

# Minutes for MGUG Board Meeting October 2021

## AGENDA

**When:** Wednesday, Oct 13, 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>Board Members – stepping away &amp; potential interims</b> <ul style="list-style-type: none"> <li>• Vice President</li> <li>• Membership</li> <li>• Social Media &amp; Marketing</li> </ul>	<b>Directors</b>
3	<b>Board 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 (Geoff + additional?)</li> <li>• Jobs and Content (Keith &amp; Geoff)</li> <li>• Website Maintenance (Matt, Keith, &amp; Edirin)</li> <li>• Education (Steven)</li> <li>• Events and Conference (Allison &amp; Sania)</li> <li>• Membership (Jim – interim to be determined)</li> <li>• Vice President (Jim – interim to be determined)</li> <li>• President (Keith)</li> </ul>	<b>Board</b>
4	<b>Lifetime Achievement Award Vote</b>	<b>Board</b>
5	<b>Fall Conference Planning Updates and To-Do's</b>	<b>Subcommittee</b>
6	<b>Next Meeting – Nov 10</b>	<b>Secretary</b>

# MINUTES

Meeting began at 5:00 PM, October 13, 2021  
All attendees connected remotely via Zoom

## Attendance:

- Present: ✓
  - Keith Hartley ✓
  - Paige Kowal ✓
  - Chris Hay ✓
  - Geoff Gunn ✓
  - Steven Hills ✓
  - Matt Sebesteny ✓
  - Allison Davies ✓
  - Sania Rahman ✓
- Absent: ✗
  - Edirin Okpikpi ✗
  - Alex Yuzwa ✗ (stepping away from board role here onward)
  - Jim Rodger ✗ (stepping away from board role here onward)

## 1. Review of Meeting Minutes

- September Board Meeting Minutes
  - Changes (if any) – none
  - Review of meetings
  - Vote and formal acceptance of minutes – DONE
    - Keith moved, Matt seconded – Minutes Accepted

## 2. Board Members – stepping away & interim (vote)

- Vice President
  - Jim let us know he has been unable to make meetings due to health and work – but is still available somewhat
- Membership
  - Jim is stepping away from role
- Social Media and Marketing
  - Alex is stepping away
  - Would others like to assist more with social media?
    - Geoff = Twitter (same as before)
    - Keith = Twitter (will assist Geoff)
    - Matt = Facebook
    - Chris = LinkedIn
    - Emails = Keith (same as before)

## 3. Director Updates

### Secretary (Chris)

- Updates:
  - No updates Secretary specific, just worked on Conference stuff

- The usual meetings setup, etc.
- Things still need to do:
  - Conference:
    - Prepare Google Forms Survey/Evaluation
    - Look into Esri Map Books for door prizes
  - Help to check mail more / test spare key (and give to Paige)
  - Mail re-direct set up from Century to new address (probably ok but do it anyway)

### **Treasurer (Paige)**

- Updates:
  - Current balance is: \$12,307
- Todo:
  - Keith: help approve reimbursements e-transfers (will work with Paige after meeting)
  - 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)**

- Updates:
  - Posted Fall Conference agenda to Facebook
  - Sponsor banner is updated / correct now (removed expired sponsors)
  - Sponsor slide deck for conference is done
  - Spreadsheet for sponsors so clear when start/expire
  - Prospect tracker list was sent
- Todos: (Matt)
  - None (focused on conference for now)

### **Social Media and Marketing (Geoff and others)**

- Updates:
  - Added Matt to Facebook
  - Geoff is Twittering and will continue to do so for conference
  - Alex added Modern Earth to website sponsors banner
  - Social media numbers:
    - Twitter: 931
    - Instagram: 135
    - Facebook: 112
    - LinkedIn174
- ToDo:
  - November: 30 days of mapping, geography month, etc. (advertise and promote)
  - 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:
  - Edirin has been posting jobs regularly
  - Added updated compiled logo to front page
- ToDos:
  - Keith: find missing password for website backup drive – potentially should backup website more often, on separate server

### **Education (Steven)**

- Updates:
  - Steven has been posting on the Facebook uni/college geography etc. pages to advertise the conference
  - No education awards this conference – moving to AGM meeting
- Todos:
  - None

### **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:
  - Meg Miller lunch & learn Nov 18
    - Should put up on the meetup
  - GIS Day is the day before Nov 17
    - <https://www.gisday.com/en-us/overview>
  - November 30 days of mapping
    - Social media advertising
    - <https://github.com/tjukanovt/30DayMapChallenge>
  - Pub night
    - in-person (mostly)
    - end of November
    - Allison will figure out a venue, etc.
    - Dec 1
  - 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 has been keeping up adding new members
- Todo:

- none

### Vice President (Jim)

- No updates

### President (Keith)

- Updates:
  - None (besides conference)
- To-dos:
  - None

## 4. Lifetime Achievement Award Vote

- No need to vote, changed plans
- 2020: Brian McGregor
  - Keith provided background information about Brian
  - Keith nominated, Geoff seconded, other board members voiced agreement
  - We all agreed, after Keith gave us some background
  - Is not able to attend conference unfortunately (but will still award it)
- 2021: Greg Carlson

Greg Carlson recently retired in January 2021 after a long career in Manitoba Government, first as a Forester under Sustainable Development before moving in 2011 to become the Director of the newly created branch of GeoManitoba. Under Greg's guidance GeoManitoba became the go-to branch for all Government of Manitoba GIS from the oversight of the Manitoba Surveys Service, Remote Sensing Centre and Cadastral unit, to the development of a GIS services team including the addition of Esri AGOL apps and the recent publishing of the Data MB Open Data Hub. Greg was a champion of GIS in the Government of Manitoba and he was a huge driving force to making sure Manitobans could adequately access government GIS over the last few decades.

  - Keith nominated, Geoff seconded, other board members voiced agreement

## 5. Fall Conference Planning Updates

- Keith set up a zoom “webinar” for us to join to continue the meeting while testing...
- Updates:
  - Subcommittee met Oct 6 and Oct 12 – separate minutes were taken (available on Google Drive under 2021 > Secretary > Meetings > [folders by date])
  - Filled out Google Drive forms more: Google Drive\MGUG\2021\Conference
    - 2021 Fall Conf Agenda.gsheets
    - 2021 Planning List - Virtual version.gsheets
    - 2021 Fall Conf Board Member Tasks.gsheets
    - Door Prizes.gsheets
- Todo:
  - See Google Drive documents
  - Board members Oct 20 and 21 should join Zoom by 11:30 (ahead of conference at 12 noon)

## 6. Next meeting – Nov 10

Meeting adjourned 7:30 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