

Minutes for MGUG Board Meeting April 2022

AGENDA

When: Wednesday, April 13, 2022 @ 7:00 - 9:00 pm

Where: Web meeting via Zoom

Who: Robert Belton, Steven Hills, Brody Osadick, Paige Kowal, Michaelin Lower, Allison Davies, Sania Rahman, Gabrielle Miller, Keith Hartley

1	Review of Previous Meeting's Minutes	Secretary
2	Board Updates <ul style="list-style-type: none"> ● Secretary ● Treasurer ● Sponsorship and Advertising ● Communications and Marketing ● Jobs and Content ● Website Maintenance ● Education ● Events and Conference ● Other ● Membership ● Vice President ● President 	Directors
3	Annual General Meeting – Planning	Board
4	Next Meeting – May 11th, 2022	Secretary

MINUTES

Meeting began at 7:00 PM, April 13, 2022

All attendees connected remotely via Zoom

Attendance:

- Present: ✓
 - Robert Belton
 - Steven Hills
 - Brody Osadick
 - Paige Kowal
 - Michaelin Lower
 - Allison Davies
 - Sania Rahman
 - Gabrielle Miller
 - Keith Hartley
 - Matt Sebesteny
- Absent: ✗
 - Jim Rodger (RSVP'd)
 - Robin Hossain

1. Review of Meeting Minutes

- March 2022 Board Meeting Minutes
 - Amended minutes were distributed a week prior to this meeting
 - Review of minutes
 - Vote and formal acceptance of minutes:
 - Matt moved, Allison seconded – Minutes accepted

2. Board Updates

Secretary (Gabrielle)

- Updates:
 - No update
- To do:
 - N/A

Treasurer (Paige)

- Updates:
 - Current balance: \$14,027.07
 - Will go down by about \$6,000
 - Documents prepared for executive board members to gain signing authority, all executive members now have signing authority in place
 - Account transfers from ex-board members have been cleaned up
 - Modern Earth has confirmed free, in-kind sponsorship. This does not include web support, but there haven't been any support issues so far.
- To do:

- Suggest eliminating Spreadshirt, as it has been very problematic. It frequently takes over a month to ship items, and isn't bringing in much revenue. All in attendance (10) agreed to close the account.
- Paige will look at options to replace Spreadshirt
- Ongoing: Get MGUG a Debit Visa, auditing process in place

Sponsorship and Advertising (Matt)

- Updates:
 - Matt provided an update in Jim's absence
 - No major developments in March
- To do:
 - Planning to reinstate old 5-level sponsorship system as in-person events return this year. Jim and Matt will assess whether any changes to the old sponsorship model are needed.
 - As soon as the sponsorship model is confirmed, the sponsorship subcommittee will meet to assemble communication materials and start reaching out to potential sponsors to cover the costs of the upcoming conference. Jim will lead on sponsorship.

Communications and Marketing (Brody)

Updates:

- Brody has gotten set up with all MGUG accounts except Facebook. Allison will work with Brody to set him up with admin access.
- Numbers as of today:
 - Instagram - 191 followers
 - Facebook - 137 followers
 - LinkedIn - 153 members
 - Twitter - 955 followers
- To Do:
 - Frequent updates leading up to the conference: save the date, countdown, speaker updates.
 - Approximately weekly posts to drive engagement, e.g. webinars, tech articles, etc.

Jobs & Content (Sania)

- Updates:
 - Jobs
 - 9 jobs posted in the last month
 - Content
 - Sania will schedule a website subcommittee will meet in the near future to plan upcoming content. All board members to forward any ideas for new content to Sania or post in Slack.
- To do:
 - Sania to send out a Doodle/Slack poll to schedule a website meeting
 - More frequent posts

Website Maintenance (Keith, Matt)

- Ongoing:
 - Keith has sent the Druple archive content to Matt. Matt has reviewed the archive and found some interesting old presentation content.

- Still investigating the redirect and folder issues.
- Matt put together some docs for website infrastructure and plug-ins.
- Matt did a manual backup of the website and stored it on Google Drive.
- To do:
 - Keith: supply Matt with password recovery for the backup Gmail account.
 - Investigate having a secondary backup on OneDrive or a local hard drive to ensure website content and treasury records.

Education (Steven)

- Updates:
 - March 17 Lunch and Learn (Meg Miller)
 - Not much has happened since the AGM
 - Steven recently organized MGUG award content going back to 2014.
 - Suggested adding a high school-only award. This could be an initiative for next year.
 - Reviewed RRC's former GIS Skills Competition.
 - Michaelin suggested putting together a GIS-focused package for high school teachers to use. This would have to fit with the core high school curriculum.
- To do:
 - Steven to write up a short description of the potential high school award and distribute to the board

Event Planning & Conference (Allison and Paige)

- Conference:
 - Allison and Paige toured the conference centre has been completed
 - Conference is tentatively booked for October 18, 2022.
 - Room size: the full four rooms hold 1000 attendees. This is much more than MGUG needs; however, if we release the fourth room, we will have to book a small prep room, which might or might not be connected to the main conference rooms. Vendor tables would also have to be moved into one of the three boardrooms, leaving two breakout rooms. Following discussion, all agreed that two breakout rooms should be sufficient.
 - Virtual component: do we want to stream only, or also record the conference? Using MGUG's Zoom account could be used for streaming; however, streaming a live recorded event will result in much higher quality audio and visuals. The general consensus is that we can figure out streaming and recording using our existing resources, without involving the conference centre. More discussion and/or testing is needed to sort out the logistics before announcing the virtual conference details.
- Other events:
 - Lunch and learn possibilities
 - Jocelynn – Lunch and Learn about the new provincial geoportal (this didn't work out for the AGM)
 - Burke – is open to do a Lunch and Learn sometime about school bus routing changes with COVID – seems like Keith is the main contact
 - Potential Red Cross or pub night in April. To be discussed on Slack.

Membership

- Updates:
 - No updates
- To do:

- N/A

Vice President

- Updates:
 - No updates
- To do:
 - N/A

President

- Updates:
 - Rerouted some of our video conferencing accounts to the events@mgug email to reduce the pileup of emails in info@mgug
 - Cause of the email glitch is still unknown
 - Centralized MGUG accounts to remove association with individual people. This will make the handoff as board members step down smoother.
 - Started adjusting pronouns in MGUG constitution to gender neutral ones. This will require an amendment of the constitution.
 - Suggested that it might be useful to have general MGUG messaging guidelines.
- To do:
 - Work with Keith to renew the PO Box before May

4. Next meeting – May 11th, 2022

Meeting adjourned 9:24