

Minutes for MGUG Board Meeting May 2022

AGENDA

When: Wednesday, May 11, 2022 @ 7:00 - 9:00 pm

Where: 704-70 Arthur St. (Strategic Systems Engineering Inc. office) and 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 – June 8th, 2022	Secretary

MINUTES

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

Attendance:

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

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, Robert seconded – Minutes accepted

2. Board Updates

Secretary (Gabrielle)

- Updates:
 - Knowledge transfer of minutes upload to website update process.
- To do:
 - N/A

Treasurer (Paige)

- Updates:
 - Current balance: \$13,373.41
 - Upcoming expenses
 - Insurance renewal \$952.82 – up by about 10%
 - PO Box renewal \$214.20
 - Will leave ~\$12,200
 - Spreadshirt account has been closed and fully removed
 - Post box renewed for another year by Keith
- To do:
 - Ongoing: Paige (perhaps Sania too) will look at options to replace Spreadshirt
 - Ongoing: Get MGUG a Debit Visa, auditing process in place

Sponsorship and Advertising (Jim)

- Updates:
 - Matt provided an update in Jim's absence
 - Matt shared proposed sponsorship levels for 2022. Keith suggested including all sponsorship levels except Online in social media promotion. Suggestion to drop the option to address the delegates for 5 minutes as it causes conflict with vendor neutrality. No other concerns were raised. The board agreed to the proposed 6 sponsorship levels.
- To do:
 - Matt, Brody and Jim (if available – he is quite busy) to work together on an initial sponsorship letter, to be shared with the board. Targeted to be fully sent out within the next week.

Communications and Marketing (Brody)

- Updates:
 - Numbers as of today:
 - Instagram - 194 followers
 - Facebook - 138 followers
 - LinkedIn - 153 members
 - Twitter – 964 followers
 - Matt and Brody met to plan upcoming MGUG communications strategy.
 - Sania suggested putting together a Slack post listing upcoming dates/events that should be included in MGUG social media posts.
- To Do:
 - Frequent updates leading up to the conference: save the date, countdown, speaker updates.
 - Sponsorship outreach campaign.
 - All board members to participate in sponsorship outreach based on their professional connections.
 - Matt will share previous sponsorship lists (spreadsheet and Constant Contact) with Brody.
 - Send out a preliminary communication including conference save the date and pub night announcement.

Jobs & Content (Sania)

- Updates:
 - Jobs
 - Four jobs posted in the last month.
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 - Content
 - A website subcommittee meeting was held.
 - Three new articles posted.
- To do:
 - Ongoing: more frequent posts.

Website Maintenance (Michaelin, Keith, Matt)

- Ongoing:
 - Keith and Matt gave the update in Michaelin's absence
 - Keith has sent the Druple archive content to Matt. Matt has reviewed the archive and found some interesting old presentation content. These old

presentations have now been added to the website archive, with permission from the authors.

- Matt created a Dropbox backup for all MGUG content. It will have to be logged into at least once a year, ideally twice.
 - Still investigating the redirect and folder issues. Keith investigated further with a web admin friend and was unable to locate the cause. The issues seem to be related to the website theme; updating the theme might solve it.
 - Will stick with the current theme in the short-term. This should be addressed soon as this isn't a BMP and is a loose-ends commitment.
 - Keith investigated the backup Gmail account. It *appears* to have been deactivated and is otherwise is inaccessible as he cannot recover it. So it now considered fully abandoned.
 - In avoiding SPOF, Keith will work on a 2nd non C-Panel redundancy option for web architecture backups
- To do:
 - Ad-hoc redirect issue mitigation
 - standard web maint as required

Education (Steven)

- Updates:
 - Steven has been tweeting @MGUG for a few education-related initiatives over the past month, in collab with our tweets. It helps cross promote with the algo.
- To do:
 - Ongoing: 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:
 - Total venue cost: \$19,638 (excluding \$500 deposit)
 - August 19th 25% of cost is due. September 18th, 50% of the remaining balance is due. The remainder is due within 7 days of the conference.
 - Includes two breakout rooms and one tradeshow room, with space for 300 attendees.
 - MGUG has a discount on the banquet space.
 - Date: October 18, 2022.
 - Sponsorship and promotion communications can go out.
 - Discounted room rate of \$132.
- Other events:
 - Lunch and learn possibilities
 - Jocelynn – Lunch and Learn about the new provincial geoportal (this didn't work out for the AGM). Due to recent reorganization, Jocelyn won't have the capacity to do this presentation in the near future
 - Burke – is open to do a Lunch and Learn sometime about school bus routing changes with COVID – Burke currently doesn't have time for this presentation.
 - Red Cross? – need to hash out details first

- Show and Tell pub night – late May. We will look for venues with semi-private rooms over the next few days. This needs to be organized within the next week.
- Humanitarian OSM night – remote or in-person.
- Paige will email Oak Hammock about a geocaching night.
- Suggest that a 'calendar of events' can be hashed out, for fixed, annually occurring and relevant events - ie. Earth Day, which we would participate in
- To do:
 - Set a price for early bird, regular, and student tickets. Paige will work out some preliminary numbers.
 - Start thinking about potential keynotes and speakers.
 - Start thinking about award nominations.

Membership (Robin)

- Updates:
 - One new member in the past month
 - 122 active members in Constant Contact
 - Robin is checking membership daily. Matt sometimes helps out as it has a crossover with website tasks.
 - Discussion of strategies to increase membership and member engagement, including targeted Twitter posts, taking opportunities to promote MGUG membership and Slack, and potential for job fair in the future (this is a 2022 strategic direction item).
- To do:
 - N/A

Vice President (Robert)

- Updates:
 - Deferred to next meeting, as time was running short
- To do:
 - N/A

President (Matt)

- Updates:
 - Started adjusting pronouns in MGUG constitution to gender neutral ones. This will require an amendment of the constitution, and the board unanimously approves of this change. Matt converted the previous version to a word docx, so it can be edited.
 - Left open to the board for other suggestions, perhaps including changes to 'workplace quotas' for board spots. This definitely needs further discussion.
 - Suggested that it might be useful to have general MGUG messaging guidelines. Matt started a document on the drive and is too, open to suggestions
- To do:
 - Board to review the constitution and messaging guidelines as time allows.

4. Next meeting – June 8th, 2022

Meeting adjourned 9:15