



MINUTES
BOARD MEETING
Tuesday, July 18, 2023
2:00 PM
Central Library and Zoom

CALL TO ORDER & ESTABLISH QUORUM

- Call to Order
- Quorum established at 2:00 PM (time) by President Michelle Field.
 - Officer (**Bold** = attended)
 - President – Michelle Field **Yes** / No
 - Vice President – Lee Owens **Yes** / No
 - Secretary – Rob Winkler **Yes** / No
 - Treasurer – Lauren Patterson **Yes** / No
 - Member (**Bold** = attended)
 - AJ Robinson Yes / **No**
 - Andrew McColgan **Yes** / No
 - David Branson **Yes** / No
 - Scott Trapolino **Yes** / No
 - Shawn Anderson **Yes** / No
 - Mary DuBose **Yes** / No
 - Uday Bhanu Burrey **Yes** / No

APPROVAL OF PREVIOUS MEETING MINUTES

- Motion presented by: Shawn
- Seconded by: Scott

TREASURER'S REPORT

- Started year with balance of \$9,734.02.
- Balance at last meeting was \$8,250.24.
- Current balance is \$8,232.77.
- Lee requested that the \$1,031.58 in PayPal account be transferred to bank account

NON-PROFIT FILINGS

- IRS and Secretary of State filed by Treasurer Lauren Patterson in February
- Lauren received Tax Exemption letter from Tennessee Department of Revenue that is valid until June 30, 2027. We can present this to vendors to receive tax-exempt status.

COMMITTEE ACTIVITIES/REPORTS

- Agenda Committee
 - * Lee, Rob, Michelle
 - Committee met last week and discussed:
 - moving keynote to later Thursday morning
 - ending the conference earlier on Friday, since attendance tends to be very low for Friday afternoon presentations.
 - Keynote discussion:
 - Lee is continuing discussion with U.S. Census Bureau for keynote presentation
 - Scott and AJ are continuing to try get USPS to present; they need to determine what they'd be allowed to talk about.
- Sponsor Committee
 - * Lee, Shawn, Scott, AJ, Michelle
 - Committee has met
 - Lee presented a motion to add a new sponsor \$250 sponsor level
 - Seconded by Scott
 - Motion carried
 - Lee will update sponsor packet so we can republish to website
 - The following sponsors have committed:
 - ESRI - \$1000 (lunch)
 - MLGW - \$1200 (platinum)
 - TNGIC - \$500
 - NorthCentral Electric - \$400 (silver)
 - Tipton County - \$400 (silver)
 - SCAUG - \$250
 - Canopy Spatial is considering a gold (\$800) sponsorship
 - Scott met with representatives from NearMap and Woolpert at ESRI User Conference and discussed "in-kind" sponsorship possibilities, since they will not be able to attend the conference for a regular sponsorship.
 - Woolpert will consider contributing giveaways
 - NearMap will consider a monetary sponsorship for using their logo on maps we print for the "Where In The Midsouth" contest.
- Food Committee
 - * Scott, Lee, Mary
 - Scott will reach out to Marie Holyfield for help in putting together a shopping list for items that won't be provided by caterers
- Scholarship Committee
 - * Andrew, David, Rob
 - No activity yet; meeting planned for later this week



- Map Gallery Committee
 - * David, Uday, Lauren
 - We will announce and post on website in August, as we've done in recent years
 - David has been researching web map galleries for other conferences to come up with ideas for how we could begin allowing web maps in our map gallery contest
 - Michelle recommended prohibiting MAGIC board members from being awarded prizes for competing in the map gallery contest (also door prizes), and even suggested we should consider amending the bylaws
 - Some prior attendee(s) complained to her about board members winning prizes at previous conference
 - This led to a heated discussion among board members.
 - Issue will be resolved by vote at a future board meeting.

SOCIAL MEDIA

- Uday shared statistics on LinkedIn
- LinkedIn Analytics shows the following statistics over past 30 days:
 - 26 page views
 - 2 unique visitors
 - 119 total followers (2 new followers in past 30 days)
 - 91 impressions
 - 6 reactions
 - 3 clicks

MISSISSIPPI STATE UNIVERSITY TRAINING IN DESOTO COUNTY

- Class will be Wednesday-Thursday 8/16 and 8/17/2023.
- Original 15 seats sold out within a few weeks, so MSU added 10 more seats upon request.
- We currently have 2 seats available

GENERAL MEETINGS AND WEBINARS

- Michelle presented draft of upcoming schedule.
 - August 10 (Thur) – Webinar
 - Melanie Vanderhoof (USGS)
 - September 19 (Tue) – General Meeting
 - U of M graduate students
 - October 19 (Thur) – Webinar
 - SSP Innovations



STUDENT AMBASSADOR

- We've had two commitments so far:
 - Andrew Humphreys – student at Delta State, will serve as Student Ambassador
 - Marc Crespi – student at Christian Brothers; Lee invited him to attend 7/18 general meeting, but he did not attend.
- We may need to send out another announcement in August when fall semester starts.

ESRI FOR NON-PROFIT

- No further action since Rob and Scott coordinated to get account activated in May. We now have 1,000 credits.

GOOGLE FOR NON-PROFIT

- Lee will continue to try coordinating with AJ to try to move this forward.

BOARD MEETINGS

- Next meeting scheduled for Tuesday, August 15

ADJOURNMENT

- Motion presented by: Rob
- Seconded by: Lee
- Time: 2:52