

FINAL Minutes for IGDA Board Meeting 22 August 2013

Present: Brian, Dustin, Ed, Sheri, Tom

Staff: Kate, Tristin

Tardy: Luke (due to tech issues)

Absent:

Brief Announcements

- Next Board Meeting - 19 September 2013 at 13:00 CT

Meeting called to order at 13:07 CT

Review previous meeting minutes.

Brian moves to approve minutes for 18 July 2013 meeting, Dustin seconds. Motion passed unanimously.

Luke arrived at 13:09 CT.

Executive Director Update

- IGDA Summit:
 - Overall Kate would consider it very well received from a content perspective; only 1 or 2 talks where the talks were rated low or slips were lost. Average rate of 4.5 out of 5 including the sponsored session
 - Great feedback from attendees, speakers, etc. concerning the content aspect and the audience participation
 - From an execution standpoint Kate said Tristin was phenomenal at getting everything handled and working with Lea and two new Bay Area volunteer leads who helped us out
 - From an attendance standpoint it wasn't stellar but in general one of the major points of feedback was that it was not in Seattle and wondering why it was not in Seattle and some disappointment surrounding that but that was not under our control
 - There was a lot of complaints about the location and ability to find the various areas and we were putting up additional signs trying to direct people to the Summit rooms as well as Casual Connect folks trying to deal with this issue as well.
 - The post-mortem with Casual Connect has not happened yet as the flights for CC were changed to coincide with the time originally scheduled, but both Kate and Tristin have created a lengthy document with thoughts on how everything went and Jessica has some thoughts too so a discussion is forthcoming.
 - Thanks to DeVry and Ed Magnin most of the talks were captured because of their student volunteers and so hopefully that will be online soon which will help our talks get more exposure for us and the speakers

- Additional discussion will be held later regarding Summit plans/future.
- Support Group Press: There was an interview Kate did that came out via Polygon about harassment via developers. This was not a specific interview that was scheduled but a question she was asked and her answer about the support groups is what led to the pieces in the interviews that came in. She did not commit to it but it's on the table for discussion. Kate has been talking with other developers who have come to her about their harassment and the concept. Developers seem to be open to the idea if we go in that direction. She's done a similar interview yesterday that also notes we're not committing to it but it's on the table for discussion.
- GDC Next: Next event coming down the pipeline. Kate is following up with Meggan and Colleen at UBM about potential collaboration there about potential booth, discount, etc. Kate is working on looking into securing sponsors for a potential networking event because the E3 event went so well.
- MIGS: Kate has been in discussion with the MIGS folks. They will not be giving us a booth for free and would give us the early bird rate but it's too expensive so we will not be doing a booth there. However, we'll still be working on creating a media swap and they have said they'll be happy to promote some of our initiatives and programs as well.
- IGDA Dubai Workshop: Kate was asked to do a workshop for IGDA Dubai and they are covering her travel costs. Kate is trying to get a focus there from the Middle East chapters and will be talking about how to get into the industry. There are other similar talks being covered travel cost wise but they are the basics similar to ECGC on what is the IGDA and how can you get involved.
- GDC 2014: Planning has started but GDC is not ready to talk yet about stuff as they are still dealing with the other events. Kate and Tristin will be working with UBM on filtering out potential Advocacy Track talks.
- Chapter Related Issues: Dealing with resolving several chapter issues including starting new chapters, dealing with internal conflicts for others, doing kick-off webinars for some chapters, etc.
- Business Insurance: Kate was approached by a company about offering professional liability insurance similar to our health care program. Kate has not heard of this company previously and is in talks with them to see if this is a potentially worthwhile benefit to provide to our members based on how the details work out.
- Kate is meeting with MultiView tomorrow to talk about the relationship with the newsletter and other stuff but a slow approach is being taken to provide us more info in order to address concerns previously brought up. She hopes to present us with a mock-up soon.

Executive Director Website Update

- Yesterday Kate received a preliminary design and the YM designers took the main layout and our design elements and logo.
- Kate sent it back to them saying we have to rethink this and asked them to redo it. Even Talley asked if we were going to use this and recommended against it.
- It was a very basic attempt but they've already sent it back and given them additional guidance and ideas with things they should be doing and thinking about.

- Kate is expecting a new design by the 30 August. She said this won't slow down the timeline with content but will slow down the design aspect.
- Kate is confident that the next iteration will be an improvement over the initial attempt.
- On the database side Talley has a programmer who has been pulling out the raw data and looking at issues and has found what is potentially a lot of duplicates and they are looking to test if it is or is not duplicates or inactive accounts. Sorting out these issues is taking the bulk of their time but we all want to make sure they are doing it right and should have progress by next week.
- Kate emphasized that they are not deleting records or moving stuff without our approval and will bring a proposal and report to us shortly to make recommendations. We will NOT delete data and will be capturing that all.
- Talley is currently working on data mapping to go from IMIS to YM.
- Kim from Talley is working on helping prepare for various group access rights and setting permission levels and is now working on defining those roles. Kate will probably come back to some of us to get some feedback on those roles and then will bring back a full role list to the board for review and feedback.
- We can obviously add roles later if necessary but trying to add as much ahead of time.
- Content is the key. Kate mentioned Sheri setup a doc about content and Tristin and her are starting on this now that Summit is done to create a basic triage list for what is a high priority versus what can be done post-launch. All of that stuff is things that can be worked on now even though we don't have the exact format as to how it will fit in YM but can start with the basics and that is kind of the next step while the other parts are being finalized.
- Goal still remains to launch the website once the database is functional and accurate and people can create the profile and work within the site and the core content is in place. According to the feedback from YM and TMG looking at an early October launch area. So highest priority is content.
- Dustin asked about the schedule and are these early designs fitting into the original timeline. Kate confirmed they are and that she knew the design was going to take a long time but the three areas (design, content, database) can go on at the same time. She was hoping that the first design would have been closer but will wait to see how the next design looks. She feels most of the key to hitting a launch date is the content piece.
- Dustin asked if Kate was managing the relationship with YM vs Talley and Kate responded that they both are but she has the lead.

Financial Update

- We had \$31,000 coming in from sponsorships and CC is letting us keep the entire amount instead of splitting it per the agreement. We had two sponsors who won't be billed by CC because of their complaints of how things were handled and where they were located, one was our sponsor and one was a CC sponsor put in our place so we won't see any of that money.
- We got less this year on registration as well compared to last year. So our cut of the share of money is affected there. The budget was originally made conservatively in case the same additional funds were not provided but it was probably not enough to make up

for this difference.

- We're starting to show a positive variance on membership which is quite ahead of where we were last year though it won't be readily visible due to doing accrual accounting.
- Budgeted 40k for income of Summit but after other items we came in \$15k+ under budget in that area.
- Summit Expenses are not in yet but Ed is putting in conservative numbers now until they are put in for reimbursement and will be close to what we planned to spend or less.
- Even with a large shortfall in income we made a nice profit on the event.
- This is a profitable month which is nice but not as profitable as we had hoped based on Summit income shortfall.
- For the end of the year we're projecting a 100k loss but actual amounts based on other items to be reconciled puts us closer to 40k deficit.
- We still have a good cash balance even before the Summit revenue comes in. We don't have a lot of expenses planned for the rest of the year so that will help which should allow us to be fine on cash at the end of the year. There is one online service charge showing in the statements for this month that Ed is trying to get confirmation on.
- The key is to keep doing well on Membership in order to continue on being OK at the end of the year.
- Brian asked Ed about a projected end of the year cash balance estimate.
- As far as a projected ending cash balance at year end it will need to be re-calculated based on how the YM expenses are changing what is budgeted for with the website and how that will affect other monthly costs.
- Sheri went over the numbers requested from past emails for the YM expense breakdown in case that would help answer some questions to projected cash balance and the online service charge.
- Talked about what the annual/monthly costs are, what the changes will be for costs through their system, and what will be left of the website budget fund which will help increase the cash balance and Ed is projecting we end between 90-100k in cash. It's possible we'll do better than that because we have a budget for an August offsite and Ed doesn't see us planning to do a second offsite this year.

Fair Employment Initiative

- Brian's big update is he hasn't made much progress and is finding he doesn't have the time and asked if there is anyone on the board who can help volunteer to give time to help him make more progress.
- Dustin said he probably has a little bit of time and might be able to help on that.
- Brian will talk offline with Dustin and will try and get something out over the next few days to everyone to show the current state and will then see how it can be moved forward.

SIGs/Chapters

- Emails were sent out to Chapter leaders with good response rate on who is active and the point of contact. We moved on to the 'you need to respond or else' type emails and we had roughly half of the chapters responding who were still outstanding at that time

with more continuing to come in.

- Chapter handbook we're doing proofreading passes and should get the first version out end of this month or shortly thereafter.
- Once we get more feedback from chapters when it's out, along with our internal list, we'll continue to update it.
- We're continuing to collect more resources for chapter leaders to help put it into one place and help publish it to make sure they all have everything they need (logos, attendance sheets, docs, etc.) We're doing the same with SIGs.
- One of the things we have put on hold is the process for updating board information and that will be a web-based item so we're waiting to see how that will happen.

Sponsorship/Finance

- Tom's main update was Kate's meeting with a major company and passed the baton to Kate.
- Kate had a great meeting with the potential sponsor whose budget for this year is spent but may be able to sponsor future events/programs next year. They want to have a page in their store similar to our IGDA Kickstarter and Indiegogo pages of curated items.
- There is also potential interest in discounts and sponsored webinars. They are definitely interested in looking at how to help out the Scholars program.
- They will be ramping up their commitments and investment slowly but prospects are good.
- Kate is talking with companies for potential sponsors for membership cards but may have to look at other options. Ed offered to help with working on that front with providing contacts.
- There has not been definite commitments for the Scholars program in earnest but Kate is working to connect with someone who has shown interest in the past but scheduling a meeting has been difficult. Ed suggested some specific people to talk to regarding potential avenues. Tom also suggested a name as well and will help work on that.

Events

- Dustin has been working with our prospective partner in Hong Kong to a similar deal with other events. The group needs to make some decisions on whether or not we are moving forward there.
- Similar decisions need to be made with IGDA Summit and ECGC. Need to have a discussion on what the broader strategy with how this will work for the org as a whole with these types of events.
- Dustin had conversation with Kathy Astromoff and talked about event strategy and she mentioned about how it's never too early to start planning and that GDC was about 80% planning. Dustin asked her to see if she could help us plan and organize stuff and there may be calls for us to attend if she can help especially with regards to creating a broader event policy.

Membership

- Finished the 1st year member emails.
- Trying to meet twice a month and mostly do that
- Trying to figure out a better job of communicating benefits and will explore adding discounts like Unity, Amazon, etc. as those are easy things to give to members. Kate mentioned that the idea of getting a discount from a well known major tool provider is a huge draw with many people saying if we got that they'd sign up right away. Ed and Kate talked about working on that as a project. Tom also said he knows someone. Daniel Greenberg has mentioned that he's talked with them so well and that's come up as well. Luke has also talked to one of their VPs and they have talked to us about that as well and so everyone will coordinate to see if details can be worked out for something with them.
- Progress made on goal to increase membership count with an increase of over 400 members since the offsite.
- Tom asked about doing follow-ups about 3-4 months out after the initial email studios send to their employees to try and push their employees to join. We've done that with one studio but we'll work on doing more. Kate did not have the numbers handy but she'll work on getting that.

International Growth/Formalization

- Dustin talked about how this has been a bit slow with everything else going on.
- They have been discussing and evaluating the various pricing options and variances by locales and dealing with other logistical issues before moving forward.
- They'll have a meeting next week to make sure everyone is on the same page so they are confident that the recommendations on pricing terms and other items are set.
- Tom wanted to note he has spoken up on not discounting our memberships but he wants to modify his previous opinions to reflect the need to adjust it based on the economic conditions of various areas and just make sure we're not discounting it too much.
- The group is still discussing this but Kate has suggested to the group a possible tiered concept based on what type of area/developed status to help define what amount it matches to our base US dues. This is not set in stone yet but is one of the ideas on the table.
- Tom mentioned that the contract is a black box that we can use to help decide as we go and then we iterate and we should expect to make mistakes. He doesn't think we need rules as much as we just need to experiment in order to move forward on areas because there are chapters ready to go.
- Tom thought that the staff would take their best shot on this and then bring forth their recommendations on terms to be approved and try it and then once we get past 3 or 4 of those we adjust as necessary and is why it's left mostly to the addendum for those types of details.
- Dustin asked if Tom could join the group during those discussions and Tom agreed to help out so we can move forward more with formalizing chapters and dealing with the different views on why someone should join. Luke asserted that the non-US image of the IGDA is either non-existent or low and wants to be careful to not create any more damage since the brand is not as established outside the US and Tom talked about how

in some areas the IGDA name/brand helps but Luke talked about how in others it doesn't provide anything. Tom just wants to help find a way to move forward and not be stuck.

Action Items

- Ed to talk with Diann about the unknown online service expense in the latest financial statements.
- Brian to email the board with current status on Fair Employment Initiative and talk with Dustin
- Dustin to loop in the other board members on discussions on the broader event policy.
- Ed and Kate will work on trying to secure a Unity discount with help from Tom and Luke and Daniel involved where necessary.
- Kate to provide us numbers as to the success of doing follow-up emails with studios.
- Tom to join the Formalization group discussion next week in order to help figure out how to use the agreement that's established for us to move forward with the 5 main chapters we're starting to formalize.
- Tom and Ed to work with Kate and Scholars group on potential Scholars sponsors.
- Ed to work with Kate to help try and secure a sponsor for next year's membership cards.

Executive Session entered 14:17 CT

Exited Executive Session at 14:31 CT

Tom moves to adjourn meeting.

Dustin seconds.

Meeting Adjourned 14:31 CT