

## Meeting Minutes

**MEMPHIS AREA GEOGRAPHIC INFORMATION COUNCIL (MAGIC)  
BOARD MEETING  
www.midsouthgis.org**

**Tuesday, December 7, 2021**

**10:00 AM**

**Zoom – ID: 852 2953 1255 (Passcode - 298893)**

<b>Officers</b>	<b>Board Members</b>
<ul style="list-style-type: none"><li>• <b>President – Tom Lawrence</b></li><li>• <b>Vice-President – Rob Winkler</b></li><li>• <b>Treasurer – Lauren Bryant</b></li><li>• <b>Secretary – Michelle Field</b></li></ul>	<ul style="list-style-type: none"><li>• <b>AJ Robinson</b></li><li>• <b>Andrew McColgan</b></li><li>• <b>Lee Owens</b></li><li>• <b>Marie Holyfield</b></li><li>• <b>Scott Trapolino</b></li><li>• <b>Shawn Anderson</b></li><li>• <b>Sherra Russell</b></li></ul>

**Bold = Attendance**

1. Attendance (Tom)

2. Approve Minutes from previous meeting (Michelle)

Motion: Rob Winkler

Second: Lee Owens

3. MAGIC Conference 2021 Recap (Tom)

- Date and location for 2022
- Review “MAGIC Conference Recap” list on next page.

4. Future Club Activities (Michelle)

- Do we want to start any now or wait until next year?

Marketplace:

Motion: Michelle’

Second: Sherra

Get logo for marketplace

Michelle will set up marketplace on Squarespace

Tom will look for logo

Emails:

AJ will get emails set up for all board members

Andrew will look to see if we have info for the old GoDaddy website.

info@midsouthgis.org

5. Future Board Meetings (Tom):

- 2021 Board meetings were held monthly on third Tuesdays at 10 AM
  - Could not get ahold of December speaker.
  - January Board Meeting – Jan, Tues 18<sup>th</sup> 10am Virtual
  - Jackson, TN event January Wed 19<sup>th</sup>
  - Feb Board Meeting – Feb 22<sup>nd</sup> 10 am Virtual
  - March Board Meeting – 22<sup>nd</sup> 10 AM

- April Board Meeting – Thursday 19<sup>th</sup> in-person; 2-3 board meeting; general meeting 3:30-5
- May Board Meeting – Future meeting
- June – in-person
- August – in-person
- SCAUG is going to be last week in April or first week in May
- Choose dates for 2022 (or at a minimum choose January 2022).
- New Board and Officers start in January

The following dates confirmed for M.A.G.I.C in meeting room A from 2:00 PM - 5:00 PM:

- January 11th
- April 19th
- May 17th
- June 21st
- July 19th
- August 16th
- September 20th
- October 18th
- November 15th
- December 20th
  -
- In-Person Meeting Ideas (Rob)
  - Student Showcase – posters, presentations
  - Indigo Ag presentation
  - In-person drone workshop/lunch and learn (Sept/Oct)
- Conference Date:
  - GIS Day Nov 16<sup>th</sup>
    - Need to give out 5 licenses from conference
  - Will Bartlett sponsor/give discount for hall?
  - Marie will talk to Cindy
    - Three or four people from board to have meeting with Mayor

## **MAGIC Conference Recap**

### **Subcommittees to Establish**

Agenda (schedule speakers and events)

Sponsors and Vendors

Map Gallery

Scholarship Competition

Venue Selection

### **Conference Needs**

1. Identify location and date (live or virtual)
2. Set schedule for when specific items need to be completed
3. Send out call for presentations early in the year (by May 2022)
4. Keynote speaker
5. Lunch speaker (if not sponsored)
6. Food (Breakfast, Lunch, Breaks)
7. Set up vendor area
8. Communicate with venue
9. IT (communicate with venue for projection and screen, provide computer for presentations, projector, make sure cables needed are available)
10. Registration (tracking registration and payments)
11. On-site check-in (maybe second person if we have on-site registration)
12. Bingo Cards (coordinate and print; identify how winners will be determined and announced, identify prizes)
13. Mouse Pads and other Promotional Items
14. Agenda (print agendas and prepare QR code or other online access)
15. Print and prepare name tags
16. Lanyards
17. Buy giveaways for end of conference raffle
18. Ask vendors for raffle items and collect items for raffle
19. Ask vendors for current logos

20. Determine how raffle will be conducted
21. Map Gallery Contests (student and professional) – develop voting form, identify where votes will be collected, and pick who will tally the votes.
22. Student Contest (identify contestants and judges)
23. Treasurer (budget, collect payments, make payments)
24. University/College Coordinator (to work with schools to help them with overall conference participation and to try to get more schools involved)
25. Website Updates
26. LinkedIn
27. Conference promotion (to make sure that everyone knows that the conference is happening)
28. Do we want to have “Doctor is in” or some other type of help room?
29. Pre-conference Workshop
30. GISP ceremony
31. Look into setting up some sort of vendor demo. I think that the Bad Elf one this year and the drone one a few years ago were really well received.
32. Shirt orders at conference (set up with vendor, collect money, deliver shirts)
33. During conference internet access (will attendees have access to the facility internet? If so, provide name and address.
34. Recording talks (set up recording equipment and post to website)
35. Coordinate a panel
36. Social
37. Identify event MC (Master of Ceremonies to keep momentum going)
38. Determine early registration price and cut-off dates. Consider early registration bonus for vendors, like better booth location or more promotion
39. Any special displays (such as photographer)?