

FINAL Minutes for IGDA Board Meeting 21 February 2013

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

Staff: Kate, Nick

Tardy: Gordon

Absent: Darius

Brief Announcements

- Next meeting 21 March 2013 at 14:00 EST
- IGDA GDC Party and YetiZen

Meeting called to order at 13:02 CT

Review previous meeting minutes.

Sheri moves to approve minutes 17 January meeting, Gordon seconds. Passed unanimously, Coray abstains.

Gordon arrived 13:08 CT

Nominating Committee Ratification

- Nominating Committee agreed to put forward the whole slate of 4 nominees
- Discussed the thoughts of the nomination committee then ratified their selection.

Brian moves to approve the slate of nominees as recommended by the nomination committee; Ed seconds. Passed unanimously.

2013 Elections Update

- Candidates will be submitted to members for voting
- Candidate info will be put up on the website on our elections page before voting
- Voting begins March 4th
- Kate encourages everyone to encourage others to vote and Kate will reference this in her upcoming blog post
- Questions came up about nominating committee being able to campaign for any of the candidates and if that was appropriate and Kate recommended that it was not appropriate and unfair to the other candidates
- Gordon talked about whether or not we have a third spot to appoint after the elections; Dustin talked about what seats will be vacated and what seats we may want to fill in with a board appointment in a future appointment
- The intent is to be at a total of 9 board members but we aren't obligated to appoint up to that number.

Membership Group Update

- Close to getting membership cards out once we have proofs ready to approve
- Kate is working with the group to refine her +1 campaign

- Talley continues to send out the reminder emails
- Ed discussed the lifetime membership program, its pricing, and limits on membership.
- The main consensus of the group is to keep lifetime members but potentially raise the price to 1000 USD.
- Brian likes lifetime members and would be ok with raising the price
- Cordy asked if its something we wanted to encourage and do we have people 'knocking down our doors' to get to it; Sheri explained we're getting at least 1 or 2 per month
- Gordon mentioned how lifetime members are the most likely to give us money and how can we connect with them to get more money/involvement from there as well
- Ed brought up about how lots of non-profits he works with do an Annual Fund that goes out to all members so that may be the kind of thing to do.
- Sheri mentioned that Gordon emailed before asking lifetime members for support and Gordon said a few people stepped up for that
- Sheri talked about the Lifetime Member Advisory Panel they are supposed to be on so if we can fully implement that it may be the way to get that engaged
- Kate also talked about the non-profits she is in that also have much higher priced lifetime memberships and annual funds similar to what Ed brought up
- Ed recapped saying the first move he wants the board to consider is getting the price of the lifetime membership to more reflect the value
- Kate suggested that until we show better the tangible value of being a member that raising it at this moment is not a good idea; Dustin agreed but suggested we bring it back around after GDC when we've hopefully made a good set of progress on that
- Sheri recapped the history on the limits of lifetime members and why the concern was there for losing recurring revenue after that as the number of members who can renew decreases and so did the board feel that was still a concern
- Dustin thought if the price was raised then it removes that concern based on the math involved.
- Dustin asked if anyone had any strong objection to the membership group raising the lifetime pricing membership and asked the membership group to come to the board for discussion if we want to raise other membership prices.

Website Group Update

- Dustin said at the last meeting we were waiting for our vendor send back an a la carte proposal
- Dustin has a 34 page proposal and the Phase 1 stage and features; EC has been reviewing it;
- Dustin said there are a few question marks on what and how we should move forward
- Dustin's expectation is that the proposal will come up at the next meeting to approve the proposal and engage the vendor so if you have opinion, questions, or thoughts on the proposal reach out to Dustin or someone on the EC.
- Cordy talked about the realities of the budget and can we afford to do this website as is; Dustin mentioned it falls within the initial window.
- Ed mentioned we have 50k budgeted for this project and he believes we can afford to

spend that based on current projections.

Fair Employment Group Update

- Brian is expecting to bring something to the meeting for GDC but there are no significant updates at this time.

Executive Director Update

- Advocacy Efforts
 - Press exposure we had over the gun violence issue has mostly died down but Daniel Greenberg continues to get inquiries, all of this is going through Bohle Company as usual
 - It got us a lot of exposure and members coming to us saying this is why they pay their dues is for us advocating for us
 - Kate had a discussion with a couple members about our advocacy efforts and how to give better exposure to the efforts we are doing, e.g. the Anti-Censorship needs more prevalence on our site
 - Kate had great discussions with Mike Gallagher and Dan Hewitt at ESA and Pat Vance from ESRB and a great environment for cooperative spirit with ESA and ESRB wanting us to collaborate with them and get us to work with them to improve everyone's efforts.
 - ESA would love to see game developers standing up more at the local level and getting involved.
 - ESRB wants help getting education out to game developers about why the ESRB exists and why its important to developers
- Studio Affiliates:
 - Microsoft is in the works (thanks to Cordy)
 - Valve, Behavior Interactive, Epic coming in
 - Other studios are pending
- Partners: Starting to work with more events and become media partnerships to increase our presence and outreach and provides members with more benefits; Taylor and Francis is now a partner and may be working to help support our newsletter.
- Events: Not had much bites on GDC sponsorships due to timing and most people have spent their budgets; but E3 is securing interest and we'll be working to secure sponsors for that event and our activities. Kate working with Dan at ESA on E3 and Jessica on Casual Connect/IGDA Summit/Indie Showcase
- Search for Operations Manager was completed and Tristin Hightower will be starting on March 4th and has already been ramping up and doing an awesome job without us even asking her to help ahead of time. Kate is very confident about Tristin and excited to work with her on a full time basis.

Financial Update

- We had a good January and were ahead of budget including more members than budgeted, slightly short in studio revenue but that will be made up for in February.

- We got a sponsor for our website with New York Film Academy and the ad is up.
- Discussed GUR SIG Summit event being run through us and that all attendees must be IGDA members. From a revenue standpoint it gets us 100+ members joining/renewing.
- Ed clarified how sponsorship and ticket revenue will work on our budget as since we're not showing income from GUR SIG sponsors it appears we're down 8k but in reality that is a separate event that won't affect our budget; Sheri will confirm with Marina when we should expect to see sponsorship revenue coming in to our main offices.
- January we came in above budget revenue wise and expenses side we were below budget because we didn't incur website expenses yet but we're expecting to spend that money later in the year.
- This will continue to hopefully cut down our negative balance at the end of the year. Dustin asked if this was a cash loss or an accrual loss and Nick confirmed this was mostly a cash loss because membership revenue is accrual but everything else is cash.
- Ed cautioned that there was 10k we're expecting to make at GDC we might not make now because a sponsor pulled out.

GDC Update

- Party was discussed above during brief announcements period
- Kate said most of GDC is going well so far and Sheri is helping guide a lot of stuff because of her past experience in what the IGDA is/does do for GDC
- Advocacy track is now set in stone; thank you to everyone who helped with that
- Gamasutra even ran an article about the advocacy track and crediting the IGDA and almost all of our talks are up on the site now
- SIG meetings are setup on Thursday for 6 official GDC session SIG meetings and they are based primarily on SIGs that are going to fill the room so we can make a case for more meetings next year
- The rest of the SIG meetings will be setup later
- SIG/Chapter Leader meetings will be held Mon/Tuesday as well
- Timing is too short to get t-shirts sponsored but we may be able to get that for future events
- Metagame is taking a year off and working on a launch but will want to help later
- Tobi has stepped up to help with Katamari at our booth
- Scholars lunch will be happening at a cost without a sponsor because in conversations with Dustin we're getting other sponsors/studios to make up for it later down the road
- Kate met with MOGA people at device and they are keen on partnering with us for membership join/renews that will have anyone who signs up or renews from a certain date through GDC they'll get a MOGA device (up to 500 units); this finalized deal and logistics are pending.
- Annual Meeting:
 - Dustin talked about creating an annual report ready for dissemination and Dustin clarified with Brian whose responsibility it is to produce this; Brian clarified that it typically falls to the ED but if anyone can help out that would be good
 - Board and ED are present at the meeting at GDC and we'll talk about the various

- aspects about what's going on with the org and open up the floor for questions
 - Often have introduced candidates but this year GDC is after elections are over so we may have the option to introduce the new board members
 - Discussions on other resources will be done on a separate thread
- VIP Luncheon: Kate has talked with the folks at Jillian's and is available at our normal time and day (Wednesday during lunch) and is working on getting an agreement in place; Kate has already come close to finalizing her MVPs
- Booth: Kate and Sheri have been talking with Chris from UBM about the booth; Dustin reminded everyone we will ask everyone to spend time in the booth and other areas and those emails will be forthcoming
- Board Mini-Offsite: The details for this will be forthcoming but will be at GDC and we'll do a quick touch base and may invite the new directors as well to get their feet wet and be on the lookout for that information.

ECGC Update

- Announcement for ECGC went out last week
- Dustin mentioned we're taking a co-producing role with Triangle Game Initiative with revenue sharing
- Dustin is helping raise sponsors and speakers and the two keynotes have already been secured
- Announcements in the coming weeks are IGDA lifetime members will be free; ticket prices for everyone else will be low at \$100 since it's two non-profits running it
- There will be big pushes for people along the US Eastern Coast to have a lot of attendance
- Dustin offered up the chance for Board Members to speak at the conference and mentioned the companies in the area
- Event will be 24-25 April; additional questions please email Dustin
- Passes available for all board members, just email Dustin

Review of Action Items

- ALL: Board members should keep the Annual Meeting on their calendar at GDC to attend.
- Kate: Email board to start thread on the GDC Party
- ALL: Everyone needs to encourage members to vote, work for quorum, and let them know why it's important to vote.
- ALL: If you have website questions please reach out to Dustin about the proposal.
- Dustin/Kate/Sheri/Nick: To work on annual meeting presentation and annual report
- Kate/Sheri: Recap times/emails for board members at GDC in an email to board list
- ALL: Email Dustin if you have questions about ECGC, want to speak, or want to attend.

Executive Session entered 14:24 CT

Exited Executive Session at 14:29 CT

Cordy moves to adjourn meeting.

Dustin seconds.

Meeting Adjourned 14:31 CT