

FINAL Minutes for IGDA Board Meeting 19 September 2013

Present: Brian, Dustin, Luke, Sheri, Tom

Staff: Diann, Kate, Tristin

Other: Kathy Astromoff (only for Events Discussion portion)

Tardy: Ed

Absent:

Brief Announcements

- Next Board Meeting - 17 October 2013 at 13:00 CT

Meeting called to order at 13:05 CT

Review previous meeting minutes.

Brian moves to approve minutes for 22 August 2013 meeting, Tom seconds. Motion passed unanimously.

Executive Director Update

- MultiView mailer:
 - Kate sent out a mock-up for the board to review, lots of great questions and she'll be working on getting back some answers to us
 - Dustin asked about if there was any show stoppers we had that could maybe addressed right now
 - Kate started addressing questions about opt-outs, who picks sources, showing our own content, fonts, etc. but will be going to answer stuff back from the thread
 - Talked about ads and classifying them if they are relevant and Kate addressed the editorial control over the ads and about how it's something we'll be watching very closely and making sure we're not surprised by any advertisers and that the ad contents are not at odds with our values
 - Talked about the process on both ends including stories internal and external, doing reviews, make changes, review processes, etc. and how approvals would be handled before stuff goes out
 - Talked about the frequency of sending it and making sure we do not over spam our lists but also not infrequent enough
 - Luke talked about whether it is going to look like we're essentially monetizing third-party content. Although this is not exactly what is going on in, it may be perceived badly; we talked about potential comments and feedback but also how often this is done all over the place with non-profits and professional associations so it depends just on if member find the content valuable then it may make it worth it.
 - Sheri said she had other questions but didn't want to take up the whole ED's update time on this and we talked about steps to continue moving forward and Luke asked for an updated mock-up that included our content on it

- Events:
 - Talking about doing the GMIC event, it's a large conference that got its start in Beijing and now they are doing one in Silicon Valley and it's a big global mobile gaming conference, and we're working on potential booth area, passes, etc. Should be easy to do a booth and coordinate with the IGDA folks there for potential volunteers.
 - Trying to test this out to see if it's a good event to be at in the long run as a booth-only presence since it's large and has a good target.
 - GDC Next - Kate is working with Brandii on coordinating volunteers for that but we will not be doing a networking event as we make progress on getting the website ready to launch and instead focus on the main GDC event
 - Kate talked about her fantastic trip to Bogota on an invitation from the IGDA Colombian chapter and the industry's relationship with the government is really great and the government supports them and she had a great time interacting with and getting to know the chapter membership
 - Kate was asked to do a keynote at GCAP in Melbourne, and going to MIGS, and then a workshop at Dubai in coordination with an IGDA chapter there as well
 - Staff is also working on the GDC 2014 items and working on moving things forward there.
 - Kate mentioned she will be on a new advisory board for the GDC Advocacy Track and that there are changes to this track that are still in progress
- Partners/Sponsors/Studios:
 - Kate has gotten a lot of contacts and support from Ed and is in talks with several potential partners and studio affiliates on ways to partner and increase our global outreach and includes potentially targeting specific chapters in areas like Latin America
 - Had a great call with Indiegogo and we have a curated page there but she is talking with them as to how to partner in even more ways that may be cross-beneficial
 - Tom said he had a contact at RAD tools that he would reach out to.

Executive Director Website Update

- The website is the #1 priority for Kate, Tristin, and Talley along with our partners at the YM team.
- There are 3 main components, the design, content, and membership database portions and all have been progressing forward and definitely the pieces are starting to come together over the last 2-3 weeks
- There is a whole list of database items that are being taken care of and approved including dealing with the process of cleaning up legacy data and preparing for the transition from our current database and to the YM database.
- There will be a time where the join/renew process will be down as we flip the switch and they are not sure how long it will take but they are working to minimize that time as much as possible.

- Staff/Talley made a decision earlier this week in regards to 20,000 people who used to be members and they are now flagged as legacy data and will not be lost but not be moved over to YM at launch but they will handle it later as legacy data for other uses.
- Kate feels the data portion is going very well and is on track for the current target date of October 1st.
- Kate reiterated that this website will not launch if the database functionality does not work and so until it's certain that portion is working the launch will not happen.
- Went over current design mock-ups and how they have been working with YM and various volunteers for setting up a foundation of the layout that was chosen including working on icons.
- Some of the content shown was obviously placeholder to allow work on the main layout needs before moving forward.
- Tristin is working with volunteers on updating and preparing the content that will be necessary for launch.
- Kate walked everyone through a few places on the staging site to show off how the layout may work and some of the content that is starting to get put in as of yesterday morning and will be polished and adjusted.
- Kate is working on evolving the content and design pre-launch but the layout allows for a lot of flexibility and adjustment of design later.
- Kate talked about how fantastic of a job Tristin has been doing on getting content updated and in there.
- Kate confirmed for Dustin that this is a responsive design.

Events Discussion

- Kathy joined the call and Dustin talked about his conversations with her on running events and Dustin felt it would be great having Kathy's insights based on her past with the IGDA, running events, being a part of UBM before including the game group, etc.
- Kathy is happy to answer any questions for wherever it's useful here and afterwards.
- Kathy said the main thing is to answer what we felt the role of the events is when it comes to the IGDA. Why would you do events? For example, we do events because it's a positive financial contributor to the org or is it about more abstract goals. She wanted to hear from us that besides the financial benefits why do we want to do events as an org? How does it serve our mission and our goals?
- We then paused so Kathy could do a short introduction of herself and her background in games, IGDA, and events, especially her experience with UBM since not everyone had met her before or knew her background.
- Kate said from her perspective she agreed there is a monetary component but she feels there is a huge community aspect to it. It's why we do a lot of our items at GDC as it's a great way to reach a lot of our members and volunteers and build the community.
- Kathy asked when we talk about community building was it to attract new members or just build upon the current base; Kate said she feels its about 50/50 in attracting new members while allowing existing members to interact with each other and be supported.
- Sheri talked about the original premise for Summit was to help provide a home for

content or areas that was not supported by other events and giving us outreach and advocacy and Kathy confirmed about the event being a megaphone for our work

- Dustin talked about how he felt a lot of it was going back to that place where back in the days of CGDC it was a small group, and a sense of belonging, and opportunities to educate, interact, share best practices around the world, and yes it does help with fundraising directly or acquiring memberships but it also does help pay for a lot of the programs we run that aren't event related
- Kathy talked about how that loosely fits under the bundle of creating a specific community and giving them a forum that is not necessarily found in other larger conferences
- Kathy felt it sounded like we were leaning towards a consensus and that it was a fairly straightforward process to move from
- Events go into three main areas (in no particular order) 1) Community Building, attracting members and attaching members more tightly to the org 2) Being a megaphone and doing advocacy and outreach 3) Money building for the org
- Kathy has asked about our experiences before and presently in our spots with the org as to whether or not we thought our various events were delivering on that
- Kate talked about how the concept of Summit was great but it didn't necessarily work out as to how it was envisioned
- Dustin talked about the monetary aspects and we don't always get that to work out and mentioned E3 and we have a booth, scholars, and a networking event but outside of some advertising or doing a small bit of advocacy and engagement with members its not necessarily revenue driven whereas Summit is designed to be an island of misfit toys where we can have talks about things relevant to our membership but we never really felt like we hit our rhythm on what we accomplished and talked about and some of that is timing but from his time on the board the most popular event besides GDC was the Leadership Forum. It still gets talked about and it got sunsetted for various reason but when it comes to a high content bar we did great there but a lot of people felt that event didn't apply to them and Dustin felt there was an issue of disengagement
- Sheri talked about how it was a messaging issue because we talked about who it was for but then we should have said 'well but here is what is for you'
- Tom talked about how the LF was designed by the Production SIG and so by design was for a narrowed audience and then it got muddled and so it was designed not to relate to all members and we had then hoped to do single events for other areas but we did not get to that point and although it wasn't hugely successful it did make us money every time
- Brian added that it had great content but a big factor on sunsetting it was that it was profitable but the expense in terms of staff and board focus was one of the leading factors as it took basically all of staff's time and most of board's time for 3-5 months and that wasn't appropriate and so in the future needs to take less time and so wasn't worth it
- Sheri talked about having run some of the events in the past it wasn't really taking up as much of the staff time as people thought but also that was the counter argument to keeping LF was that it helped pay for the staff for 3 months when we normally didn't have that kind of revenue coming in so it's balancing how much time it takes vs the revenue,

so does it pay for all the other work and Tom said that was a good point

- Talked about how Summit didn't take over for the loss of LF like some envisioned
- Dustin asked Luke if he had thoughts but Luke said that he wasn't speaking up because everyone else was hitting all his main points already for him
- Talked about the costs involved in being doing GDC and it often being a net negative event and is it worth it balanced with what it does provide us as a forum
- Dustin asked Kathy for some initial thoughts and would she be open to future opportunities to do some further discussions and Kathy is definitely open to that idea
- Kathy talked about some basics how events work and how in the game industry in particular there's an event every week somewhere in the world and the ability for individuals to attend is shrinking.
- The reason is that in the 'good old days' there was just some main events to go to and that's no longer the case. When it comes to who has the ability (including funds) to come to an event that is part of the IGDA community it makes it harder to launch a brand new event but that is prevalent for everyone in the industry, not just the IGDA.
- So she says look at every face-to-face thing you're doing and put it up against the three main objectives and are they accomplishing that and how do those platforms help. So for the megaphone area look at an event and see how much press and activity and engagement is there and are you setting yourself up to take advantage of the ability to use a megaphone and get your advocacy out there.
- So hold up each event to each of those objectives and if they can accomplish those then do it and if not, don't do it or change how you do it. There is a way to set events up with a reasonable expectation from a monetary perspective and partnering with the right events.
- Talked about how historically it's hard to just have a standalone IGDA event on it's own to stand out among the crowd and how to value that versus going with already long-standing events.
- Don't overlook your local chapter gatherings as part of your events strategy partly because they are bringing great content but also showing you what is important and how they are pulling people together.
- Dustin said those were some great questions, and wanted the board to give it some thoughts, and then he would love to come back and chat with her more on those answers and get some more feedback. He appreciated Kathy's continued dedication to the IGDA and for helping us out.
- Tom asked her about our thoughts on doing webinars but also virtual events that are single-day events but all online and clarified about what that means when it comes to bring devs together and the cost-benefits on it.
- Kathy talked about what has been looked at before as far as an actual virtual conference where you virtually walk around are not really doable as lots of money had already been spent trying to make that viable by others, but webinars and those types of experiences are standard in marketing budgets. Webinars can be used to accomplish a variety of things including the outreach but also help with some sponsors. It won't work as well on community building but can help the other areas but is something you can plan for and reasonably built to execute.

- Dustin again thanked Kathy and said we'd reach back out on some more thought out answers on that. Kathy talked about how we don't need her help to take inventory and create those answers but is happy to talk about other aspects and use her mistakes and successes to go over new ideas.

Ed arrived at 14:00 CT

Board Activities Update Discussion

- No financial update was on the agenda, but total was 22k that was received from Summit though that was less than we budgeted
- Tom asked if we knew what the paid attendance was at Summit and Kate/Ed said it was about 1900 of that 22k in revenue but the numbers weren't readily at hand.
- Ed also mentioned he's presenting at the GMIC conference in case he can help since he'll be down there.
- Brian talked about the lack of update on the FEI thing and that it's not getting the traction he hoped for and he is suggesting we put that on hold and he'll focus on other stuff unless someone else wants to pick it up and run with and that was Dustin's sentiment as well and was a good idea; Tom suggested we could at least do something similar in context even if it's just a "10 Things You Should Ask When Looking For A Job"
- Sheri asked about Dustin's last note in his Chair update about a development consultant and Dustin has talked about how he's now met two people in Orlando and SF who both are people who do biz dev stuff and work through challenges and engaging people
- Dustin talked about how at least one of them so far has offered to help answer questions on engaging people and getting ROI and he's continuing conversations there and this is something he feels we should continue heading down the path on
- Ed added that he works with a lot of development people in that area and he's had people meet with them before to help do talks about that and he'd be happy to have Kate meet some of these people if that would be helpful
- Ed asked if we would do Finance as part of these updates and Dustin suggested calling it out specifically and Dustin said he'd prefer it to be separate but he's ok if the board was comfortable with it and Luke wanted to hear Ed talk numbers; Sheri talked about how she thought Dustin used to send out a basic summary beforehand with docs but also then go into more detail on important parts; Ed thought that was doable and said just include him in the updates list and he'll prepare that basic info but still walk people through the rest
- Ed said he'd start talking with Kate about budgets

Action Items

- Kate is to try and get a mock-up of the MV mailer with our content in it to the board and address any lingering questions
- Board to assist Kate/Tristin with helping getting the website/database transition done where needed
- Board and Staff to go off and discuss events more and hold up our inventory against Kathy's main questions and then bringing her back into a future discussion

- Sheri to make sure Finance gets on the main updates list for the next meeting
- Ed to coordinate meetings with Kate and his development contacts

Executive Session entered 14:24 CT

Exited Executive Session at 14:57 CT

Tom moves that "All contracts are subject to board approval and will be submitted to the board by email and if no objection is raised within 5 business days the contract will be deemed approved". Ed seconds. For: Ed, Luke, Sheri, Tom Against: Brian, Dustin Motion passes.

Brian moves to adjourn meeting.

Dustin seconds.

Meeting Adjourned 15:02 CT

APPENDIX TO MINUTES

Chair Update:

- Maintained weekly 1:1 meetings with Kate
- Discussed Event management/consulting with Kathy Astromoff
- Maintained monthly contact meet with Board members
- Worked with MarComm on public announcements and responses
- Spoke with a Development Consultant in Orlando who's able to consult on managing fundraising for IGDA and how that should come about

Events:

- Reviewed Casual Connect/IGDA Summit participation for 2013 and 2014
- Opened Discussion with ECGC about including IGDA Memberships in the cost of admission.
- Continued discussion regarding IGDA HK event organizers
- Discussed with Kate regarding GDC Next IGDA Mixer event plans.
- Reviewed proposed Advocacy Track structure for GDC 2014

Fair Employment Initiative:

- Dustin discussed the future of the Employment effort with Brian

International Formalization Effort:

The Formalization Group met to discuss lingering concerns about implementation of the Formalization Agreement. Specific issues included how territory could be delineated so as to ensure fair coverage of a new Formalized Chapter, how membership dues could be distributed to chapters and at what levels that makes sense, among others. Having discussed this at length, and with a much better understanding of the potential issues, and a clearer consensus on how to tackle them, the group agreed that formalization should proceed, but it was important to do so with great vigilance since there was significant scope for missteps to avoid.

To that end, Formalization with the Montreal Chapter was agreed as the most logical next step, and Kate as ED should manage this process. Kate subsequently met with Jason Della Rocca (Chapter Leader for Montreal) and discussed details and terms, as well as sharing the Formalization Agreement. This is still in progress and other chapters will follow subsequently.

Membership Group:

- Continued to have discussions with potential partners for providing discounts and other tangible benefits for our members
- Continued investigations to try to find one vendor who could not only provide discounts and assistance for members wanting to purchase items like PCs, laptops, etc., but also be able to provide that across the globe and not just regionally so as to reduce how many vendors to support
- Continued our work to update our membership statistics and dashboard to give us the

data that would help us see how well we're doing at growing our membership numbers, acquiring new members, and retain current members

- Continued the process of working on getting the special Lifetime membership cards produced
- Discussed the financial and logistical costs for potentially getting regular membership cards produced twice a month instead of once a month to reduce lag time from join/renewal to receipt of card

SIGs and Chapters:

The Chapter Leader Rollcall has now completed with almost 100 chapters checking in, and several others explaining their difficulties and requesting assistance to get back on track. We have updated contact info for several chapters, and generally, our infrastructure for supporting chapters is much more solid as a result. We have also been able to remove several chapters who are no longer active, which will allow new blood coming through in those territories to work with Kate to reboot these chapters - a process that has already begun in some territories.

This month, the Chapters/SIGs committee has taken a bit of a step back from the hands on work to look carefully at what our expectations are. As a concept, "Chapters" are a very ingrained part of the IGDA, but from a practical point of view, everyone has a slightly different view on what a chapter is, what its goals should be and how it should operate. We've been trying to get a better understanding of what exactly a chapter is, so that we can be sure that we're all on the same page and can pass this to the board for agreement before we move further forwards.

Scholars:

The GDCE/Gamescom Scholarships wrapped up successfully just after last month's board meeting, bringing our total number of Scholars this year to 46 including the recent CEDEC Scholars in Japan (run by IGDA Japan). A further 8 are going to be at Tokyo Game Show later this month, again run by IGDA Japan, for a total of 54 Scholars in 2013.

This year, we've delivered a high quality program, but on the backend there's an awful lot of scope for improvement and working ahead. The committee has been expanded with the addition through the year of Molly Maloney and Rebecca Fernandez, and recruitment has already begun on a team of volunteers to assist the committee in delivery, with a particular emphasis on delegating a number of aspects to reduce dependence on any one person for successful delivery.

Importantly, we've begun work putting together a budget for the 2014 Scholarships. Currently this is based largely on what we spent in 2013, and aspirations for the funds we would have had available in an ideal world to deliver the program. The committee still needs to discuss what events specifically we feel we want to run the program at and any other changes we need to make, but we're in a strong position for moving forwards.

Sponsors/Sales Update:

- Reached out to Coca-Cola to learn more about their gaming initiative
- Reviewed request from GGJ for Sponsorship from IGDA
- Dustin made short list of companies in SF to target for GDC Sponsorship
- Ed passed additional leads on to Kate to pursue
- Tom share the IGDA Master Leads list with the group.