

FINAL Minutes for IGDA Board Meeting 17 October 2013

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

Staff: Kate, Tristin

Tardy:

Absent:

Brief Announcements

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

Meeting called to order at 13:04 CT

Review previous meeting minutes.

Tom moves to approve minutes for 19 September 2013 meeting, Luke seconds. Motion passed unanimously.

Review of Last Meeting's Action Items

- Kate did get a mock-up of MV with our content done
- Kate reported that the website and database transition was done
- Events discussion still need to continue happening
- Sheri got Ed's finance update on appendix list
- Ed did get contacts to Kate and is coordinating meetings

Executive Director Update

- We launched the new IGDA website on 1 October and on schedule.
- A lot of "kudos" goes to Tristin who did a lot of heavy lifting but also Diann, TMG, and the YM folks. When Kate impressed upon them the need to launch on time everyone rose to challenge and worked out even the significant issues.
- Most of the issues now are minor and relate to membership info and access. There are still some items resulting from the IMIS to YM transition and they are one-off but still working on that.
- We are YourMembership's website of the month.
- They are starting work and talk on Phase 2 of the website which includes potential design changes and may require YM to do additional development work as customizations that may require additional funds but will be somewhere between 500-1000 but the fees may not happen but Kate will talk to us about them if that's going to happen.
- Most of it is building some of the stuff into the site including the at-a-glance features as well as bringing SIG and Chapter leaders onboard and getting them trained on the website as well as helping them populate their sections.
- One of the things that is coming up is we're helping YM improve their system overall with areas like international adoptability.
- On MultiBrief we did launch the IGDA Insider 1 day after the website on October 2nd. The open rate for first two weeks is 45% which is about 20% higher than industry standards

so Kate is pretty happy about that.

- We also have advertising booked but the revenue is not collected yet. Ed asked how and when that comes in and Kate needs to go back and talk to them as their reporting is sparse so she's trying to find that out.
- There is a proposal from MultiView to potentially add a dedicated once a month emailer as potential revenue would help offset upgrading the newsletter.
- Tom asked what the opt-out rate was - Kate did not know that yet.
- Tom asked if it was going to just members and Kate said the first couple weeks it went to just members but they have the bigger list to be added in later once we work out logistics.
- GDC Planning is underway, Kate is talking with potential partners but nothing is solidified yet on those fronts. We're once again seeking sponsorships for the t-shirts. Kate is pushing the 20th anniversary aspect of it and she has people helping look at potential locations for a 20th anniversary event.
- Kate is working (based also on suggestions from Meggan) at revising the contract and working on trying to get that out of the way as soon as possible to do a first pass and pass it on to the board and to make sure that it's clear with UBM as well.
- We did get a 10% discount on GDC Vault from UBM which is nice and Kate is continuing discussions with other partners on potential discounts for software and other tools that would be a big draw for tangible benefit to our membership.
- Ed has been helping Kate with providing a lot of great studio contacts and she is in discussion with them about gaining new studio affiliates.
- Many people are expressing interest in trying to reach developers, especially indie developers, to bring their tools, resources, and platforms to try and educate and advocate in those areas.
- Each studio is approaching how to best partner with us and support their employees so those are the conversations she is having.
- There is a lot of travel going on and most of that is being paid for by others except for incidentals.
- So far everyone has seemed really appreciative that someone from IGDA Central has come out to them and it gives her a chance to learn more about what's going on in those areas.
- Brian asked about GDC and the 20th Anniversary event and if that's a replacement for the party or a separate thing or something else. Kate was saying what she was originally planning to do a networking event, e.g. an ice cream social with board games, something simple and similar to E3's event. Ernest approached Kate and asked what we were doing for the 20th anniversary and that has now gotten the ball rolling (including Ernest speaking about the 20th anniversary on the advocacy track) and so right now it's planning to be the replacement for our normal 'party'. Brian has said he'd love to give feedback as he is sure others would too to give input before it gets too far down the path. Ed mentioned we need sponsors too and Kate said she'd love to get all our sponsors locked in by the end of the year. Kate will start a separate thread about that event to get our feedback on that.
- Kate and others on the board talked about potential locations that could be used and

research is underway.

Financial Update Discussion

- We have roughly 80k in cash in the bank and we're working on processing the 22k check from Casual Connect which will put us back at 100k which is where we like to be
- There is more money invoiced and coming in that will be showing up in next month
- We're over in membership revenue which is slow to show up based on how it's reported through accrual method but it is now starting to show up.
- The Summit revenue that is coming in was planned for previously
- There was a 1k membership card cost that was not planned for and Tristin explained that as we send out cards we use up what we've had in our account and so we had to replenish that account as they bill us for postage and this should hopefully last us at least a few months of postage/ mailing depending on how many memberships we have and their breakdown. Ed will be talking with Tristin offline to make sure that it's budgeted right for next year.
- We're saving money on the website each month but the hosting costs are higher than budgeted and than they should be. Tristin is currently working with Luke to slowly make moves to transition stuff over. The first step will save us a few hundred dollars and then we'll continue to make changes and then long-term we should be saving 700 per month. Ed mentioned he'll want to talk about how to budget for that later as well.
- Tom asked if we're keeping MailChimp and Tristin says if we don't get rid of it completely we should be able to at least reduce costs greatly.
- Kate mentioned she had some travel expenses and Ed said that's about just under 1k in expenses that weren't budgeted.
- Between not budgeted expenses and expenses we were under it nets out to a positive for us overall.
- For 9 months + actual we're trending towards 80k+ but we can do better than that by the end of the year due to items like the website coming in under budget.
- Cash basis says we're 86k over compared to last year which is awesome and we may even get some MultiView revenue in by the end of the year
- Bottom line is we're fine and we'll be in a good position going into next year.
- Dustin asked what the process will be that Ed is using for the budget for next year. Ed mentioned that Diann sent him a copy of last year and he's been making some obvious changes, then that'll go to Kate and get her changes, and then once he and Kate are getting there they'll send it out for a broader review.

Board Updates Discussion

- Sheri asked for clarification on ECGC deal and will we be doing a lot of work to run it. Dustin talked about how the ticket price is going to include the cost of an IGDA membership as part of the base deal. In terms of participation IGDA will be responsible for assisting in marketing and promotion as part of that. Dustin's participation is because that is in his area and he will be involved as one of the Chairs of the event and not necessarily as part of the IGDA. But our obligation is to promote and market the show

and probably to help with speaker introductions.

- Tom asked if there was a member discount. Dustin said that lifetime members will get in for free and they are finalizing the price tiers on all the passes and will include an IGDA member discount.
- Dustin put to the board the question as to whether or not there was any issues with him participating with ECGC and to make sure there is not any conflicts or awkward positions with him participating since it's a show that IGDA has a financial stake in.
- Tom said he's fine as long as Dustin isn't getting paid.
- Sheri mentioned it's similar to what Ed mentioned about her and GGJ is that as long as we get his time for IGDA we're good.
- Tom mentioned he's been wanting to put together a series of webinars monthly on Business and Legal that he'll own and he'll do it himself or get speakers. He also reached out to Keith Fuller who will do one on management or production. He thinks it would be nice to find people to own these to reduce staff bandwidth on this and give us something to add to the membership. He's thinking before January is too soon but it is something he's planning and will be working to get that ready to do it consistently and is working with Tristin on preparing promotion and marketing.
- Dustin asked about individual updates and if they are helpful, Tom said he'd like to get them all at once for review. Sheri talked about the board's wishes to humanize the board and staff and show them off to the membership. Tom talked about where they are going. Sheri talked about we'll have more notice next time so we can get this together ahead of time. Luke talked about how this is one piece of a slightly larger effort and will start making everyone more accessible.
- Dustin re-asked about the level of detail and if that's what we're looking for. Luke said that Tristin's update as an example is great and it helps not only the board know what they are doing but it answers the question of "what do people do" and "where is the time going" because there are a lot of things people do that don't fall into the other buckets and it's the catch all.
- Dustin had a question about the lifetime membership cards and who is getting them and Sheri clarified the only lifetime members had gotten them previously were the first 100 members and so all other lifetime members will now be getting a new card.
- Luke asked about the UKIE deal because he didn't see anything in the reports and so the result was both Int'l and Membership Groups are on board and so now it is in Kate's hands to work out the details. Luke asked if Kate wanted any help pushing things along.

Election of Vice Chair Discussion

- Dustin thanked Brian for his service as Vice Chair
- Dustin mentioned Tom had already nominated himself and made one last call for additional nominees. No one else put themselves forward for Vice-Chair
- Tom is now the new vice chair.

Tom was elected as Vice Chair. Tom abstained. Vote passed unanimously.

Board Appointment Discussion

- We have started the discussions on how we may go about this process. Dustin asked Brian to recap the process who gave a quick version which is that we've talked about a few people, several others have done some reaching out to gauge interest, and then we'll continue making other discussions as to how/who may work.

Action Items

- Kate to find out how revenue comes in from MultiView and the opt-out rate
- Kate to start separate thread with board about the 20th Anniversary event for GDC
- Luke will help Kate as necessary to move the UKIE thing along
- Threads will be started on the other contracts getting in place
- Tristin and Luke will work with Ed to go over budget needs for membership cards and hosting expenses

Executive Session entered 13:55 CT

Exited Executive Session at 14:51 CT

Sheri moves to adjourn meeting.

Dustin seconds.

Meeting Adjourned 14:52 CT

APPENDIX TO MINUTES

Pre-Meeting Updates

Group/Main Updates

Chair:

- Managed monthly 1:1 meeting with Board Members
- Worked with Kate to manage transitions related to new Board decisions regarding contract review, etc.
- Organized and held general Board chat meeting
- Discussed potential Board appointments with Brian and then with the available Board members at the monthly chat.
- Instructed Kate to produce a presentation of her vision of the IGDA to present to the Board later in the month.
- Represented IGDA in attendance at LOGIN, SIEGE and Cloud Gaming
- Spoke at SIEGE in support of Keith Fuller's IGDA Leadership Track

Events:

- Finalized the deal terms with ECGC – IGDA gets dedicated revenue from each ticket sold and no revenue from profitability of the show. This deal is going to contract.

Finance:

We have no major expenses planned for the rest of the year so the financial reports from here on out should be pretty straightforward.

We have about \$80k cash in the bank. This is a little lower than we normally run but any day now a check for over \$22K will arrive from Casual Connect and push us back to a more comfortable level of \$100k which is more or less where we have been all year long.

September was a boring month for expenses in the sense that we more or less matched our budget. We save about \$3500 on our website because of YM and we spend about \$2000 more than we planned split between \$1000 extra for membership cards (too many damn members!) and some unbudgeted travel for Kate. This nets out to \$1500 under budget (which is good) on expenses for the month ("Budget vs. Actuals 2013 Budget" cell AR149).

On the revenue side the attached spreadsheet shows us receiving the \$22K casual connect payment. That money was budgeted to be received in July so we can ignore it for this month. Once you take that out the only other thing of interest is our amortized membership income which is slightly higher (\$2K) than budgeted. Again, boring.

Combining these two and ignoring the \$22K we end the month about \$3.5K better than budget. Nice, but a small number.

For the year we are now projected to lose about \$84K (BK149 on “Budget vs. Actuals” tab) compared to a budgeted loss of \$50K. This is offset by an \$86K positive variance on Membership income versus last year (see “Cash Basis Comparison” tab) which is why we have been able to maintain a consistent cash balance around \$100K throughout the year. I expect we will do even better than this because we have about \$12K budgeted for the new website that we won’t spend because we are using Your Membership for our website. We can save a bit more money by shutting down some of our old hosting agreements now that we have moved to the new website. Also by continuing to push on membership we should be able to build up our cash reserves to help enter the new year in a strong financial position.

International Growth/Formalization:

- Reviewed annual financial report for IGDA Japan and discussed a proposal to formalize same
- Began discussion on formalizing IGDA Israel
- IGDA Montreal is discussing the formalization deal terms that Kate has presented to them with their Board
- Formalization of IGDA Mexico is on low simmer while regional discussions with local stakeholders continue

Membership Group:

- Continued to add and tweak our dashboard to get a better overall picture of how we're doing
- Saw a continued increase in total number of members
- Kate recently renewed George Brown College as an academic affiliate so their students will become IGDA members
- Non-lifetime member membership cards are now going out regularly to all new and renewing members
- Lifetime member card design has been finalized and work is being done to get them ready for production
- The new website and membership database is live and we are utilizing it's tools to give members direct access to their benefits including printing their own digital card for proof of membership that's often needed for some local benefits.
- Continued making progress on securing more tangible benefits for IGDA members including the new GDC Vault discount

SIGs and Chapters:

- Had regular discussions on past and current efforts for supporting SIGs and Chapters to help guide us in crafting a overarching strategy and vision for these programs.
- Planned for the transition from more hands-on work to higher level vision, goals, and strategy
- Drafted a proposed vision for Chapters and SIGs for discussion and approval

Sponsorships/Sales:

- Introduced Kate to Autodesk for inclusion in IGDA's 2014 plans
- Generally reached out to target list
- Helped Kate with numerous introductions

Individual Updates**Brian:**

In addition to the board meetings and ongoing email discussions I mostly spent my IGDA time in two areas.

First - several discussions with other board members and people in the community regarding potential Board appointees.

Second - We had a meeting of the IGDA Foundation Trustees which Tom has detailed out in his own update.

On top of that I did spend a little bit of time working with the new website and helping Tristin and our staff find and resolve some issues.

Dustin:

- Did many duties as IGDA Chair
- Helped IGDA Orlando land October speaker from Zynga
- Rallied local volunteers in preparation for GMIC

Ed:

- Did my treasurer stuff.
- Attended meetings for Finance, Membership and Sponsorship
- Helped Kate with industry contacts.

Executive Director - Kate:***IGDA Website:***

- Launched on schedule on 1 October
- Very few glitches or problems, mostly member login issues
- Database migration from IMIS to YM was successful
- IGDA.org is the featured Website of the Month for October 2013 in YM's online community (called "Unity")
- Phase 2 activities are underway, which includes onboarding chapter/SIG leaders and creating the chapter/SIG "at a glance" pages, as well as continuing to build out content (which relies in part on the chapter/SIG leaders)

IGDA Insider (Multibrief):

- Launched on schedule on 2 October

- To date, we've booked \$11,200 in advertising sales (booked, not actual revenue collected as yet)
- In the first 2 weeks, our Insider open rate is at about 45%, which Multiview considers "awesome" as it's about 15-20% higher than the industry standard.
- Proposal: Multiview would like permission to allow 1 dedicated sponsor email blast per month via the Multibrief system. The revenue typically ranges from \$1,000-\$3,000 for one dedicated blast (they generally offer 3 blasts on a bulk rate). The limited quantity and exclusivity of this ad type is very attractive to their advertisers. Possible, one dedicated blast per month could cover the costs of producing our new newsletter format (\$2K/month).

Events:

- GDC 2014 planning is well underway
- Advocacy track is coming together; we'll see a good representation of IGDA speakers, including Ernest's IGDA 20th anniversary talk
- Sponsors: I'd like to lock down all our sponsorships by the end of 2013. Biggest issue is funding our 20th Anniversary Celebration. Any and all help is welcome here!
- Venue selection for the 20th Anniv. event has been underway; Seda from LOGIN is providing some local assistance
- UBM-IGDA contract: I'm working to revise and finalize ASAP this year so we can start ordering for the booth, etc.

Partners/Benefits:

- UBM has agreed to a 10% GDC Vault discount (something much-requested by international chapters).
- Currently pursuing long-term software discounts with Unity, Microsoft, Adobe and Corona Labs
- U.S. Customs & Immigration now classifies "Game Designer" as a formally recognized specialty occupation thanks to my assistance

Studio Affiliations:

- Currently at various degrees of discussion with Autodesk, Blizzard, 2K, Riot Games, and Sony
- Also talking with Microsoft about expanding their support in various areas; they have a sponsorship meeting the week of 14 Oct.
- The competition for IGDA developer mind share around indie games is substantial

Travel:

- Very productive speaking trips to SF (LOGIN Conference) and Malta
- Upcoming speaking engagements and chapter interactions in Mexico City, Melbourne (GCAP), LA (GDC Next) and Montreal (MIGS)

Luke:

- Outreach on behalf of IGDA Scotland to local gatherings of tech enthusiasts and students
- Setting up IGDA Scotland elections
- Worked on behalf of IGDA Scotland to develop the "GamesWest" event in Glasgow with event partners
- Working on behalf of AI SIG to raise profile of AI in Norwegian gamedev
- Outreach to game development community in Norway as well as the "Spillmakerlauget" Game Developers Guild
- Worked with Tristin to assist with some website launch technical teething issues
- Worked with Sheri on chapters and Sigs group
- Worked with the Scholars committee to conduct a survey of thoughts on the past year, get broader volunteer support in place and kick off preparation for GDC 2014
- Worked with Kate and the International group to discuss and develop several new opportunities for partnerships overseas
- Developed a number of connections and passed to Kate for possible partnerships and sponsorships
- Liaised with new UK-based partner WhoActually
- Liaised with ACSI committee on several UK-related issues

Operations Manager - Tristin:

- Launched new igda.org (w/ Kate)
 - continued learning of new system and working through any post-launch issues
 - continued handling both member inquires re: new website/account profiles and general questions from non-members now that it is easier to reach out to the organization
 - first steps in consolidating hosting services began so we can start shutting off accounts/services no longer needed (being done in cooperation with Luke)
- Launched IGDA Insider (w/ Kate)
- Worked with YM/Talley to scope Chapter/SIG roll out for next phase (w/ Kate)
- September membership cards sent for production
- Finalizing Card/Letter for IGDA Lifetime Membership cards (w/ Kate & Sheri)
- GDC 2014 scoping and prep (w/ Kate)
- IGDA Scotland elections (w/ Luke)
- Assisted (and continue to assist) members in France with rebooting IGDA Paris

Sheri:

- Continued participating on all board calls, email threads, etc. and helping guide strategy and offer votes/opinions where necessary
- Started moving IGDA Playbook effort forward to get a lot of our job descriptions, policies, programs, etc. documented, agreed upon by the board, and updated in our file drive
- Did follow-ups as Secretary on board meeting minutes, agendas, action items, and personal/group updates
- Worked with the Membership group to work on acquiring and retaining members, finding new ways to add value to their membership both tangibly and intangibly, and getting

updates on how the membership database transition went

- Attended Finance calls to provide historical knowledge and ensure I'm keeping aware of where things are at financially with the org
- Worked with Luke on pulling back from the more hands-on work and discussing our overall goals and vision for SIGs and Chapters including base proposals to bring to the board for approval
- Continued assisting and guiding the efforts of our Scholars Committee, Anti-Censorship Committee, and other small efforts finding and engaging volunteers where possible
- Worked with the QA SIG Steering Committee to take care of some small items
- Helped IGDA Chicago in securing support for our October game jam, preparing for the November meeting, and looking at additional support and partnerships
- Promoted the IGDA, IGDA Chicago, SIGs, Chapters, and Scholars in my various outreaches to the community including several lectures, blog posts, and social media efforts

Talley Management Group - Diann:

- Web/Membership Database: Fully transitioned from iMIS and working well. Continuing enhancements and troubleshooting as issues arise
- Accounting: Finalized close through September 30 and will look to begin the budget process within the coming month

Tom:

It was a normal month for me with IGDA activities. Of course I participated various Board meetings as well as the Event, Finance and Sponsorship Committees as well as ongoing email discussions on pretty much a daily basis.

We had the semi monthly meeting of the IGDA Foundation, which I chair. Matters discussed included some Chapter and SIG Grant requests, modeling out a Board of game industry luminary Advisors, as well as our efforts to get Humble Bundle to include the Foundation as one of their optional charities. <http://foundation.igda.org>

Our Seattle Chapter was going hot and heavy. As coordinator for the chapter it is really gratifying to see the chapter reboot be as successful as it has been, mostly due to our fantastic local board! We are able to post up all of the videos from June's Game Creators Summit that we hosted. Also finished some of the administrative matters related to the Seattle Indies Expo we did for them in conjunction with PAX. The Chapter hosted an event at Bungie Studio by Adam Foster of Valve on ARG fun and then this week had our meeting at Amazon with industry legend, Al Lowe, of Leisure Suit Larry fame talk about his experiences in the industry over his 30+ year career, including his recent reboot of good ole Larry.. www.igdaseattle.org

Discussed a proposal to IGDA staff for me to host monthly Webinars for IGDA Members on business and legal matters. I hope to see launched soon.

Of course, lots of Game Attorney free counseling to indies in an effort to help them get the right start with their studios too.

Non-Board Group Updates

Anti-Censorship and Social Issues Committee Update

- **NYT Op Ed:** Working with contact at NY Times - who continues to express an interest - in publishing an Op-ed by Daniel Greenberg (Chair). It refutes the comments of multiple media psychiatrists who perpetuate erroneous information in the press, including the Times. Decision: ACSI may have to seek another major newspaper to get it published in order to stay current
- **Al-Jazeera TV Appearance:** Chair did a 3 minutes GTA V segment on their prime time broadcast. They are a relatively low rated cable network but potentially influential outside the US. The appearance went well, but so far has not appeared on their website along with their other GTA V programming. Daniel has a DVR recording and IGDA could post it if necessary.
- **SIEGE:** Chair presented on behalf of ACSI as part of IGDA advocacy at the Southern Interactive Entertainment and Game Expo. Daniel explained the IGDA's work in this area, updated attendees, had a lively discussion, and encouraged the US Southern IGDA chapters to work with GGDA (Georgia Game Developers Association) to respond to ACSI calls for letter-writing campaigns and rapid turn-around petition signings on a state-by-state basis. ACSI coordinated with Sue Bohle (from IGDA's PR firm The Bohle Company) at SIEGE.
- **Red Cross:** Committee is looking into the benefits and feasibility of ACSI/IGDA publishing an open letter enthusiastically endorsing the Red Cross recommendations on adding real-world war crimes to games complete with penalties and rewards for following or violating the real rules of real world war. We should endorse it not simply because it is a good thing to do, but also because it can make games better - more realistic, more engaging, richer in story to include these real world challenges of abiding by or breaking the rules of war. Anti-censorship advocates now have the endorsement of the Red Cross, who say "Sanitizing video games of such acts is not realistic. Violations occur on real battlefields and can therefore be included in video games. The ICRC believes it is useful for players to learn from rewards and punishments incorporated into the game, about what is acceptable and what is prohibited in war." However, we should strongly caution that governments not make such inclusions mandatory.
<http://www.icrc.org/eng/resources/documents/film/2013/09-28-ihl-video-games.htm>
- **Planning:** ACSI steering committee coordinated on new threats and new issues. Looking for more TV opportunities and more issues for op-eds.

Scholars:

- Finished CEDEC and Tokyo Game Show Scholar Experiences - essays are now being put up on various websites
- Secured additional volunteers to help the committee with increasing the quality of the

program for 2014

- Committee went through a post-mortem process analyzing the program overall and how we did with each conference experience - the committee is glad to report that the 2013 Scholars Program was judged to have improved upon last year's program in all areas.
- Discussions are now in progress as to which events we feel we can best support that we did last year and any new events we may want to add to the program while maintaining or increasing our current level of quality and support based on our current budget and resources.