

# Minutes for September Board Meeting Manitoba GIS Users Group

## AGENDA

**When:** Wednesday, Sep 8, 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	<b>Review of Previous Meeting's Minutes</b>	<b>Secretary</b>
2	<b>Director Updates</b> <ul style="list-style-type: none"> <li>● Secretary (Chris)</li> <li>● Treasurer (Paige)</li> <li>● Sponsorship and Advertising (Matt &amp; Jim)</li> <li>● Social Media and Marketing (Alex &amp; Geoff)</li> <li>● Jobs and Content (Keith &amp; Geoff)</li> <li>● Website Maintenance (Edirin)</li> <li>● Education (Steven)</li> <li>● Events and Conference (Allison &amp; Sania)</li> <li>● Membership (Jim)</li> <li>● Vice President (Jim)</li> <li>● President (Keith)</li> </ul>	<b>Directors</b>
3	<b>Fall Conference Planning Updates</b>	<b>Subcommittee</b>
4	<b>New Business</b>	<b>Board</b>
5	<b>Next Meeting – Oct 13</b>	<b>Secretary</b>

# MINUTES

Meeting began at 5:00 PM, September 8, 2021

All attendees connected remotely via Zoom

## Attendance:

- Present: ✓
  - Keith Hartley ✓
  - Paige Kowal ✓
  - Chris Hay ✓
  - Geoff Gunn ✓
  - Steven Hills ✓
  - Matt Sebesteny ✓
  - Edirin Okpikpi ✓
  - Allison Davies ✓
  - Sania Rahman ✓ (away sick for first part)
- Absent: ✗
  - Alex Yuzwa ✗ (RSVPed unable to attend)
  - Jim Rodger ✗ (RSVPed would attend but wasn't there)

## 1. Review of Meeting Minutes

- August Board Meeting Minutes
  - Changes (if any) – slight cleanup edits
  - Review of meetings
  - Formal acceptance of minutes – DONE
- Geoff moved, Allison seconded – Minutes Accepted

## 2. Director Updates

### Secretary (Chris)

- Updates:
  - Set up conference subcommittee meeting zoom
- Things still need to do:
  - Test keys / check mail – if good give Jim one key
  - Help others if nothing else to do – Conference prep stuff probably
  - Mail re-direct set up from Century to new address

### Treasurer (Paige)

- Updates:
  - Current balance is: \$11,880.14
  - Collected Keith's sponsorship cheque – deposit through online photo not a method we can use – will have to deposit manually later
  - Geoff is no longer receiving mail updates (good)
  - Visual Composer payment coming up soon – sorting out so not auto charged to someone's credit card
- Todo:
  - Keith: digging up Modern Earth in-kind hosting sponsorship info, then Paige can respond with it, logo on website...
  - Modern Earth / 100% Help Desk

- Get Keith on their contacts
  - 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; Jim not present so just Matt)

- Updates:
  - Tiers got started during last board meeting
  - Had a separate meeting: Matt, Keith, Steven
    - Decided wouldn't be fair to have a higher tier for conference
    - Eliminated tiers – one flat sponsorship rate
  - Matt uploaded Modern Earth logo and added info to website – just banner needs Modern Earth logo (Alex to-do)
  - Contacted the two new sponsors (strategic consulting and manitoba land surveyors) for hi res logo, sent to Edirin and Alex when received
- Todos: (Matt)
  - Look at sponsors from last year and reiterate it's annual (let them know expires end of October)
  - Spreadsheet for sponsors so clear when start/expire (Aug or Oct)
  - Prospect tracker email out

### Social Media and Marketing (Alex & Geoff; Geoff's updates since Alex away)

- Updates:
  - Social media numbers Alex sent before meeting:
 

Number of followers or likes over time			
Started		9/8/21	change
3/1/2012	Twitter	930	4
	Meetup	236	4
	Instagram	171	2
	LinkedIn	134	1
(likes)	Facebook	104	2
	Slack	56	0
  - Website news was updated by Matt
  - Geoff would like to work on growing LinkedIn, e.g. inspired by / collab with DAMA and Data Science sibling groups

- ToDo:
  - Student award advertisement – email and social media (Geoff to tag @uofwgeography) – wait for wording from Steven
  - Geoff: Twitter posts should tag others (UofW)
  - Keith/Alex/Geoff: Add Matt to Facebook to assist
  - Any MGUG board members: Add neat GIS / Manitoba content whenever want (contact Alex & Geoff to get added)
  - Alex: add Modern Earth to website banner (will need to update the image collection of sponsorship logos, send to Edirin for website)
  - New monthly event to advertise (see events section)
  - Later:
    - Would like to do another “what is MGUG” blast message
    - Kind of an AGM task: 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:
  - Matt updated some code documentation (2021 > website)
  - Keith updated Wordpress / plugins which solved some issues with menus
  - Edirin added 9 jobs since last meeting
  - Edirin added sponsors to web page
  - Keith: find missing password for website backup drive – potentially should backup website more often, on separate server
- ToDos:
  - Add updated compiled logo to front page (once receive from Alex)

## **Education (Steven)**

- Updates:
  - Reach out to university organizations
  - Emailed teachers
  - Encouraged his students to join MGUG – four new members joined
  - Question about Student Awards for conference
    - Cut-off a week before conference
    - May go on website if student ok with that (may be too permanent)
    - Maybe students could present
- Todos:
  - Create wording to advertise Student Award (send to social media to email / put on social media)
  - Later potentially: share Calvin's EcoNetwork thing with MGUG group
    - <https://mbeconetwork.org/resources/canoe-map/>
    - could be a presentation for conference maybe

## **Event Planning & Conference (Allison and Sania)**

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

- Done:
  - Decided to skip August event and skip to September (people are away in summer – July event had low attendance)
- Next event:
  - Sep 15
    - Pub night 7 pm (virtual) – Allison to lead
    - Currently 9 attendees on Meetup
    - Paige: will do drone presentation (maybe some others will present as well)
  - Board in-person meetup between Keith's return and board meeting (Sep 24 to Oct 13) – to decide in Slack
  - October: no extra event, just the conference
  - November: Steven: Meg Miller University of Manitoba Lunch and Learn Nov 18 (noon-hour) on topic of "open refine" (Google analysis of big data, similar to Jupiter) – Steven to get details later
  - Later:
    - Geocaching event (see previous minutes for more details) – Keith joint event idea

- Keith: Bike Winnipeg (and national bike group) mapathon

### Membership (Jim)

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

### Vice President (Jim)

- No updates / absent

### 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:
  - No specific to-dos

## 3. Fall Conference Planning Updates

- Updates:
  - Sponsorship tiers changed to just one, contacted sponsors
  - Went with Eventbrite and multiple Zoom meetings (if need concurrent)
  - Fees for attendees:
    - Early Bird: \$20
    - Regular: \$25
  - 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 – test near end of September
  - Keynotes – John and Gretchen are in place
  - Featured Speaker – Steve DeRoy (Steven is coordinating)
  - Four confirmed speakers: Strategic (Hank), IDEaS/DND (Lavona), Safe Software (a person),
  - **In progress / follow-up with speakers:**
    - Grass and Forage (Steven contacting Duncan and Steve Frey)
    - Gabrielle Leo
    - Melissa Turner
    - Lyle Boychuk (Paige)
    - Sean Frey (Allison emailed)
    - Kyle Wiebe (IISD) (Geoff to contact)
    - NCC Manitoba – Rebekah or other (Chris emailed)
  - **Physical gifts/prizes:**
    - Door prizes
    - Speaker gifts
    - Burrito Splendito gift cards (Matt look into it)
    - Cassandra – how many mugs do we have left? (Allison contacted)
      - Answer: 21 new style, 2 old style

- Sponsors may donate (Matt reach out – e.g. Esri physical prizes, FME sporks...)
- Raspberry Pi
- Art:
  - OSM laser cuts (Geoff)
  - Bathy... (Matt)
  - Erlenmeyer designs (Paige) <https://www.erlenmeyerdesigns.ca/>
  - Slack channel for more... #conference-door-prizes
- FYI for board, when vendors want to present: Presentations must be a workflow/application and not just general capabilities of the product (due to MGUG’s rule of “vendor neutrality”, i.e. nothing like advertisements/commercials)
- Later:
  - Schedule - put together and publish
  - Zoom testing amongst board
  - YouTube live testing
- Email updates on conference – Allison will do for Mon Sep 13

#### 4. New Business

- No new business / no time (focused on conference planning)

#### 5. Next meeting – Oct 13 (with plans for an in-person meeting T.B.A. earlier; Conference Subcommittee Meeting Oct 6)

Meeting adjourned 7:09 pm

<b>BOARD MEETINGS 2021</b>
MAR 10, APR 14, MAY 12,
JUN 9, JUL 14, AUG 11,
SEP 8, OCT 13, NOV 10,
DEC 8
<b>BOARD MEETINGS 2022</b>
JAN 12, FEB 9, MAR 9