

FINAL Minutes for IGDA Board Meeting 17 January 2013

Present: Coray, Brian, Dustin, Ed, Gordon, Sheri

Staff: James, Kate, Nick, Diann

Other: Daniel Greenberg (until 13:34), Sue Bohle (until 13:34)

Tardy:

Absent: Darius, Cordy, Wendy

Brief Announcements

- Next Board Meeting: 21 February 2013 at 13:00 CT

Meeting called to order at 13:05 CT

Review previous meeting minutes.

Brian moves to approve minutes for 20 December meeting, Sheri seconds. Passed unanimously.

Sue Bohle and The Bohle Company

- Dustin introduced Sue and The Bohle Company and talked about them as an outstanding partner
- Sue described what the The Bohle Company has done for us in the past and what has been going on with the latest activities
- Sue talked about Daniel being an excellent spokesperson, us getting more put into the spotlight and how they are excited to be working with us and they enjoy having a chance to speak out for developers
- Sue talked about doing press releases (editing, distributing, working with press) like GGJ, Leadership Forum, Membership Drive, Scholars Program, etc., worked with us on critical issues like the Letter to Biden, women in games, video games and violence, etc.
- Sue mentioned Rob who has put in a lot of time working on the violence and video games issue with Daniel, Kate, Sheri, and herself
- Sue answered Ed's question about the game industry's divided stance on whether or not we should be involved in discussions like video games and violence and about being relevant; Kate added that this does make it known we have an opinion and it does make it relevance and how it's also opened us up to publishers and developers we have not previously really worked with.
- There was discussion of sending out something to the industry about why we were getting involved and chose to spoke up.
- Sheri noted how amazing they have been to work with and all the great press, relevance, and outreach they have gotten us and that Rob, Sue, and Derek have been outstanding for us especially as a pro-bono resource
- Coray also noted that in the trenches developers who have been reaching out to him talking about how amazing everything is and he loves it
- Dustin also added that during his stint as interim ED and with Chair he felt extremely prepared and wanted to say thank you for the professional hand The Bohle Company

leant us.

Daniel Greenberg

- Sheri talked about how great Daniel has been in helping us deal with the issues of violence and video games and the Letter to Biden and giving up a lot of his time
- Daniel wanted to share his appreciation with Sue, Rob, Sheri, and Kate about how we had little time but got things done well
- Daniel talked about how this committee has been around almost since the beginning of the IGDA and this has helped us to be prepared in our ability to respond and have the body of facts ready to respond with
- Daniel talked about how we as an association have a unique position on the issues, including we welcome research but it should focus on the totality of benefits and risks to videogames and how since we focus on the developers we help not only the big companies but the indie developers who aren't represented by publishers
- Daniel is hoping this can lead to more pro-active work on the side of anti-censorship and social issues once all of this has died down a bit
- While everyone agrees this is a tragedy we need to be great at continuing to educate everyone and giving developers a better platform to create the games that help us
- Daniel says he understand the reaction of video game developers being wary having been burned several times by the government before but that he feels that people are now starting to see the committee's position
- Some discussion and conversation is better than none even with the chance of being distorted or manipulated and we should do some follow-ups to the conversations
- Coray thought this was a 'sheer wall of awesome' that we did and Dustin seconded what Coray said and how this was a great time where preparation met opportunity and we were able to be a part of this conversation
- Gordon mentioned that as this fades people will continue to search and about how we should put the access to this on our website and Kate talked about our plans and having an information center and talking with the SIGs and having FAQs and positions (Sue cautioned making sure that it's vetted properly and talked about media training)
- Sheri talked about the anti-censorship page and working later to get the history of this up there once things settle down and our volunteers get some more time
- Daniel mentioned how this is a good example of how the IGDA can be doing advocacy in the future and this is a great way for us to show how to do advocacy right and not just say what's good for the members but to actually show the bigger picture and its important for the IGDA to take a much larger stand on all advocacy and not just what the immediate benefit to the members but what makes us good citizens as well

Executive Director Update

- On studio affiliate side Kate is working with several studios to bring them on board or renew them
- Kate is working on getting support for Scholars and on GDC and Summit sponsors
- On the advocacy front Kate feels we're doing a good job and has been getting a lot of

good feedback about people happy they are IGDA members or that this is why they would join the IGDA and wants to continue it

- Kate has also been in talks and collaboration with the ESA, the ESRB, and the AIAS
- She's also been talking with the folks who have been running gameqol.org
- Kate would love to have the board continue to make introductions for potential sponsors, studios, etc.
- Events/Sponsors - GDC agreement and GDC party potential sponsors was discussed, WIGI is interested in partnering on an E3 party, media partnerships were discussed
- Talked about IGDA Summit and Casual Connect (which was profitable with help from Jessica and Casual Connect and Kevin Dent with sponsor generation) and everyone asking her about Leadership Forum
- Talked about past events and current events and her discussions with Sheri and Dustin about various events and the Leadership Forum and Kate proposed bringing back the Leadership forum in conjunction with IGDA Summit/Casual Connect so a 1-day Summit and then 2-day Leadership Forum following since it's a good brand, people recognize it, and people are asking about it
- Coray thought Kate was spot on with her proposal and Dustin mentioned talking about this offline due to the time limits in the meeting

Finance Discussion

- Dustin turned this over to Ed to discuss any significant changes or areas of concern with the draft budget that was sent to the Board
- Ed first closed out last year going over December and the 2012 FY.
- Studio revenue is down compared to budget but everything else is close when it comes to revenue both for December and for the year
- First salary expenses came in for Kate for December so that has started again but we saved some money not having to pay for an ED during the transition
- Most of the expenses we didn't spend this year that were budgeted for were salary and legal expenses and by not being in a spot where we had to pay for website expenses this year as planned
- For the fiscal year the numbers are a bit different as some numbers were shifted but we ended up close to 50k plus for the year and ended up with about 100k in the bank
- Currently next year the budget shows us losing 40k and spending 50k on the website but instead Ed says Kate is going to bring in at least 40,000 more revenue than planned for.
- For next year membership numbers on based on what we have done and not on what we should do and talked about the membership committee has done and not worked but that we do have some auto-renewal in place and we're going to stop the 'offer approach' and try some other more creative approaches (Coray mentioned how happy he was that we have auto-renewal)
- Ed says the budget is a little conservative and assumes things like Summit happening, GDC party being sponsored, ECGC (numbers based on Dustin), E3 Party, etc. and bringing in a set amount of revenue but cautioned those are big goals and can really change our outcome. Ed doesn't want us to rely on just one or two major sponsors.

- Talked about the sponsorship revenue coming in from GGJ and how to repeat it for next year
- Talked about improving the GDC budget and how previously it used to get covered by sponsors but did not happen last year.
- Currently the end of next year has us ~40k in the red until we make additional changes
- Dustin talked about whether or not we should actively approve a budget that shows us in the red
- Talked about how even if we did end up in the red this year we have the cash to back it up currently

Brian moved to approve the budget as submitted by Ed in the meeting; Dustin seconds.

Voted in favor: Ed, Dustin, Brian, Gordon.

Voted against: Sheri

Motion passes.

Coray left at 14:00 CT

Board Election Update

- Elections and have launched, blog posts and social media have been happening
- Talked about no submissions yet but some have publicly said they are working on their nominations
- Dustin is working on getting the group for the nomination committee roped in and will introduce them to Kate and Sheri
- Brian talked about last year how it was mostly hands off but just handed them the list and let them run the process
- Sheri thanked Brian for his blog post and we talked about non-US candidates are considering running
- Talked about the confusion of member numbers and clarification going out in the future

Talley Agreement

- Dustin sent the agreement to the board for review about 2 weeks ago detailing the relationship and responsibilities
- Any questions brought up were discussed between Talley, Kate, and Dustin
- Floor was made open to discussion; no additional questions or comments were concerned

Sheri motion to approve the 2013 fiscal year agreement with Talley Management Group as submitted to the board; Ed seconds.

Passed unanimously.

GDC Advocacy Track

- Discussed proposed changes by UBM to the agreement and what the new advocacy track is and its formats

- They would really like us to help work with them on putting together this advocacy track and help us get the speakers for a lot of the ideas we came up with
- Kate is to go back and get clarifications and then come back to us with responses over email
- Ed mentioned that Meggan did stress talks over panels for our track suggestions
- Ed mentioned about how our past handling of our items has not been done properly and it's made getting these agreements in place difficult

Employment Contract Discussion

- The meetings haven't really happened and things are a bit behind but they are working on the next draft based on the feedback received
- Group hopes to have something good by GDC

Website Project

- Dustin and Coray talked with the vendor about having 'one quick win' with the website but then planning for the long-term
- Ed mentioned it was one of the initiatives we signed up for on the retreat and so we should fund it and Kate agreed it should be funded

Review of Action Items

- People should send contacts to Kate as potential interested sponsors, studios, and partners
- Board members should continue to send in suggestions to Dustin and Kate of advocacy track talks with speakers; Dustin to send the past list to Kate and the board
- Dustin to include Kate (ED) and Sheri (Comms Chair) in the talks with the new website vendor
- Kate to go talk to UBM and get clarifications on the agreement and bring back to the board

James' Departure

- Dustin thanked James for his hard work and service for the IGDA and wished him the best of luck in his future endeavor; James thanked us and said he was happy to be here.

Executive Session entered 14:30 CT

Exited Executive Session at 14:42 CT

Thanking Dustin

- Sheri thanked Dustin for taking on the role of interim ED and doing as much of the heavy lifting as possible while we brought Kate on and during the hand off

Sheri moves to adjourn meeting.

Ed seconds.

Meeting Adjourned 14:44 CT