

# Minutes for August Board Meeting Manitoba GIS Users Group

## AGENDA: Wednesday August 12, 2020

**When:** Wednesday, August 12, 2020 @ 5:00-7:00 pm

**Where:** N/A – Web meeting (via Slack)

**Who:** See attendance list below

1	<b>Review of Meeting Minutes (July 2020)</b> <ul style="list-style-type: none"> <li>• Changes (if any) &amp; formal acceptance</li> <li>• Outstanding items: see highlights in last minutes (go through with each director update)</li> </ul>	Secretary - Chris
2	<b>Director Updates</b> <ul style="list-style-type: none"> <li>• Secretary (Chris)</li> <li>• Financial (Tatjana)</li> <li>• Sponsorship and Advertising (Matt)</li> <li>• Social Media and Marketing (Chris, Andrea)</li> <li>• Jobs and Content (Keith)</li> <li>• Web Maintenance (Keith)</li> <li>• Membership (Jim)</li> <li>• Education (Steven, Satwant)</li> <li>• Event Planning (Hailey, Robert)</li> <li>• Vice President (Robert)</li> <li>• President (Cassandra)</li> </ul>	Secretary – Chris; President – Cassandra
3	<b>New Business</b>	Board

## MINUTES

Meeting began at 5:00 PM, August 12, 2020

All attendees connected remotely via Slack

### Attendance:

- Present: ✓
  - Cassandra Clouston ✓
  - Chris Hay ✓
  - Keith Hartley ✓
  - Andrea Dousiss ✓
  - Matt Sebesteny ✓
  - Steven Hills ✓
  - Hailey Wright ✓

- Absent: ✕
  - Robert Belton ✕
  - Tatjana Radulovic ✕
  - Jim Rodger ✕
  - Satwant Kaur ✕

### 1. Review of Meeting Minutes (July 2020)

- Changes (if any) NONE
- Formal acceptance of July 2020 minutes DONE
- Outstanding items: will go over in each person's section below

### 2. Director Updates:

Secretary (Chris)

- Agenda, minutes, meeting setup and event creation (the usual)
- Bank update... see Financial update

Financial (Tatjana)

- Credit card – need financial statements or taxes to get the card... still need to work on
- Bank: Tatjana was able to get Assiniboine Credit Union to send Chris Hay (Secretary) access to a secure account so can approve e-transfers and now allowed to sign cheques (four people total)

Sponsorship and Advertising (Matt)

- Sponsorship email done and sent
- Google Form ongoing
- Cassandra
  - We should clarify sponsors being on website the timeline they are sponsoring for (AGM to AGM or Conference to Conference?) – when should sponsors come off the website? -> **Decided on Oct 1 as yearly cutoff for sponsors (sponsorship year Oct 1 to Oct 1)**
  - Offer a deal to advertise with us \$250 to go on website and in emails and a featured shoutout (blogpost and social media thanks to our sponsors, just a sentence or two about what they do)
  - Send to specific list of sponsors for now, and social media posts, and website link (will figure out wording together)

Social Media and Marketing (Andrea, Chris)

- Spreadsheet for social media numbers data: MGUG Google Drive > 2020 > "SocialMediaNumbers.xlsx"
- Updated numbers as of this morning:

	2020-08-12	change
<b>Twitter</b>	891	0
<b>Meetup</b>	137	23
<b>Instagram</b>	120	7
<b>LinkedIn</b>	111	-1
<b>Facebook</b>	78	4
<b>Slack</b>	34	8

- Social media by Chris and some help: Ubisoft, Coffee Chat, Promoted Slack, What 3 Words (w3w)
- Emails by Andrea: Coffee and w3w
- **Todos:**
  - Andrea to show Chris how to do emails
  - LinkedIn: to allow us to post as MGUG on there, need to be main person who is currently John Tellier... Keith was working on...
  - Another w3w social media
  - Government spread word of events, w3w – Hailey can send to MB gov people, who actually do it

#### Jobs and Content, Web Maintenance (Keith)

- Not many jobs
- Content: Steven made a post to add
- Website maintenance: plugins working
- No time currently to work with Jim on membership list with website, **todo later**

#### Membership (Jim)

- MGUG membership user total: 888 (+5) members (two went to join slack so Jim contacted them to make them MGUG members first)
- Constant Contact totals: 1225 on circulation list, 1858 on all lists
- and total on circulation list is 1858
- 983 members approved (988 with board); 2 rejected memberships since residing outside of country (so only 1 successful new member)
- 1225 in "A Master List" for circulations, 1859 in total constant contact

#### Education (Steven, Satwant)

- Education update on mgug website
- Tweeting out content from his ACC (@ACC GIS) account, but uses @mgug so will appear on website's twitter feed – Chris may try to retweet (look at the mentions! Possibly add on phone)
- University of Manitoba – Megan, was able to contact but unable to find a time to have a Zoom call yet
- Promoted Coffee Chat to his students

#### Event Planning (Hailey, Robert)

- Coffee Chat Event updates:
  - There were a few weeks to advertise
  - Got 12 registries (13 counting Hailey) so 6 pairs

- Sent out email to member of each pair
- The rest is up to the pairs... probably in the next few weeks
- Plan to send out a survey in two weeks – Mail Chimp or Survey Monkey, see if we have an account with Survey Monkey already, or if email service has a survey functionality
- If feedback is good, maybe do every 2-3 months
- Has been pretty easy to facilitate
- Cassandra - What 3 Words: allowed to record, presenter will be in UK, hopefully internet all works; they are working with Portage or Brandon police/emergency services to implement it; Keith: Hailey's department is already using for non-address locations, and something with a tree inventory (Tony), Mongolia uses it for postal addresses
- Cassandra - Esri: Esri reached out to us about presenting about "Esri Next Gen 911" on Oct 7 in evening, see post under #events for MGUG Board channel, Cassandra let them know no sales pitches, will effect all GIS people no matter what software using
- Sept – no plans yet... could do missing maps – Keith to look into; otherwise another Pecha Kucha (potentially COVID or W3W...)

Vice President (Robert)

- Not present

President (Cassandra)

- Nothing President-specific to report, see New Business

### **3. New Business**

- AGM 2021 planning – we should start! Will probably be virtual, via Zoom. Keep in mind. Will be free to attend. No free lunch though.
- Ongoing:
  - AGM strategic changes - each board member should make goals, write down what we have done so far (when the AGM comes around, will we have we met the goals of what they were looking for? Review notes from strategic sessions – Cassandra posted the file in the #meetings channel of board Slack)
  - Website Excel file edits – ongoing (individuals can even try to edit website themselves – see Passwords file in Google Drive for Word Press; otherwise Cassandra and Keith can make the necessary changes)

**Meeting adjourned at 6:10 PM**