

FINAL Minutes for IGDA Board Meeting 20 February 2014

Present: Dustin, Ed, Luke, Sheri Rubin (SR), Tom

Staff: Kate, Diann, Tristin

Tardy: Sheri Graner Ray (SGR)

Absent: Brian

Brief Announcements

- Upcoming Board Meetings: 13 March 2014 at 13:00 CT
 - This meeting will have the board ratifying the results of the Board of Director elections or voiding and appointing board members if quorum is not met.

Meeting called to order at 13:03 CT

Review Of Board Meeting Minutes For Approval

- Previous month's meeting minutes and any adjustments were reviewed

Sheri Graner Ray arrived at 13:09 CT

Luke motions to approve the January meeting minutes; Ed seconds. Motion passed unanimously. Sheri Rubin abstains

Executive Director General Org Update

- Membership:
 - 7, 689 - Region breakdown to come later
 - Membership Drive at GDC with Gunnar Optics open to new, renewing, and lifetime members
- Studios:
 - Vicarious Visions is renewing; long list of other studios in discussion
 - There are other discussions and help from partners going on
 - Engagement Tracking spreadsheet will be more fully updated soon
- Partners:
 - Multiview: 2014 sales to day is 9950 - we get 20% of that and about on budget for the 1K per month
 - UKIE/IGDA Student contract is pending
 - Working on member discounts with various software companies
- Chapter Engagement:
 - Numbers are rough because established are lower but this is essentially where we are with that and how they fall regarding our new statuses
 - Several others want to come in and get started and there was some developers in Iran who are wanting to start an association and looking for guidance and Kate was assisting them in that
- SIGs:

- Current number is roughly 25 as we know most of who they are but not exactly how engaged and active they are
 - We have several new SIGs all of which will be represented at GDC
- Upcoming Events:
 - GDC - more later
 - ECGC - a media partnership there
 - E3 - we'll have scholars there and potentially a mixer/networking event
 - GDC Europe/Gamescom - Working on getting support for scholars there; we still need to make the broader event strategy decision there; Kate feels that we should be there
- GDC:
 - Sheri Rubin has been sending the appropriate calendar invites
 - Kate wanted to point out that besides the general SIG meetings we're doing three regional chapter meetings and Kate has tapped 3 specific volunteer leaders to help run them; Daniel is doing the advocacy training
 - Sponsorships: Everything is now sponsored thanks to 1st Playable covering the SCLAD dinner with firm commitments from sponsored - though payments not received yet - but there are other opportunities being discussed
 - Booth: There are several companies that are helping out with giveaways, swag, and other partnerships like with Warren Spector whose may be at our booth to bring people in and also promote his new education project
 - Bohle: Kate has been working with Bohle and they are doing media prep
 - Volunteers: Overwhelming interest and all volunteer spots are covered
- Research component: The survey is just about done and Kate hopes to send it to us today to get Board feedback - It was ready to go last Friday but the decision was made to combine the QoL survey with the DCI survey to have it all done at once and so the team is working on doing the editing
- Advocacy: Kate has been in talks with the ESA and talking about the Inclusiveness Guidelines and they are happy to pass along guidelines - this was in response to the WIG SIG wanting to work on banning booth babes at E3
- Inclusiveness Guidelines: This was what Kate promised post-GDC 2013 and the guidelines are mostly drafted and done a
- DICE: This was very successful and Kate said it allowed several meetings and discussions to happen with decision makers
- Mexico Trip: Had a great time, got to meet with IGDA Mexico's leaders; lots of great feelings about the IGDA and the game industry in general
- Tom asked about Intel and Kate recapped their current GDC sponsorships
- Ed asked about catering budget; Kate talked about the current estimates but does not include alcohol - everyone she talked to recommended we go buy our own alcohol as it'll be cheaper they'll serve it - 20K for sponsorship, estimated total of 17,200 including alcohol, talks are still going for other potential sponsors and trying to work on estimating attendance to make sure we don't run out of booze; it will be wine, beer, and soda only
- Sheri Rubin asked about the Empowered number; Kate did not have the list of chartered

chapters from the US and so that number is actually less than is actually in existence

- Tom said he loved the PPT and where would we be storing it for future reference; we talked about putting it on WebEx until we have a new place. Tom thinks this is a really awesome thing to have and would help new board members to get a better idea of what's going on and what Kate's been doing. SGR agreed and said it would have been helpful to her.

Financial Update

- January was a pretty boring month financially.
- From a cash basis we have a little over 100K in the bank except over 20K belongs to someone else, mostly the GUR SIG and they'll spend that money
- So really we have about 80K in the bank which is close to where we ended last year
- We did a little better than the budget on membership and advertising putting us about 2K over budget
- There's some other plusses and minuses regarding the budget; e.g. Kate's non-profit leadership training was scheduled to be spent this month but will be paid later, we also budgeted Kate's travel expenses quarterly but there was expenses for that month.
- We were about 500 over in expenses taking into account the other items
- Net we're about 1500 over budget for the month of January which is small but positive.
- Dustin asked about the audit and end of year filings; Diann said it's underway as we speak and so should have a report on the audit review and then a tax filing draft after that
- Tom asked about the difference between a full audit and review obligations; answer was we're trying to do a full audit once every three years

Nomination Committee Review/Elections Update

- The past board chair members of the nomination committee indicated to Dustin and Kate that they handled and managed the interviews for the nominees.
- The committee has reviewed and recommended all candidates to go for the slate
- The three candidates are Anne Toole, Justin Berenbaum, and Jon Grande who were passed by the nomination committee
- Dustin said our job in this process is to have a brief discussion as warranted and then do a confirmation; historically we've agreed with the nomination committee's recommendations
- Elections are scheduled to start tomorrow; Kate said they have been working on getting the system ready to go; so open elections for the board will start 21 February and go for three weeks until 10 March.
- The board will then meet on 13 March and hopefully ratify the election results.
- Dustin opened up the discussion to see if there's any reason we should withhold or not approve the slate of candidates for this election
- Dustin told Kate to move forward with starting the elections using those candidates
- Kate/Tristin confirmed for Dustin that we'll be using Balloteer this year as current research into YM has not yielded proper restrictions to the proper eligible voting member body and so we may be able to work on that for next year.

- Dustin said he thought doing it through the website in the future might be a great way to bring people back to the website and engage them.
- The board recognizes and thanks the former board chairs for their time and effort in this process.

Tom moved we approve the slate of candidates proposed by the nomination committee; Luke seconds. Motion passed unanimously.

Board Responsibilities at GDC Reviewed

- Dustin talked about how Kate mentioned already we got a slew of invites and info about schedule issues.
- Dustin wanted to spend a few minutes to talk about key components and pieces and what the staff may need assistance with.
- Dustin asked Sheri Rubin to go over the main key points and Sheri Rubin talked about the various events that are must and should attends and doing booth hours
- Dustin asked Kate/Tristin if the 2 hours was what they still wanted and Tristin said Sheri Rubin already sent that info out in the email and the ones that are must attends are marked there and otherwise just give what time you can
- Dustin encouraged board members to be at the booth whenever possible as it's a great way to engage with members and wants us to sign up for as many things as possible
- We confirmed that we'll be in the same location and similar furniture for our booth
- Dustin asked if we had any other questions or things to discuss and Tom just asked Sheri Rubin to send the info to an alternate email while he's having email issues
- Kate also mentioned she'll send out the PPT template for the annual meeting and will want feedback for what we want highlighted in there
- Talked about location for informal board meeting and so we'll update the invite with the location once it's finalized; we'll also invite newly elected/appointed board members

Global Game Jam Seat Appointment

- Dustin sent an email out about the seat the IGDA holds on the Global Game Jam board
- They requested we submit a new participant for next year's term to Dustin
- Sheri Rubin had also sent out additional information about the role and responsibilities and what GGJ felt makes up an ideal board candidate
- Dustin asked if there were any board members interested in the spot
- Sheri Rubin reiterated her nomination of Giselle or someone similar if she's interested as it doesn't have to be a board member
- Dustin acknowledged that but wanted to give board members a chance and put his name forward as a seat
- Tom said he'd prefer a board member, Ed said he agreed, Sheri Rubin mentioned the fundraising requirements and having to go to the well twice for different orgs and we discussed how that might be similar for non-director members
- Dustin said he knows all the people involved and has some ideas on how to help improve the org and so feels he's up for the role including fundraising expectations

- Sheri Rubin asked Dustin to talk with her outside of the meeting to prepare a transition.

Sheri Graner Ray motions to appoint Dustin Clingman to the IGDA's seat on the Global Game Jam board; Tom seconds. Motion passed unanimously. Dustin abstains.

Meeting Minutes Appendix Discussion

- Dustin talked about our previous discussion that was started as to the new priorities and what happened to the old focus groups and the confusion there
- Dustin gave that some thought and thinks he came up with a pretty good thought/solution on the problem.
- Focusing specifically on the International Growth/Formalization group Dustin felt that a big chunk of the main impediments were completed and finalized and handed over to staff. Dustin talked about how sponsorships/Sales is still meeting, membership is still meeting, SIGs and chapters are meeting and that Events is the same.
- Dustin felt most of the new groups are mapping to the old groups and felt it was fine
- Dustin proposed collapsing the international growth/formalization group under the SIGs and Chapters umbrella; add tangible benefits to sponsorships team; add the additional Processes/Roles group that Sheri/Kate/Tristin are on; and keep membership so it's now SIGs/Chapters, Sponsorship, Membership, Processes/Roles, and Events
- Luke wanted to jump in and make a point of order to mention SGR is part of the processes/roles group; SGR confirmed
- Tom asked about studio affiliates and where does that fit; Dustin saw that as primarily as Kate's role but under the Sponsorship group and then once they are closed they go under membership
- Tom talked about the Marketing, Communications, etc. might be considered part of processes/roles; Dustin said he thinks so and that we can call it Processes, Roles, and Logistics and that kind of processes and roles is part of the lifeline of the IGDA and one of the most critical efforts of the IGDA
- Dustin talked about how things like WebEx is where great ideas go to die and we need to be able to capture that org memory and use that information to guide us and see what's missing and go forward or not
- Dustin asked if there was any questions or concerns; Sheri Rubin mentioned about how when the new groups were decided she signed up for specific groups and now that would be adding more to her workload than she agreed to by adding more items/goals she would be responsible for achieving
- Tom mentioned that the new board members could help; Dustin mentioned that he's interested in International; Tom talked about how much chapters work there is and Dustin mentioned the momentum; Tom mentioned that SIGs needs some CPR and everyone agreed that it's important; Sheri Rubin mentioned about how that was brought up at the board offsite but that it was said the main vote went for Chapters and not SIGs so SIGs should be separate
- Talked about how people were responsible for set goals and Sheri Rubin said so if we're now adding this stuff then either the goals have to change or people's group assignments

might change as we agreed to specific goals in a timeframe and now we can't necessarily fit that in

- Kate talked about GDC being an effort to help pull together the SIGs and finding out how engaged/active they are and who needs to be supported
- Tom talked about how the committee structure we have in place - including bylaws/charters - required a Board member to Chair the committee but allowed us to have non-board members to come in and help with completing projects/goals as well as staff support. He felt that might be something we can bring back to alleviate bandwidth issues from both Board and staff and help us accomplish our goals; SGR thought that was a great idea; Dustin and Sheri Rubin agreed.
- We talked about this as a temporary measure and then seeing who needs to re-allocate their bandwidth based on however the new groups are structured and agreed to continue this offline

Executive Session entered 14:18 CT

Exited Executive Session at 14:45 CT

Action Items:

- Kate is going to update the sponsor/partner/studio engagement tracking sheet
- Kate is going to send out the draft of the survey to the board
- Dustin and Sheri Rubin to talk about GGJ board seat transition; Sheri Rubin will inform the current GGJ board about the new appointment selection
- Kate and Tristin are off to start elections; Kate to notify nominees they were confirmed
- Tristin to put on 'to research' list ways to potentially run elections next year through YM
- Sheri Rubin to send GDC info to Tom's alternate email until everything is fixed on his end
- Board members are to sign up for booth slots and block off in their calendars as many of the main IGDA activities as possible - especially the 20th anniversary celebration, volunteer luncheon, informal board meeting, and annual meeting
- Kate to send out PPT template for Annual meeting and receive board feedback on any highlights or other items to include
- Sheri Rubin to archive Kate's update on WebEx until new virtual office solution is picked
- Board/Staff to continue discussion on how new groups will work and if anyone needs to reallocate what groups they are assigned to and finalize new groups, focuses, and goals
- Based on Tom's recommendations the Board will review the committee structures already in place and map out how that will work based on the finalized groups - e.g. who from each group will be Chair, who can they invite as the non-director members, etc.

Tom moves to adjourn meeting.

Dustin seconds.

Meeting Adjourned 14:47 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)

According to the attached spreadsheet (see Budget vs. Actuals tab) we were about \$3K better than budget for January. On the revenue side we were \$2K better than budget with \$1300 coming from better than expected membership revenue and the rest coming from advertising revenue. On the expense side we are an additional \$1K better than budget but this isn't correct for a few reasons. First of all we have over \$3K budgeted for an education program for Kate that we haven't spent yet but will soon, so that makes us look \$3K better than we should. This is offset by some unbudgeted travel expenses that really are budgeted but only on a quarterly basis, not monthly basis. If you ignore both of those things the true situation is that we were about \$500 over budget on the expense side, mostly due to over budget spending on membership cards. That puts the true bottom line for the month about \$1.5K better than budget which puts us off to a good start for the new year.

On the cash side of things we have over \$100K in our account but about \$20K of that is money we are holding temporarily for the GUR SIG. We are keeping it off the financial statement above just to avoid confusion but the money came into our account and will be leaving around or soon after the GUR SIG event. Hopefully we can continue to outperform our budget and build up our true cash reserve to be back above \$100K so we have a nice cushion for the future. With sponsorship support for our various activities at GDC looking strong, I'm optimistic this will be the case.

International Growth/Formalization: (Dustin/Luke)

Status of Group Still Pending

Membership Group: (Kate/Ed/Sheri Rubin/Talley/Tristin)

- *Status of Group Still Pending But Currently Still Meeting - Activity Includes:*
- Finish 1st year member mails: With staff/Talley for implementation
- Meet 2x/months: Still going!
- Value proposition development: We continue to grow our list of tangible benefits and are

in progress on securing several partnerships for membership drives

- Increase individual membership numbers: Membership numbers continue to grow and discussions are turning more towards member retention
- Lifetime membership cards were produced and mailed out!

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

- Had initial meeting to discuss the main goals of the group and what our first priorities would be and assigned next actions
- Sheri Rubin started polling the Production SIG for suggestions on potential document storage solutions
- Tristin setup FTP access to Sheri for file transfer
- Sheri Rubin started transitioning electronic history (files, etc.) to Tristin for organization, storage, and archival
- Tristin provided tech specs to SGR to assist in researching potential document storage solutions
- All other items were put on hold due to staff bandwidth diverted to elections and GDC tasks.

SIGs and Chapters: (Luke/Kate/Sheri Rubin/Tristin)

Chapters

- Completed another round of reviews to update the handbook based on new website, guidelines, etc. - will be released once Phase 2 of website is complete
- Started list of items to consider including in the next version of the handbook.
- Started a brain dump of FAQs to answer for chapter leaders at all levels
- Luke and Tristin are set to lead the general Chapter roundtables at GDC, Kate to join if available
- All other items were put on hold due to staff bandwidth diverted to elections and GDC tasks.

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:

See Meeting Minutes; Kate Reported She Was Asked To Prepare PPT For Meeting

Luke:

Board

- Usual meetings, emails etc
- Liaised with several chapter leaders about local issues
- Introduced Kate to potential new partner
- Worked with Tristin on several server issues
- Met with chapters group

Scotland

- Usual board meetings etc
- Kate visited the chapter
 - Toured GGJ sites in Scotland
 - Met several senior industry figures
- Supported GGJ sites
- Awarded 1st IGDA Scotland MVP award to Timea Tabori
- Booked meeting venues for the year
- Organised/Ran annual Game Jam Play Party in Glasgow

Scholars

- Provided information and insight for new scholars
- Working to secure studio tours, mentors and meetings for Scholars
- Liaised with volunteers and Tristin to launch E3 Scholarships
- Liaised with volunteers to make number of updates to Scholars website

AI SIG

- Discussion with senior members of AI community as to potential future roles for the SIG

Sheri Graner Ray:

No update provided

Sheri Rubin:

Board

- Had 1:1 with Chair for continued discussions on future meeting dates, status of in-flux committees, elections, etc.
- Got Sheri Graner Ray listed on the IGDA Board Blog now that bio and headshot were both in; passed photo to Tristin for putting on IGDA website

- Proofed and posted Luke's "Board Talk" post including working with Luke to create a name for the series and process for blog posting
- Reviewed all contracts and public statements that were passed to the board for approval
- Participated in several threads going over items related to volunteer recognition, third-party relationships, upcoming events, and elections processes
- Chapters Group
 - Reviewed Latest Version Of Chapter Handbook
 - Participated In Group Calls/Email Threads
 - Reviewed Copy And Proposals For Various Projects
- Finance Committee
 - Attended bi-weekly calls
 - Reviewed financial statements and reports; making inquiries as needed
- Membership Group
 - Attended bi-weekly calls
 - Reviewed dashboards; making inquiries as needed
- Processes/Roles Group
 - Attended initial group call
 - Started my part in researching potential document storage solutions
 - Started curating IGDA assets/files for Tristin and transferring where possible
 - Started brainstorming/dumping thoughts re: VMP program
- Secretary Items
 - Created calendar appointments, meeting setups, etc. for February, March, and April board meetings and calls
 - Prepared pre-meeting report for board review of February meeting

IGDA Chicago Chapter

- Attended weekly meetings
- Created copy for March workshop I've been tasked with facilitating
- Reviewed all documents and made edits/comments in preparation for board offsite
- Solicited feedback from main volunteers to assist board in planning and volunteer management
- Continued discussions with other potential speakers and workshop facilitators to assist us in the planning of the year's events
- Created 2013 Fiscal Year-End statements and Report and 2014 forecast draft
- Attended full day board offsite to plan events and make chapter-level decisions; very excited to have left with a good plan and a great board

IGDA Scholars Program

- Participated in email thread and side discussions on progress for GDC and E3 program experiences

- Did follow-ups on several areas including mentor selection, studio tours, applications, etc.
- Reviewed copy and process for the announcement of IGDA GDC 2014 Scholars and call for applications of IGDA E3 2014 Scholars
- Participated in the 2014 GDC Scholars groups to help get them prepared for their upcoming event

Miscellaneous

- Reviewed copy for several ACSI Committee responses as time permitted
- Continued to help proofread various communications for Staff as time permitted
- Participated in several other SIG and Chapter events/groups
- Continued to serve on the Global Game Jam board in the IGDA's seat
- 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:

- General membership account assistance
 - Creating account
 - Importing account
 - Password reset
 - Expiration date correction
- Mass account correction of non-expiring studio accounts
- General Studio assistance
 - General communication
 - Creating invoice
 - Attachment/detachment of subaccounts
 - Import of current studio employees
- GUR SIG Sponsorship processing
- GDC Sponsorship Processing
- Monthly renewal reminder email
- Monthly IGDA Membership Card Export
- Bi-weekly Cash Report
- Bi-weekly Membership Dashboard
- Communication with IRS regarding group exemption status
- Coordination of review fieldwork with external accounting firm
- Completion of IGDA 2014 budget
- Completion of 2013 Year End Reporting

Tom:

No update provided

Tristin:

Overview: January was a heavy GDC-related tasks month

GDC

- Booth prep with UBM
- Secured Booth Volunteer Leads + meetings to get them set up and running, set deadlines, etc
- Worked with Newsletter team to determine appropriate places to provide IGDA marketing deliverables
- January Dedicated Mail per agreement with UBM
- GUR Summit setup
- Scholars communications (accepted, not accepted)
- Individual emails out to all Lifetime Members re: GDC 20th anniversary
- Individual emails out to all SIG leaders re: opportunity for SIG meeting at GDC, instructions on how to request space, and follow ups on deadlines
- General email to Chapter/SIG leaders announcing opportunity to schedule Social event at the IGDA booth
- SIG meeting schedule finalized for hand-off to UBM

General

- Lifetime membership cards sent for production
- ECGC promotion call
- Tech services consolidation
- Answering of member and non-member inquiries

Website

- IGDA @ GDC 2014 landing page created and updated as needed
- 2014 BoD election pages created and updated as needed
- Various content updates throughout site

Chapter Administration

General:

- 2014 Staff/Board Chapter Kickoff Meeting
- Current version of Chapter Handbook and PechaKucha process sent for review; feedback provided
- Pulled Seattle roster for Chapter
- Handful of inquiries re: sponsorship opportunities for chapters for GGJ

Academic:

- See update from them below.

Non-Board Group Updates

Academic Chapter Coordinators December Update - Submitted by Tristin:

- Chartered two new chapters: Southern New Hampshire University and Shawnee State

University.

- Continuing updating all chapter information with existing chapter leaders.
- Preparing for recruiting additional volunteer(s) for Academic Chapters.

Anti-Censorship and Social Issues Committee Update - Submitted by Daniel Greenberg:

1) Net Neutrality article:

IGDA Website article supporting Net Neutrality made urgent by Appeals Court decision, building on SOPA/PIPA, using headlines about bridge shutdown to make the point. Action: Check to make sure it's posted online. Offer it to news outlets too.

2) Gamasutra article on game research:

Good press, but the article inaccurately quoted me. Action: Follow up with author and possibly offer clarification article to Gamasutra.

3) Pennsylvania article:

Action: Submitted to PA newspapers for consideration for publication.

4) GDC:

Prep for ACSI roundtable and Advocacy session. Update steering committee. Plan activities for 2014.

5) New Anti-game research:

Report on "morality" report in greater depth. Make recommendations.

Longer Term Issues:

6) ACSI Statement on Gaming in Australia:

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.

7) 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.

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

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

9) 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.

10) 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.

Scholars Committee - Submitted by Luke and Sheri Rubin:

- Working to secure studio tours, mentors etc for GDC scholars
- Working with volunteers to make full archive of reports from former scholars available through the website
- Successfully launched applications for E3 Scholarships
- Worked with Tristin and volunteers to publicly announce winners for GDC 14 and put bios and picture for each scholar on the site