

Minutes for IGDA Board Meeting 23 January 2014 FINAL

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

Staff: Kate, Diann, Tristin

Tardy: Sheri Graner Ray (~2pm CT)

Absent: Sheri Rubin

Note: Minutes taken by Brian in Sheri Rubin's absence

Brief Announcements

- Upcoming Board Meetings: 20 February 2014 at 13:00 CT
 - This meeting will have the board reviewing and approving the slate of candidates put forth by the nomination committee

Meeting called to order at 1:07pm CT

December meeting minutes approval being pushed to February meeting

Executive Director General Org Update

- Currently in London - spoke at mobile games forum, and London chapter, going to Scotland chapter tomorrow and helping kickoff GGJ
- Chapter seems to be getting more momentum
- In general getting more chapter momentum, kicking off a couple new chapters in South America, Egypt, Georgia, and more.
- Steady stream of people wanting to create chapters, shows a good interest in people seeing the value of this, and people wanting to get involved
- Not a lot of progress on formalization front, still talking to Montreal and Japan. More recently Israel seems eager to do this as well.
- Staff goal of the month was chapter engagement, but with GDC and the elections it's unlikely to launch everything this month, but it is still a high priority
- GDC
 - We are in a better place now than we were at a similar time last year
 - Have the venue selected for 20th anniversary event
 - Kate still researching caterers
 - Scholars lunch is sponsored by Rackspace
 - Have another likely sponsor for other scholars support
 - Have a few good leads for sponsors for the 20th anniversary event
 - Booth stuff is taken care of
 - MVP/VIP lunch has been at Jillian's but Bucca di Beppo would be about \$3k cheaper
- General Sponsorships
 - Conversations are still taking place but not as intense with current focus on GDC
- Elections

- Have some interest there, potential candidates have until Feb 1 to get back their nomination packets

Other GDC stuff needed from board?

- Think more carefully and proactively about the annual meeting
 - Would be great for the board to be prepared well in advance
- SIG Meeting schedule is getting flushed out
- Help getting the word out about everything, SIG meetings, etc.
- Looking into doing a board meeting at GDC as per previous few years

Financial Update Discussion (led by Ed Fries)

- Memberships in December were ahead of projections
- Minor expenses, saved some on website with net that December was well ahead of expectations
- Accrual basis have a net loss of \$64k for 2013, which is greater than budget, but Ed feels is okay. Cash basis was down just a bit from what we started the year with

Budget Discussion

- Have conservative estimates in terms of lower/no sponsorship in a bunch of areas
- Does include non-profit leadership training for Kate
- Includes funding for scholars
- Don't have any income for IGDA Summit
- Ed is asking for approval on the budget as presented

Brian moves to approve the budget as submitted, Tom seconds

Motion passes unanimously (2:13pm CT)

Executive Session entered 2:15 CT

Exited Executive Session at 2:42 CT

Action Item:

- Dustin / Tom to figure out timing and location for GDC board meeting
- Tristin to send out must attend GDC stuff for board members ASAP (broader schedule with SIG meetings, etc will come when it's more locked down)
- Dustin to connect with Sheri Rubin about December's minutes

Tom moves to adjourn meeting.

Dustin seconds.

Meeting Adjourned 2:45 CT

APPENDIX TO MINUTES Pre-Meeting Updates

Group/Main Updates

Chair: (Dustin)

No updated provided

Driving Sponsorships/Sales: (Dustin/Ed/Tom)

No update provided

Events: (Dustin/Tom - with potential help from Luke on a Virtual Event)

No update provided

Finance: (Ed)

No update provided

International Growth/Formalization: (Dustin/Luke)

Status of Group Still Pending

Membership Group: (Ed/Sheri Rubin)

- *Status of Group Still Pending But Currently Still Meeting - Activity Includes:*
- Finish 1st year member mails: These are now in the hands of staff/Talley to get updated with correct links and implemented with the YM system.
- Meet 2x/months: The group continues to meet at least twice a month and is keeping up-to-date on current membership trends
- Value proposition development: We continue to grow our list of tangible benefits including discounts from book publishers, partnerships with company's boot camp programs, and more; Ed and Kate continue to work to line up other benefits for members
- Increase individual membership numbers: Although we've surpassed our initial target goal a while ago we continue to work to grow our membership roster and are also discussing methods for retention (see the first bullet)

Processes/Roles: (Sheri Graner Ray/Sheri Rubin)

No update provided

SIGs and Chapters: (Luke/Sheri Rubin)

The Chapters group met shortly after the start of the new year to discuss activities etc. In the short-term we agreed that the initiatives that were already in progress were very much inline with the group's ideas. Agreed that staff would continue with these and the group would reconvene at the end of the month to check back in.

SIGs: *Status of SIGs part still pending*; Staff handling SIG activities related to GDC

Tangible Benefits: (Brian/Dustin/Ed)

No update provided

Individual Updates

Brian:

No update provided

Dustin:

No update provided

Ed:

No update provided

Kate:

Chapter/SIG Engagement:

- Continued interactions with various chapter leaders about a wide range of issues, from getting meet-ups going to funding to formalization
- Discussing restarted/new chapter activity in Argentina, Egypt, Georgia, and Portugal, and Ft. Lauderdale
- Need to reengage Montreal and Japan on formalization.
- Moving ahead with Chapter re-engagement in February

IGDA Website:

- Continued working with YM on the creation of the Chapter/SIG "at a glance" pages. Working out some technical issues on what is feasible; we may not be able to implement exactly what we want, but close.
- Continued working with Tristin on preparing for Chapter/SIG leader use of the site, aiming for February.
- Ed Magnin is planning to implement a virtual member ID card via the iOS app (working with YM)

IGDA Insider (Multibrief):

- Continued to review IGDA Insider content on a weekly basis
- Since 1 Oct., advertising revenue from IGDA Insider: \$50,340 (IGDA cut is 20% or \$10,068)
- As of 15 Jan. mailer, open rate is 27% and averaging a.001% drop out rate.

Events:

- GDC 2014:
 - Selected venue for 20th Anniv. Event (Children's Creativity Museum), passed the contract via the board for review
 - Secured Rackspace as a sponsor for the Scholars Lunch (thanks to

- Tristin!)
 - Met with Microsoft and Sony regarding sponsorships, both sound “likely” to support
 - Promising sponsorship discussions with Autodesk, Hansoft and Obsidian
 - Still soliciting other companies for potential support.
- Reached out to Jessica to discuss the IGDA’s relationship with CC (since we’re not doing the IGDA Summit)
- Initiated discussion to promote ECGC

Studios/Sponsors/Benefits:

- Progress with Amazon, discussing IGDA indie storefront, IGDA as a Amazon affiliate (potential for non-dues revenue), software discounts for members via Amazon, etc.
- Continuing to pursue studio affiliations, sponsorships and long-term software discounts (where appropriate) with numerous companies within and around the game industry.

Travel/Training:

- Visiting the UK to attend PG Connects and MGF, speaking at the latter. Also speaking at IGDA London and visiting IGDA Scotland for their GGJ launch
- Keynote speaking and IGDA outreach at a conference in Barcelona, just prior to GDC.
- Applied for the Nonprofit Executive Leadership Course at the Univ. of Wash. to take place 23-28 March, waiting to receive confirmation.

Research:

- Continued working with Wanda Meloni and Celia Pierce on the forthcoming "Developer Confidence Index" survey.
- Rough draft by 1 Feb., copy to be sent to the board around 15 Feb. and ready to launch by 17 Mar. (first day of GDC).

Luke:

Board

- Usual meetings and calls
- Participated in the ED Evaluation exercise
- Worked with Tristin to plan further reduction of overheads due to IT/Hosting redundancy
- Finalised draft with Dustin and SR for initial Board Blog post
- Outreach to potential partners
- Chapters
 - Met with the group to discuss the Chapters initiatives
- Ongoing engagement with community leaders and super-volunteers
- Supplied Ed with budget estimates for Scholars program for 2014

Scotland

- Worked with the Scotland Board to delegate additional responsibilities
- Worked with Kate to determine possibility of a visit to Scotland
- Met with several prospective event partners
- Preparation for GDC

Scholars

- Packaged applications up and distributed to judging panel
- Notifications out to winners on time.
- Worked with volunteers to prepare for launch of E3 applications
- Worked with volunteers to publish existing reports from past Scholars, and put together blog-style posts
- Further discussion with the committee as to the remainder of the events likely to participate in for 2013
- Worked with the Foundation to support their selection of the Dybsand Memorial AI Scholar

AI SIG

- Outreach to prospective volunteers
- Worked with staff to establish necessity/value of SIG meeting at GDC

Sheri Graner Ray:

No update provided

Sheri Rubin:

Board

- Continued attending board calls and meetings
- Re-sent my feedback to Kate for curation to go to the ACSI Committee
- Participated in ED evaluation exercise and follow-up call
- Chapters Group
 - Met with Staff and Luke to discuss Chapters and potential initiatives
 - Agreed on base plan for the next month
 - Reviewed Pecha Kucha document
 - Started review of latest version of Chapter Handbook
 - Created FAQ Google doc and started listing out potential items to include
- Had discussions with Dustin via email on specific roles/responsibilities, working on rescheduling our 1:1s now that the holidays/new year are over
- Membership/Sponsorships
 - Continued to participate in our calls, review dashboards, and discuss current initiatives and ideas
 - Reached out to a colleague to re-engage them in a discussion about potential partnerships (and sponsorships!) and they are now back in

contact with Kate

- Finance
 - Continued attending finance calls, reviewing reports, asking questions/providing answers where necessary
 - Completed detailed review of budget draft per Treasurer's request and provided report to Diann, Ed, and Kate
 - Participated in budget review call to look at areas that could be adjusted (increased and decreased) or that we were not confident in
- Continued discussions to get answers to location of December's meeting minutes (I was unable to record them myself due to technical issues) and committee/focus group statuses Kate and I were inquiring about so that I could prep other Secretary items and pre-meeting reports, calendar invites, etc.
- Updated various Secretary records and worked on getting updated information from new/current board members
- Provided feedback on several board threads and elections process questions
- Worked with Tristin on process for getting her files and potential meetup at GDC to go over said files

IGDA Chicago Chapter

- Attended some of the weekly Skype chats as well as conversations that happened spontaneously between official chats
- Helped with December Charity Holiday Mixer through pre-event promotion, handling event check-ins, vendor payments, and preparation of donation check plus follow-up promotion
- Started discussions about potential offsite agenda items and guests
- Met with current Secretary to discuss various chapter items including preparing for transition from me as Interim Chair to her as Chair
- Finally got both outstanding sponsorship payments from past biz dev person handled and received!!!
- Tried once again to get a login ID from the IRS :(
- Started re-reading a book the board may use to help guide us in some of our more broad vision discussions
- Helped review copy, write copy, provide contacts, answer questions, and liaise with various internal and external folks in preparation for our January Kickstarter panel, our GDC plans, our partnership with a local GGJ site, and future workshops we'll be running for the community
- Worked with the board to handle a delicate community management issue
- Continued performing other Treasurer duties as needed
- Continued having several discussions about how to grow the chapter, it's volunteer base, and make us more sustainable
- Follow-ups with several potential speakers and workshop facilitators for 2014 events

IGDA Scholars Program

- Helped secure chaperones for GDC experience
- Acted as back up judge and judged scholar applicants
- Reviewed or wrote various external communications
- Continued to work with the team as we begin to finalize the events we'll be participating at in 2014
- Followed-up with volunteers and those interested in volunteering for the program
- Started/Participated in several threads regarding GDC and E3 plans as well as other events up for consideration
- Discussed ways to continue to improve and iterate on the program including an idea I put forth to greatly alter the way we do studio tours at GDC that might make things more beneficial for everyone involved

Miscellaneous

- Passed along press inquiries to our PR agency
- Continued to help proofread various communications for Staff
- Worked on some QA SIG items, especially pertaining to list moderation and GDC
- Helped connect members of the writing SIG with those in their local chapter for first time engagement
- A whole host of other items similar to what I do in most months that aren't part of my normal duties.

Talley Management Group - Submitted by Diann via Kate:

- Communication with GUR SIG committee chair on payment and invoice processing
- Continued budget prep
- Research and review budget questions
- Year end financial statement prep
- Entry of budget into financial software
- Member Communications
- Membership renewal mailings
- Follow up membership mailings for unrenewed
- Working with YM to research options for features related to groups/renewals

Tom:

No update provided

Tristin:

General

- Lighter work-load in December (thank you Winter Celebrations!)
- November membership cards sent for production
- Lifetime membership cards approved, paid, OKed to be manufactured
 - Cards will be ready for sending to members in January

- Email to Chapter/SIG admin lists re: GDC discount
- GDC Scholar social media creation/posting for GDC 2014
- Finalized IGDA "Powered by PechaKucha" event requirements with PechaKucha organization; finalizing documentation surrounding it for Chapter/SIG consumption
- 4 IGDA Insiders produced and sent, 1 dedicated GDC mailer in December
- Data sent to AIAS for DICE Awards voting eligibility

Website

- Various content updates throughout site
- Tracking added to Newsletter and Scholars websites

Chapter Administration

General:

- Feature request mockups created for vendor (Quick View)
- Began drafting/outlining content for webinar overview to present to Chapter/SIG leaders on website functionality

Professional:

- Roster of US Chartered Chapters pulled for Board (Dustin)
- Introduced MidWest event organizer to Chapter leaders in region
- Call with Puerto Rico re: administrative needs for their Chapter
- Pulled membership roster for IGDA Detroit
- Created mailing alias for IGDA NYC
- Provided advice to IGDA Vancouver for a potentially difficult situation
- Provided some tax materials to IGDA Dallas

Academic:

- Monthly meeting with Academic Chapter coordinators; see update from them below.

Non-Board Group Updates

Academic Chapter Coordinators December Update:

- Updated Academic Chapter application form.
- Reorganized spreadsheet of Academic Chapter information.
- Back in touch with nearly all Academic Chapters about updating their information. This will continue through January.
- Chartered three new Academic Chapters. Welcome Ohio University, Champlain College, Indiana University-Purdue University Indianapolis

Anti-Censorship and Social Issues Committee Update:

1) ACSI Statement on Gaming in Australia:

IGDA Website: ACSI Committee-drafted update to South Australia's misleading "Gambling Starts with Games" advertising campaign. Added language calling for

total end to Australia's game censorship. Sent congratulations to IGEA. Also noted that the ECA included the IGDA link in an email blast. Added update after the SA government caved.

Future Action: Work more closely with IGEA: joint statements, coordinated strategy. Keep up pressure on Australia. Follow up statement with additional details. Also, check SA gambling website in Feb-Mar to make certain they have scrubbed objectionable and misleading anti-game language.

2) Pennsylvania:

ACSI response to the newly released report on violence:

"Pennsylvania's Fact-Finding Commission on Video Games and Violence Fails to Find Facts"

Action: Release statement in January to the IGDA Website and offered in a shorter form to PA newspapers.

3) China:

ACSI response to new Chinese actions on video games praising the lifting of the console ban but criticizing other bans and calling for freedom for Chinese game developers and gamers.

Action: release statement to IGDA website.

4) Government research into violence:

One year follow-up – ask Obama's Office of Science and Technology Policy on any results from VP Biden's research into video game.

5) Laws of War and Video Games: The International Committee of the Red Cross (ICRC)

Reached out to the ICRC for any updates and to keep contacts open. ICRC responded with new overtures.

Action: follow up with ICRC in February-March and invite them to GDC for brief presentation at roundtable.

6) NYT Op Ed:

Reaching out to other NY and national news outlets with criticism for media psychiatrists to run the story the NYT passed on. Making one more contact with NYT to find out what kind of OP-Eds they are looking for on games.

7) Challenging Media Psychiatrist Credentials:

Looking for game developer and players willing to make a challenge to Dr. Keith Ablow's board certification and medical license for violation of medical ethics.

Massachusetts residents preferred, but all are acceptable. The basis would be Ablow's apparent violation of medical ethics by publicly diagnosing patients he has not treated, like mass shooters, in order to unfairly attack video games, game developers, and gamers.

8) GDC

Prep for GDC roundtable – invite guests.

Other Activities:

The ASCI is creating responses in the works for:

Responses to student questions for student reports.

Scholars:

This month the Scholars committee has been focused on judging our >200 applicants. Many thanks to the judging panel who spent time over the holiday period to allow us to get notifications to start going out to winners exactly on time. We've also discussed other events and decided that we will not be offering scholarships at Casual Connect this year. E3 applications will be opening very shortly, with the support of the volunteer team working to help publicise this. Tristin's support for the program during our GDC process has been invaluable. In the coming month we will be developing the program that the GDC Scholars will be participating in this year, as well as promoting the E3 Scholarship opportunity.