

Minutes for August Board Meeting Manitoba GIS Users Group

AGENDA

When: Wednesday, Aug 11, 2021 @ 5:00-7:00 pm

Where: Web meeting via Zoom

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

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 & Sania) • Membership (Jim) • Vice President (Jim) • President (Keith) 	Directors
3	Fall Conference Planning Updates	Subcommittee
4	New Business	Board
5	Next Meeting – Sep 8	Secretary

MINUTES

Meeting began at 5:00 PM, August 11, 2021
All attendees connected remotely via Zoom

Attendance:

- Present: ✓
 - Keith Hartley ✓
 - Paige Kowal ✓
 - Chris Hay ✓
 - Steven Hills ✓
 - Edirin Okpikpi ✓
 - Allison Davies ✓
 - Sania Rahman ✓
- Absent: ✗
 - Alex Yuzwa (RSVPed unable to attend) ✗
 - Geoff Gunn (RSVP email delayed due to poor connectivity) ✗
 - Matt Sebesteny (joined ~ final 15 min) ✗
 - Jim Rodger ✗

1. Review of Meeting Minutes

- July Board Meeting Minutes
 - Changes (if any) – slight cleanup edits
 - Review of meetings
 - Formal acceptance of minutes – DONE

2. Director Updates

Secretary (Chris)

- Updates:
 - none
- Things still need to do:
 - Test keys / check mail – if good give Jim one key
 - Set up conference subcommittee meeting zoom
 - Help others if nothing else to do

Treasurer (Paige)

- Updates:
 - Current balance is: \$11,879.56
 - Received a \$250 sponsor payment
 - Keith: received another payment in mail, will need to deposit cheque
 - Contacted bank about getting rid of Geoff's email for updates – now going to treasurer email, asked Geoff to let know if issue persists
- Todo:
 - See if can use app to take pics to deposit cheques
 - Modern Earth contacted about website... "Modern Earth" was purchased by "100% Help Desk Limited" – the hosting agreement is an in-kind sponsorship so their logo should be there as well
 - Modern Earth / 100% Help Desk

- Get Keith on their contacts
 - Get logo and info for Matt
 - Forward the communications to info@mgug.ca
- Ongoing: 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

Sponsorship and Advertising (Matt & Jim – neither present currently – Keith spoke instead for this section)

- Updates:
 - Sponsorship grid in process, for the conference, with tiers... a draft setup was created with bronze, silver, gold tiers
 - Keith has new idea instead of three tiers:
 - Just have two tiers:
 - Conference sponsors (similar to current “Bronze” tier)
 - Annual/Sustaining sponsorship (similar to “Gold” tier – i.e. includes conference and all the other current perks)
 - Rationale: because conference is not in-person, it’s a little different this year
 - Naming of network lounge idea
- Todo:
 - Matt: Contact the two new sponsors (strategic consulting and manitoba land surveyors) for hi res logo, send to Edirin and Alex when receive

Social Media and Marketing (Alex & Geoff – both away this meeting)

- Updates:
 - Pub Night advertisements happened
 - New speakers story happened in email by Keith - John Nelson and Gretchen Peterson
 - Geoff note: 924 Twitter followers
- ToDo:
 - Alex: will need to update the image collection of sponsorship logos, send to Edirin for website
 - New monthly event to advertise (see events section)
 - 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 new jobs (20 jobs since last meeting)
 - Edirin did website cleanup (e.g. getting rid of Lorem Ipsum text), updating conference page with new speakers
- ToDos:
 - Strange hashtag redirects on website fix (thought fixed but board still seeing it... tried Ctrl + F5)
 - Add logos and info to Sponsors page and updated compiled logo to front page (once receive from Alex)

Education (Steven)

- Updates:
 - Worked with EcoNetwork for update on website
- Todos:
 - Share Calvin's EcoNetwork thing with MGUG group
 - <https://mbeconetwork.org/resources/canoe-map/>

Event Planning & Conference (Allison and Sania)

This section focused on monthly events, will put Conference notes under separate section

- Done:
 - Had Pub Night – small but fun
- Next event:
 - Aug 31 or Sep 1 for the “August” event – for virtual show & tell / pub night
 - September later: Patio beers in person, outdoor, pub night idea (confirm COVID rules and communicate with posting) – Keith will be back later
 - Later:
 - Paige drone presentation – not until later into Sept, or potentially for conference
 - Reach out to GeoCaching for outdoor event, now that MB Covid restrictions allow it – MB GeoCaching would do everything, we would just host it and promote it – Keith had communicated with them – they were waiting on COVID restrictions to be better – was done through Facebook messenger by Keith for now, ideally Allison and Sania can pick up from there through email?
 - Keith was approached by Bike Winnipeg (and national bike group) – the bike route infrastructure is on OSM but it is not very good – we could do a mapathon to update this

Membership (Jim)

- Updates:
 - Jim absent this part of the meeting, no update notes this month
 - Keith: three new members were added
- Todo:
 - Bouncebacks issue – update list

Vice President (Jim)

- No updates this month

President (Keith)

- Updates:
 - No major update president-related, mostly worked on conference planning (see that section)
 - **FYI to all: Keith away Aug 23 to Sep 24**
- To-dos:
 - Keith still needs to do mail re-direct set up from Century to new address

3. Fall Conference Planning Updates

- Updates:

- Sponsorship tiers discussion:
 - Previous years had much higher fees and strongly associated with conference, e.g.:

	DIAMOND \$3000+	PLATINUM \$2000	GOLD \$1300	SILVER \$1000	BRONZE \$750	EXHIBITOR \$500
Complimentary Conference Registration	4	3	3	3	1	1
Exhibitor Booth	●	●	●	●	●	●
Opportunity to contribute items to delegate package	●	●	●	●	●	●
Inclusion in the MGUG Directory	●	●	●	●	●	●
Logo in the Conference Program	●	●	●	●	●	●
Logo in the Conference Webpage	●	●	●	●	●	●
Signage at Registration Desk	●	●	●	●	●	●
Logo on Main Screen during Breaks	●	●	●	●	●	●
Recognition at Breakfast	●	●	●	●	●	●
Preferred Booth Location	●	●	●	●	●	●
Recognition at Coffee Break	●	●	●	●	●	●
Acknowledgements on Social Media	●	●	●	●	●	●
Sponsoring Logo on Website for 1 Hour	●	●	●	●	●	●
Recognition during Lunch	●	●	●	●	●	●
Opportunity to address delegates during Conference (3 min.)	●	●	●	●	●	●
Logo on Memoranda	●	●	●	●	●	●
Logos on T-shirts	●	●	●	●	●	●

1. Yearly Aids-Di - \$500
2. Sponsorship Logo on Website and Memoranda for 1 hour
3. 10 hrs of experience will be based on size of exhibitor. For open site contributions, order of appearance will be on first come, first serve basis.
4. Sponsorship must be received and paid by October 1st in the brochure printed materials.
5. The Aids-Di included in the Gold, Platinum and Diamond Sponsorship Levels. It can only be added to Silver, Bronze or Exhibitor level.

- Contacted sponsors since Covid that since no conference it is different this year, no tiers, just \$250 for logo on website, added to business directly on website, logo in emails, and acknowledgement in social media – this is what current sponsors agreed to
- Draft new tier idea probably won't go with:

	Gold - \$500	Silver - \$250	Bronze - \$100
Complimentary Conference Registration (25 dollar value)		3	2
Inclusion on the MGUG Business Directory	✓	✓	✓
Logo in conference program	✓	✓	✓
Logo in conference webpage	✓	✓	✓
Logo on "main Screen" during breaks	✓	✓	✓
Acknowledgement on Social Media	✓	✓	✓
Logo on Email Communication	✓	✓	✓
Sustaining logo on website (one year addon)	✓	✓	✓
Opportunity to contribute items to electronic delegate package	✓		
Sponsorship of a break	✓		
/Naming of "networking/workshop" lounge ??			

- This is Keith's new proposal (changing as meeting is going on)

	Annual \$250	Conference \$250	Both \$500
Complimentary Conference Registration (25 dollar value)		1	2
Inclusion on the MGUG Business Directory	✓	✓	✓
Logo in conference program		✓	✓
Logo in conference webpage		✓	✓
Logo on "main Screen" during breaks		✓	✓
Acknowledgement on Social Media	✓	✓	✓
Logo on Email Communication	✓		✓
Sustaining logo on website (one year addon)	✓		✓

- Board discussion came to this idea:

	Sponsorship - \$250
Inclusion on the MGUG Business Directory	<input checked="" type="checkbox"/>
Logo in conference program	<input checked="" type="checkbox"/>
Logo in conference webpage	<input checked="" type="checkbox"/>
Logo on "main Screen" during breaks	<input checked="" type="checkbox"/>
Acknowledgement on Social Media	<input checked="" type="checkbox"/>
Logo on Email Communication	<input checked="" type="checkbox"/>
Sustaining logo on website	<input checked="" type="checkbox"/>
Opportunity to contribute items to electronic delegate package	<input checked="" type="checkbox"/>

- Had one extra meeting with Zoom person this past month:
 - “zoomevents” information Keith got in email – also shared in Slack under #2021-fall-conference
 - Is alternative to Eventbrite / Eventbrite functionality included in zoom
 - Major drawback is that do not support concurrent sessions currently – so cannot go with
 - Therefore should stick with Eventbrite probably
 - And would need three zoom licenses total (get another two)
- Fees for attendees:
 - Early Bird: \$20
 - Regular: \$25
- Subcommittee meeting next week
- For those who can't download Zoom (e.g. Parks Can laptop people), we can use YouTube private video live stream – chat can potentially be integrated with Zoom
- Keynotes – three currently - Steve DeRoy confirmed with Steven Hills (in addition to John and Gretchen already in place)
- Defense / Canadian Armed Forces – program presentation, with prizes – Lavona email contact – various project ideas in “IDEaS” webpage – they want to talk about this program for 20 minutes
- Potential presentations from: Strategic Consulting, Safe Software
- Call for board members to spread the word and find people for talks

4. New Business

- No new business / no time

5. Next meeting – Sep 8

Meeting adjourned 7:12 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