

MGUG Meeting June 12/2019

Attendees:

Cassandra, Steven, Jim, Matt, Keith, Robert, Geoff

On the phone:

Evan, Andrea, Satwant

Regrets: Tatjana, Melissa,

Called to order at 5:14pm

Minutes Reviewed

Director updates

#### Financial—

Geoff updates that we have **\$5,678.62** in the bank. We now have the letter for transferring signing authority signed by Jocelynn (Geoff will take to the bank for signing authority). Signing authority will be held by executive (Cassandra, Robert, Tatjana, Geoff).

#### Sponsorship and advertising

Created a spreadsheet in sponsorship folder. Few replies – Hydro, ESRI. They need an invoice. Matt will contact Tatjana and Geoff for invoice. Cassandra notes that the free ticket names should be forwarded to the conference team (and dietary restrictions).

Matt's been fielding questions from potential sponsors (e.g. CBC questionnaire).

Keith notes that FOSS4G might be interested in doing a swap.

#### ***Motion***

**Cassandra moves we vote on offering FOSS4G a conference swap (5 minute presentation or booth).**

**Keith seconds**

***PASSED***

Jim asked about contacts. Let Matt know or add them to the contacts list.

Sponsorship package has gone out.

Cassandra notes that Geolgnite welcomes new sponsors in e-mails and we should do that.

#### ***Motion***

**Cassandra moves we vote on continuing the sponsorship agreement from GeoManitoba from previous years.**

**Keith seconds**

***PASSED***

### Social Media and Marketing

Andrea has ordered the promo business cards. Has posters to give out. Group will put them up at key locations.

Andrea is considering making some signs with arrows to let people know where events are.

Standee banners. Range in size from 81", 34" to 47" wide. **Andrea will send out to the board.**

Cassandra notes we should thank our sponsors on social media. Matt will let everyone know when we get a new sponsor committed.

### Jobs and Content

We need a headshot from speakers – we need that on the website.

Cassandra notes that it's in the Google Drive Folder (2019->Conference->Speaker Forms). Always look there for speaker information.

Discussion about updating the conference page, and releasing conference info to give a "flavour" of the conference to prospective attendees outside of the usual ones. Also to look like something worth supporting to sponsors.

### Website

Looking into how much it'd cost for Modern Earth to do maintenance on the website. There's some quirky wordpress things. We have something like 38 plugins. It'd be nice to have somebody manage.

Keith says he knows some people who passively earn income by maintaining non-profit websites.

**Cassandra says we should post these volunteer positions to help out. Keith will do.**

Work with Modern Earth.

[info@mgug.ca](mailto:info@mgug.ca) spam is huge. Don't we have spam filters?

### Membership

Jim is back, 1 new member.

Conference e-mails have higher reader rates compared to general ones. Subject line matters. Andrea will keep track of the e-mail analytics. Some of the bounces are probably dead e-mails.

## Education

We would like to continue to have our booth at MSSTA (just after the fall conference). They are looking for speakers or for us to have a booth at their event.

Group agrees we can. Cost will be \$30. We'll go ahead and do it.

We could take a more active role in connecting our network to their community.

## Interjection: Geoff about D&O Insurance

Geoff Motions, Keith Seconds.

Passed

## Conference

Cassandra suggests one thing per subject line per e-mail. That'll help our opening rate.

Evan, Cassandra and Glen did a walkthrough of Club Regent casino. There might be some changes to food, but our food options will be about the same. Looks like we're saving a little bit of money on the energize break food.

Confirm with Lorelai/Geoff about the food/venue limits have changed. Make sure we've ordered enough food to not pay the rental.

Currently have 19 signed up for the conference, 3 for the event.

Donna at electronics recycling association reached out for us for electronics. We could ask for electronics to recycle and have a booth there to collect them (enter them into a draw for the comp tickets we get). Donna said they'd be excited about that and they can bring a hard drive shredder.

We have 5 pairs of concert tickets – electronics for one draw, two pairs for early bird, two for the conference door prizes.

Evan will find out how big it is and where to put it.

We have opportunity to do a workshop – Red Cross people will be attending, we could do missing maps work there. Keith and Robert will talk to Melissa for a workshop on how to add data to a map.

We have a chance to do 5 20 minute workshops. These'll be hands-on tech talks and how-to's.

Received some speaker forms.

Geoff says we should have a hard abstract deadline, it might get people to submit more.

Accepting all presenters so far.

Resend e-mail about call for speakers. Attach form.

Speaker abstract form on website? Keith will do.

We will allow non-profits to have a booth at our event. Also booth swaps. CCMEC mining conference is in November.

MB EcoNetwork event coming up in June.

See Conference-> Concurrent Speaker section.

Geoff will reach out to Chris Storie and Chris Henry for a talk, re Cassandra's

Group: Ideas for other people to contact for Keynotes

CC info@mgug for correspondence so we have a correspondence.

Geoff will set up a meetup account

We're not vendor specific. So if we do QGIS maps should we alternate with other platform nights? We can do storymaps for free.