link.
- GIS Day After-Hours Social Event
  - Scott proposed having a virtual After-Hours social event on GIS Day. He has participated in similar events associated with other conferences. He is willing to host the event.
  - No Board members objected to the idea.
  - **Scott will write up a description of the event for Rob to include with next announcement.**
  - **We have five ArcGIS for Personal Use licenses that ESRI gave us when Michelle registered our GIS Day event with them. We will have Michelle give away three of them as door prizes at the end of the webinar, and Scott will have the other two to give away at the social event. (We need to make sure we're not giving away to people that can't use them).**
  - **Andrew pointed out that Randy & Sherra still have a bunch of MAGIC pint glasses that we can give away. Andrew will contact Randy to see about getting them.**
  - **Rob suggested that we could set up a store on the MAGIC website to sell pint glasses.**
- Board schedule for 2021
  - Tom proposed that we hold board meetings at 10:00 AM on the third Tuesday of each month. (This could change back to afternoon meetings if we go back to having in-person meetings.)
  - All other board members present said this time slot would work for them.
  - **Tom will check with TNGIC contacts to see what their spring schedule looks like. (They usually have a conference.)**
  - **Scott will reach out to Kim Denny (Atlantic Group) to see if she will present at one of our webinars.**
- Next Board meeting – scheduled for **Tuesday, December 15, 2020, at 10:00 AM.**

**Adjournment** – 10:50 AM