

Minutes for July Board Meeting Manitoba GIS Users Group

AGENDA

When: Wednesday, July 14, 2021 @ 5:00-7:00 pm

Where: Web meeting via Zoom

Who: Keith Hartley, Steven Hills, Edirin Okpikpi, Geoff Gunn, Alex Yuzwa, Allison Davies, Matt Sebesteny, Sania Rahman, Jim Rodger

Regrets:, Chris Hay, Paige Kowal, Cassandra

1	Review of Previous Meeting's Minutes	Secretary
2	Director Updates <ul style="list-style-type: none"> • Secretary (Chris) • Treasurer (Paige) • Sponsorship and Advertising (Matt & Jim) • Social Media and Marketing (Alex & Geoff) • Jobs and Content (Keith & Geoff) • Website Maintenance (Edirin) • Education (Steven) • Events and Conference (Allison) • Other (Sania) • Membership (Jim) • Vice President (Jim) • President (Keith) 	Directors
3	Fall Conference Planning Updates	Subcommittee
4	New Business	Board
5	Next Meeting – Aug 11	Secretary

MINUTES

Meeting began at 5:00 PM, July 14, 2021

All attendees connected remotely via Zoom

Minutes taken by Allison Davies, given absence of Secretary.

Attendance:

- Present: ✓
 - Keith Hartley ✓
 - Jim Rodger (present for later part only) ✓
 - Steven Hills ✓
 - Matt Sebesteny ✓
 - Edirin Okpikpi ✓
 - Alex Yuzwa ✓
 - Geoff Gunn ✓
 - Allison Davies ✓
 - Sania Rahman ✓
- Absent: ✗
 - Paige Kowal ✗ (RSVPed could not attend)
 - Chris Hay ✗ (RSVPed unable to attend)

1. Review of Meeting Minutes

- June Board Meeting Minutes
 - Changes (if any) – none
 - Review of meetings
 - Formal acceptance of minutes – DONE

2. Director Updates

Secretary (Chris)

- Updates:
 - Made copies of key for mail box
 - Google Drive storage space was purchased via gift card method
- Things still need to do:
 - Test keys / check mail – if good give Jim one key

Treasurer (Paige)

- Updates:
 - Current balance is: \$11,629 current balance as of today
 - Reimburse Keith again for Constant Contact- done, we have another year
- Todo:
 - Perhaps get us a debit VISA we can use for things (especially big expenses)! – Paige will get in touch with the same company Cassandra contacted – still in progress
 - Contact bank about getting rid of Geoff's email for updates

Sponsorship and Advertising (Matt & Jim)

- No real sponsorship updates currently
- Met with Steven, looked at new idea from Steven... will discuss more later in conference section

- Working on figuring out tiers! Based on new platform from Steven (to be discussed more later in this meeting – under conference section)
- Then will contact sponsors
- Keith will be working with them soon for a new sponsor grid/matrix- maybe a break sponsor? we need to find some different levels appropriate for virtual
- Keith wants to do this before August

Social Media and Marketing (Alex & Geoff)

- Updates:
 - Twitter etc. has been getting updated - 926 followers
 - Will Post new graphic for Aug lunch and learn when ready
 - John is a confirmed speaker and we could tweet to him?
- ToDo:
 - Pub Night event to post – see Events section
 - Need to send an email blast for confirmed speakers – John Nelson and Gretchen Peterson
 - Keith will create some copy for the email blast on the new speakers
 - Would like to do another “what is MGUG” blast message
 - We discussed maybe updating our strategic Direction beyond 2015 on the “About” page of the website

Jobs, Content, Web Maintenance (Edirin, Keith, Matt & Geoff)

- Updates:
 - Edirin has still been posting jobs
 - Steven mentioned a job posted on LinkedIn to Edirin
 - Keith found a WPS job – says Data Visualization specialist for website
 - Eco-Network job posted by Geoff
- Todos:
 - Add Fall Conference to Website- delete the 2020 cancelled message and add Just the dates for now- Keith will do the copy for this and send to Edirin in Slack

Education (Steven)

- Updates:
 - Plugged our Fall Conference with other network contacts in education via other zoom meetings today
 - Still working on Education awards posters, but not finished yet
 - Calvin So from the EcoNetwork – updating the manitogan canoe route map- Steven helping to get it online – want it public next week – he wanted to thank MGUG for our support- they are also looking for funding partners to give as matched funds by gov- could we promote through our social?
- Todos: none noted

Event Planning & Conference (Allison)

- Done:
 - 2 keynote speakers confirmed – John and Gretchen
 - John says yes to the workshop idea, and Gretchen said no

- They both included bios and pics – John hasn't told topic yet
 - Conference was announced and need to put out an email blast announcing the two speakers
 - Matt from M3 might do a talk
 - Looking for new speakers on social
 - Our schedule is built out and needs to be filled in
 - Need to start constructing the webpage for the conference- use template from the AGM page – maybe Alex to create a new graphic?
 - bebaes new font for our graphic
 - Need to create an Eventbrite page so people can start signing up
 - Could we put some time into the schedule to promote nonprofits who use GIS? Possibly Calvin and Steven to do a talk?
- Next event:
 - 20th anniversary of GeoCaching site- they charge now and have merch
 - We decided to move the geocaching event to August now
 - Do a show and tell night for Open Source Showcase set up for September
 - July 28 - 7-9 pm will be a virtual pub night – will be sent out as a notice with the speaker announcements
 - Keith created a meetup and zoom link in the meeting- Alex is updating the graphic to add after. Link is added to the Board Slack channel

Other (Sania)

- Role: will help Allison with Events and Fall Conference, and anywhere else as needed
- Has past experience with conferences organizing
- Nothing to update this time

Membership (Jim)

- Absent this part of the meeting
- Notes:
 - We cleaned up a few people not receiving our email
 - Courtney from ERSI was on sponsor and member list and it opted her out of membership emails – Keith has corrected the glitch in constant contact
 - Still a few bounce back issues to correct
 - Would like to test the bounce back issue with our next email announcing speakers
 - We've gotten a few new members?

Vice President (Jim)

- Only present for the last few minutes, so no VP related notes to share at the time

President (Keith)

- Updates:
 - To check the mail and set up forwarding...still to be continued
- To-dos:
 - Keith still needs to do mail re-direct set up from Century to new address

3. Fall Conference Planning Updates

- Subcommittee met twice over Zoom the past month
 - First subcommittee meeting:
 - Date: Wed, June 16, 2021
 - Attendees: Keith, Steven, Sania, Allison, Paige
 - Main points:
 - Decided to do Zoom only
 - Free conference
 - Schedule on MGUG website
 - Post Zoom links through Eventbrite
 - Cost would have been about \$5K and required significant set up from the board
 - 3 half days
 - Webinar format seems better than regular Zoom meetings
 - Second subcommittee meeting:
 - Date: Thu, June 24, 2021
 - Attendees: Keith, Sania, Allison, Steven
 - Main points:
 - 2 days, 2 keynotes
 - Still have to work on schedule - pending how Zoom works (ie how many rooms we can run simultaneously) and if that's something we can do
 - Still deciding on workshops
 - Have to get google forms to work for keynotes
- Subcommittee has not met yet in July but plan to before month end, to be arranged in Slack
- Platform:
 - We are going with Zoom format for the conference with a webinar add-on for 2 webinar rooms
 - Cheaper but MGUG board will need to be more involved
 - Less favorable / trickier to get Sponsors involved
 - We will have speakers, and hosts for each room in Zoom- need 2 board members or volunteers as facilitators
 - Side room-meet up lounge to be used as a workshop as well
- Price examples:
 - We have decided on a virtual conference with a reduced cost
 - Possibly set up an early bird price and a regular price
 - We may have up to 200 plus names
 - Possibly a 20 early bird and 25 later price?
- To do still (some before next meeting, some later):
 - Zoom has given us a contact person to work on details as far as how to present everything Keith to Post a message in Slack to organize the next sub-committee meeting with the zoom person- Keith to message zoom for an appointment to speak with them – could be a lunchtime meeting

- Edirin to create a website for the conference – we need to give him the content- Keith to work on with him - add speaker bios, dates
 - Need to create an Eventbrite for people to buy tickets and send it out once we decide on price
 - Need to email out a request for more speakers
 - We found the todo Planning List in our drive to help organize tasks - started to edit for this year
 - We could approach skip the dishes about a one day discount code for the conference attendees
 - Need to figure out our MGUG Award - send out nomination email for lifetime achievement award and a cool project award – free conference entry and a mug?
 - Steven to work on the academic MGUG award and poster to send out to schools and post on school’s social
 - Mid/end of August to send out the poster for the MGUG award nominations - Steven and Keith to edit last year and send out
 - Need to contact Cassandra about the mug inventory
 - Sponsorship details need to be worked out soon so we can reach out – The tiers need to be a bit less this year
 - Could ask our sponsors for swag to give away somehow- virtual prizes?
- Logistics so far:
 - We have the conference agenda spreadsheet set up in the Google drive with the schedule and slots worked out
 - We have the 2 speaker forms finished and have sent out to John and Gretchen already and they have returned and confirmed
 - Edirin is to put out something on the website to save the date and announce our keynotes
 - Decided to plan a networking pub night before – possibly a partially in person event – possibly still virtual
 - 2021 Planning list is in the google drive updating in progress, Keith to share in Slack once done

4. New Business

- No new business

5. Next meeting – Aug 11

Meeting adjourned 7:02 pm

BOARD MEETINGS 2021

MAR 10, APR 14, MAY 12,
JUN 9, JUL 14, AUG 11,
SEP 8, OCT 13, NOV 10,
DEC 8

BOARD MEETINGS 2022

JAN 12, FEB 9, MAR 9