

Minutes for MGUG Board Meeting June 2022

AGENDA

When: Wednesday, June 8, 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"> ● President ● Vice President ● Treasurer ● Secretary ● Jobs and Content ● Membership ● Website Maintenance ● Education ● Communications and Marketing ● Sponsorship and Advertising ● Events and Conference ● New Business / Other 	Directors
3	Annual General Meeting – Planning	Board
4	Next Meeting – July 13th, 2022	Secretary

MINUTES

Meeting began at 7:00 PM, June 8, 2022

Attendance:

- Present: ✓
 - Matt Sebesteny

- Keith Hartley
- Allison Davies (remote)
- Gabrielle Miller (remote)
- Absent: **X**
 - Jim Rodger (RSVP'd)
 - Brody Osadick (RSVP'd)
 - Paige Kowal (RSVP'd)
 - Robert Belton (RSVP'd)
 - Steven Hills (RSVP'd)
 - Michaelin Lower
 - Sania Rahman
 - 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, Kieth seconded – Minutes accepted

2. Board Updates

President (Matt)

- Updates:
 - Picking up mugs and mail from Jocelynn tomorrow – Matt will store the mugs at his place and deal with the mail, which was sent to the old address by mistake.
 - Constitution edits:
 - Adjusted pronouns from gendered to neutral.
 - Suggested adjusting the dollar amounts listed in the constitution for inflation (12% YoY since 2017).
 - Suggested changing Article 5 Section 26 (board representation) to a maximum of 50% of the board from any one employer.
- To do:
 - Board to review the constitution and messaging guidelines as time allows.

Vice President (Matt)

- Updates:
 - N/A
- To do:
 - N/A

Treasurer (Matt)

- Updates:
 - Upcoming expenses
 - PO Box renewal \$214.20
 - Spreadshirt account has been closed and fully removed

- To do:
 - Notify insurance providers about the new address.
 - Ongoing: Paige (perhaps Sania too) will look at options to replace Spreadshirt
 - Ongoing: Get MGUG a Debit Visa, auditing process in place

Secretary (Gabrielle)

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

Jobs & Content (Matt)

- Updates:
 - Jobs
 - Four jobs posted in the last month.
 - Content
 - Six new articles posted.
- To do:
 - Ongoing: keep posting frequently

Membership (Matt)

- Updates:
 - No new members this month
- To do:
 - N/A

Website Maintenance (Keith, Matt)

- Ongoing:
 - Keith and Matt gave the update in Michaelin's absence
 - Folders are still popping up, resulting in some redirects and spam when members/public go to our website. Keith will follow up. The WordPress update might solve some of the problem.
 - We notified the membership via mass email in May about this.
 - Allison is experiencing email security clearance issues with RoundCube on mobile
- To do:
 - Investigate the above issues
 - Standard web O+M as needed

Education (Matt)

- Updates:
 - No updates.
- To do:
 - Ongoing: Steven to write up a short description of the potential high school award and distribute to the board

Communications and Marketing (Brody)

- Updates:
 - Social media followers/subscribers as of June 8, 2022:
 - Instagram – 198 (+4)
 - Facebook – 141 (+3)
 - LinkedIn – 153 (-)
 - Twitter – 962 (-2)
 - The following email campaigns have been sent:
 - MGUG Big May Update and Fall Conference 'Save the Date' [Sent Tues May 16]
 - 1,220 sends
 - 260 (25%) opens
 - 17 (2%) clicks
 - MGUG Sponsorship Renewal [Sent Thurs May 19] to existing sponsors w/ updated sponsorship level chart
 - 17 sends
 - 5 (31%) opens
 - 1 (6%) click
 - MGUG Call for Sponsors [Sent Thurs May 19] to prospect sponsors
 - 391 sends
 - 106 (32%) opens
 - 4 (1%) clicks
- To Do:
 - MGUG Sponsorship Renewal follow-up phone calls (?)
 - Meet with conference sub-committee on conference branding and marketing materials

Sponsorship and Advertising (Matt)

- Updates:
 - Initial sponsorship notice has been sent out. No responses to date.
- To do:
 - Address replies as needed.

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.
 - Discounted room rate of \$132.
 - Keith suggested creating a 2022 conference planning tool timeline to keep track of tasks and progress.
- Other events:

- Keith is available to host a Red Cross event – will be planned for late June 30th (7-9 pm). If a venue with a classroom setup seating 10-30 people can be found, it can be a hybrid event. Otherwise, it will be hosted virtually via Meetup.
 - Paige will email Oak Hammock about a geocaching night – potential July event?
 - Potential September event – Data Science Meetup
 - MGUG Monthly Meetup will be held on the fourth Monday of every month. June 27th will be at Brazen Hall.
 - Suggest that a ‘calendar of events’ can be hashed out, for fixed, annually occurring and relevant events - ie. Earth Day, which we would participate
- To do:
 - Allison will set up a conference subcommittee meeting within the next couple of weeks to establish a task list and timeline.
 - Set a price for early bird, regular, and student tickets. Paige will work out some preliminary numbers.
 - Start thinking about potential keynotes and speakers. August 20th will be a soft deadline for speaker submissions.
 - Start thinking about award nominations.

4. Next meeting – July 13th, 2022

Meeting adjourned at 9:00.