

## Final Minutes for IGDA Board Meeting 18 July 2013

Present: Brian, Dustin, Ed, Luke, Sheri, Tom

Staff: Kate, Tristin

Tardy: None

Absent: None

### Brief Announcements

- Next Board Meeting - 22 August 2013
- IGDA Summit is coming in less than 2 weeks. Please promote via Social Media!

Meeting called to order at 13:06 CT

Review previous meeting minutes.

Sheri moves to approve minutes for 20 June 2013 meeting, Luke seconds. Motion passed unanimously; Brian abstains.

### Executive Director Update

- IGDA Summit is coming up in less than two weeks
- We are currently at \$31,000 in sponsorship so far including a sponsor for the Women's Lunch and we'll be checking with Casual Connect to get everything finalized; everyone should have gotten in before the print deadline
- Doing minor schedule tweaking but for the most part we're pretty much on track and now it's just a matter of doing the onsite stuff
- Have a booth space that's adjacent to where the main section is that's pretty much filled up
- Next event is possibly GDC Next and Dustin and Kate are working on scheduling a meeting with UBM to see if anything can happen there.
- Kate would like to have another networking event there since the E3 one was very successful and Kate has been reaching out to potential sponsors
- Once Summit is behind us Kate and Tristin will start working on GDC for next year as that's a big event
- Kate is working on compiling a master list of everything that can be sponsored and on the website is having an a la carte list of things people can sponsor and working in conjunction with the sponsors group; Kate would like to get sponsors in perpetuity to get regular sponsors for certain items
- Partnership front:
  - We had another school wanting to do a scholarship but that fell through; DeVry is once again going to partner with us to do tuition discounts
  - A few trade groups are interested in working with us and details are being worked out to see if there's something that seems mutually beneficial to each other including supporting students and indies
  - Tristin and Kate have been talking with a company that often helps association offer discounts on products and services like HP and Lenovo computers

- Talking with another company who may be able to partner with us on our newsletter which might be a way to generate non-news Revenue (Sheri and Kate provided some details and Dustin asked for more questions)
- Brian said it sounded like a great update and thanked Kate for her work

#### Executive Director Website Update

- We have the discounts with Talley to implement YourMembership for the annual fee
- Talley has paid for the setup fee for YM, in part as compensation for the issues we have with the current database
- Kate and Tristin worked with MarComm to select the template layout which gives us a skeleton for implementing content to the website
- On the Talley side they are working with YM to help work on preparation of transferring our data from IMIS to the YM system and we'll have a chance to review it before that goes through
- We'll potentially have the base template skeleton being constructed and might be ready in a week but the database side will take longer to do but it's not something to rush as it needs to get done right
- Soft target date is shooting for October 1st which they said is aggressive but doable, a lot of that is dependent on the database transfer and the moving of content over
- Kate and Tristin are working with Sheri and MarComm to help create a list of content we need to move over right away.
- Ed Magnin and his team also finished the IGDA App and submitted it to Apple. It has a small blurb translated into 30 languages and references to the website and should hopefully launch soon.
- Tom talked about doing the trademark application and MarComm is prepared to coordinate with Tom on this to make sure things go smoothly.
- Dustin is not sure this is something that needs to be brought to a formal vote and since everyone seems genuinely fine with it then we can tell MarComm to move forward; Brian says that is fine and no one else had any strong objections and so MarComm was told to move forward and consider that the Board's acceptance and authorization.

#### Financial Update

- Good news: Membership is over \$60,000 ahead from last year which will help us out in other areas
- June is a pretty straightforward month and even on an accrual basis we're improving
- This is the month we're seeing the effects of not getting the revenue expected from E3 sponsors but came in under budget overall for stuff not related to the networking event
- We're a little over in accounting but that's related to the audit and had some expenses come in for Summit early
- We have the positive variance of not spending money on the website but that will change soon.
- So overall we are showing a negative variance but reflects the items above as factors.
- For the year we're still behind and now we're projected to lose much more but some of

that is due to an accrual basis but on a cash basis we're still currently where we have been position wise all year long and Ed does not expect that to change between now and the end of the year.

- The other big thing is that we're ahead on Summit and we're ahead of this now and hopefully plus any revenue share from Casual Connect will hopefully help make up some of the variance difference.
- Ed hopes to have even better news for us next month.

#### Fair Employment Initiative

- Brian has gone through all the feedback and going back through and refining the scoring rubric and other parts of the system
- He feels he's taken into account all the feedback and caught inconsistencies
- Brian is now going to be reaching out to various people (Tom is high on the list) to see the new version for the next round of feedback and get that completed before the next meeting so that we can then start reaching out to studios for rolling out Phase 1
- Dustin asked for a synopsis/executive summary from Brian to use to give to UBM for when they are talking about building upon the advocacy platform

#### SIGs/Chapters

- Big thing this month is working on the roll call, making sure we know who they are and they know who we are
- Majority of chapters have gotten back to us and we have gotten positive responses and we're getting correct info or new contacts
- We have some chapters who we now know are struggling and need help and some that haven't responded
- However, we have a big chunk of chapter leaders who are very happy to see our outreach and keep the momentum going
- We've gotten a lot of the resources pulled together and so we're currently working on putting that up for presentation
- We're close to being ready to launch the first version of the Chapter Handbook, we have some active chapter leaders who have been reviewing and giving feedback
- The plan for this is to be a living document and this is a very early document and will continue to get built upon as we move along
- The dashboard project is now getting moved forward now that we've got the roll call mostly done and it gives us some base info so we can more properly support the chapters
- We're fairly close to ticking off about half the things on the list so Luke feels the Chapter and SIGs group is fairly on track
- Dustin said great work and we talked about the types of chapters who have not responded and for some of them the addresses we have for them are not valid so we're giving a second pass on them to try and reach out to before we move forward in certain areas
- Tom asked if we could include the Foundation grant request and Luke says that's already

being put in place

### Sponsorship/Sales

- We're moving forward with a major company on doing webinars, potentially a road show, and potentially a sponsored forum on our website to answer questions about their products and services; there is potential other opportunities to pursue there as well and both Kate and Tom are working with them
- Tom and Jamil have now worked together to potentially get some support from Humble Bundle as a Humble Bundle charity and they are particularly interested in the Scholars program and other charitable works the Foundation supports and Tom is looking for information on potential projects we could use that money for to prove why she should be approved
- Tom talked about how many of us get pitched in email and LinkedIn pitching their services and he forwarded and introduced them to Kate with the IGDA and he would encourage us to do the same as potential opportunities since we can help them reach out to lots of developers
- Dustin gave a big thanks to Ed for helping with E3 and Casual Connect sponsor gets

### Events

- Dustin said they are still trying to get the correct information from the group in Hong Kong as far as what they are looking for and the group is still awaiting feedback from that
- Early stage planning coming around ECGC and the Triangle Game guys are ready to engage the Raleigh Convention Center and there are talks about the agreement and how our partnership is working
- There are also plans to have a meeting with UBM to talk about GDC Next and GDC
- Summit has taken up a lot of time but mostly the motion has been slowed by waiting for the information from groups like Hong Kong.

### Membership

- As of Monday current membership is 4,740 people but we did have a major dropoff when a large studio came off the roll
- Microsoft has come on for a large group of employees and we have lots of people who have already signed up from their package
- We're seeing a good influx of people coming in as new members but our drop off is noticeable with renewals
- Talley is talking about doing another mid-month renewal email to try and catch them ahead of time
- The group also talked about the membership campaigns that have been discussed before but are being put on hold since we'll have those capabilities already in place when we move to YM
- The main goal at the moment is to focus on studios and then grow from there for the interim while we work to get YM implemented
- Dustin asked if there was any concerns about moving from IMIS to YM and Kate says

there has been lots of work done to prepare for the transfer and we'll have final approval so we can make sure we capture everything we want to capture to minimize chance of data approval

- Ed wants to make sure that we're looking at the level of membership support we're currently receiving from Talley and how will that be affected with the transfer to YM
- There are currently discussions happening as to who is going to end up owning what stuff and Kate wants to wait for about 6 months after the website launch to get a better idea of what support we need where.
- There is currently an agreement that we have an addendum that for after 6 months from the website date (currently targeted for April) we can have a new agreement where necessary that we've negotiated ahead of time based on how things go

#### International Growth/Formalization

- Courtesy of Tom, Sheri, and Luke's efforts we're at a point where we have a formalization doc ready to go that covers most of the concerns that were brought up
- The group is currently working with Luke and the chapters who were already interested in formalizing to gauge the process
- The question Brian had about per city vs per country basis is still in progress as well as how the process will work for potential varying rates and how we capture those funds
- The group feels that the doc is now finalized and will be using that to move forward with the original groups that were interested
- Tom talked about how this agreement is just a model and adapted for each chapter and that he thinks it makes sense to look at something like Lithuania vs Canada when dealing with the per country vs per city basis
- Dustin thanked everyone for the group for all their hard work and feels that they are on a good track.
- Brian talked about his reticence to formalise chapters on a city-level as opposed to countries based on the overhead and logistics this would require. This is the main reason he is not in favor of the agreement as outlined. Luke felt that the agreement was flexible enough to cover either scenario as needed.
- Tom asked for clarification; Brian laid out that he did not feel we had the ability and bandwidth to support all chapters if they all become legal entities and go through formalization, although this is great as a long-term goal. Luke agreed that currently we could not support this, but uptake was unlikely to be all chapters upfront. Dustin felt that we could control the pace. Luke suggested that it would also make sense for some chapters to unite in order to go through formalization regionally or possibly nationally. Tom felt that this should not be forced on the chapters; Kate agreed and would give guidance on this.
- Sheri mentioned she didn't feel all of the logistical, operational, membership, marketing and communication concerns were addressed and that we'll not be able to handle implementing this and we talked about the concerns that weren't addressed and how that will possibly be handled in implementing this in the future to make the model sustainable.

Tom moved that the Board approve as a basic model for our relationships the affiliate chapter agreement that has been reviewed by the board in its last form that will be adapted on a case by case basis. Luke seconds. Motion passed with 4 ayes; 2 nays.

#### Action Items

- All are asked to promote Summit through their social media networks; Tristin has provided the board with some sample tweets/posts/etc.
- Kate to share with everyone the link to the list to fill out for potential sponsors, studios, partners, etc. so that Kate knows who we know so she can go forward or get introductions where needed
- All are asked to fill in names in the contact spreadsheet Kate started
- Brian to send an executive summary to Dustin and the next round of the document to everyone else for feedback for the Fair Employment Initiative
- Tom asked everyone to send info on potential projects that could be supported through the Foundation via Humble Bundle funds if we're approved

Executive Session entered 14:22 CT

Exited Executive Session at 14:39 CT

Luke and Ed move to adjourn meeting.

Dustin seconds.

Meeting Adjourned 14:40 CT