

# IGDA Board Minutes - January 12 2011

Meeting called to order at 12:07pm Eastern and adjourned at 1:46pm. Held via conference call.

## **Board Members in Attendance:**

Brian, Darius, Rodney, Jane, Tom, Tobi, Coray (left 1:30), Erin (arrived 12:21), Jamil (arrived 12:23), David (arrived 12:32)

## **Board Members Not in Attendance:**

Mark, Tim

## **Also Present:**

Sheri, Gordon, Sky, Alex, Diann

## **Agenda**

- Approve Oct/Nov/Dec minutes
- Staff Update
- Budget
- MarComm - Brand Management / IGDA Logo
- GDC
  - Annual Meeting
  - BoD Offsite
  - Booth times
- PAX East
- SXSW
- IGDA Summit

## **Motions Summary**

12:18pm

Darius moves to approve October, November, and December minutes as submitted and revised based on comments, Tobi seconds

- Approved unanimously

Submitted by Darius Kazemi, Secretary of the Board

# Meeting Notes

- Next meeting will be 2/16.
- Discuss and approve minutes
- Gordon: Staff update
  - We are starting to do Staff Member Surveys and post them up for Board members to check at a glance
  - It's something that allows board members to digest and use and give feedback
  - Tobi: we should record staff hours worked as well. It's good practice, not for micromanagement, but to get an overall operational sense of how work is distributed
- Tom: 2011 budget discussion
  - Still in the process of putting together annual financial report for 2010
  - Diann: each week we do a cash report that gets presented at the finance committee. At end of last week, \$56k in operating cash. Leadership Forum and most large bills have been paid. January does tend to be a good month for cash basis as membership renewals come in.
  - Diann: Membership and partnership income down during 2010. Revenue and expenses for Leadership Forum were almost the same in 2010 and 2009. The additional Scrum program really helped out with the Leadership Forum, recuperating lost sponsorship revenue. Net income at the end of 2010 is approximately \$13k to \$14k, our first surplus in the last two years. We did a very good job of conserving on expenses. We are still seeing reductions in membership, hoping that 2011 will turn the corner.
  - David: we just added 1200 people from Microsoft Game Studios.
  - Diann: Looking at 2011 vs 2010, sponsorship is moving from 14% of our revenue to 35% of our projected revenue. The registration fees is a significant change. We've added some new events for 2011, so we're projecting more registration revenues, from 9% of revenue to 21% of revenue. We did project a reduction in membership again for 2011; we don't want that to happen but based on the last two years of member loss we projected that outcome. If we look at membership types, students make up 34% of all members, but only making up 18% of overall revenue. Lifetime members make up 3% of our membership, but 27% of our revenue (though it's not recurring).
  - Gordon: we've launched our educational connect program, providing stuff for students all year round to encourage them to join IGDA.
  - Diann: when we look at membership dollars, we put together projections for 2011. There's not much change in overall revenue from membership, but we do project less money from members and studios and more money from partnerships. Last, we have a breakdown of individual members, studios, and partnerships, broken down by actual cash received by type of membership for the past five years.
- Brand management, new IGDA logo

- Brian: MarComm has been looking at our brand identity and refreshing the IGDA logo. We've done a logo update along with logo variations for different audiences like student clubs, studio partners, lifetime members, etc. Our biggest challenge will be to get uniform adoption: many groups and chapters use old logos or their own versions of the logo.
- Sheri: Cat and Mark are looking to get board approval on the main logo, that would be great since that's integral to the whole refresh.
- Tobi: we'll need a black and white logo as well
- GDC
  - Sheri: We have a page at [igda.org/GDC2011](http://igda.org/GDC2011), updating constantly as we add stuff to the schedule. I'm working with GDC to figure out when the annual meeting is. Trying to get us the lunch meeting spot we used to have. I also need to get the MVP Awards settled so we can print the plaques.
  - We're planning on doing everything that happened last year at GDC. 24 SIG meetings, social gatherings at the booth, some booth demos for sponsors, member ribbons, VIP luncheon, IGDA member discount for \$75 off all access or main passes. We also have two all-access passes to give away since some board members didn't need passes. We had a record number of scholarship entries, almost 180 applications. I sent off the AI/CS people to the AI Scholarship folks on the IGDA Foundation. Epic has agreed to sponsor GDC T-shirts this year. Our GDC booth is going to be the same as it was last year. Kate Edwards of the Localization SIG will be leading up the Localization Summit.
  - As with last year, if we don't find a \$25k sponsor for the party, we won't be able to do one.
  - Gordon: We currently have Hansoft, GameSpy, Epic, and Autodesk as GDC sponsors, but nobody for the party yet.
  - Sheri: We're looking to do phone and laptop charging stations as well.
  - Coray: It would be also great to provide internet access at the booth, maybe some wired access point.
  - Brian: the offsite should be Tuesday; the annual meeting should be Thursday around lunchtime. The VIP lunch is not confirmed yet as far as a date. Just like last year we ask all Board members to spend at least two hours at the booth. We'll send out a schedule for official hours soon.
  - Tobi: We should engage chapters at GDC as well -- SIGs have great representation.
- MVP Awards
  - Brian: We have a basic structure of 3 MVP awards and a Person of the Year. Previously the ED has chosen the MVPs, but last year it was the Board. This year Gordon will handle it
- SXSW Summit
  - Gordon: Historically we'd done events adjacent to SXSW, but now we're partnering with them. We will have a developer lounge onsite with the Screen Burn portion of the show.
- PAX East Summit

- Gordon: With the Game Preservation SIG and the diversity SIG we're putting on some content at PAX East. Some East Coast chapters are involved in the programming and 38 Studios is a sponsor. Jeannie Sherman, Corvus Elrod, Henry Lowood and Jack Bogdan. Preserving the Game Canon talk got rejected by GDC, but we'll be doing that panel at PAX East. Stanford, Library of Congress, I am 8-Bit, and Joystiq on that panel. Keynote for our track will be from Turbine; full programs will be available soon.
- IGDA Summit at Casual Connect
  - Brian: Four tracks: QA, Entrepreneurship, Monetization, and Community. Gordon is currently working out the contracts with Casual Connect.
- Elections
  - Brian: Per our discussion last month, the call for Board nominations is going out next Monday on the 17th. We'll work on getting the word out, open through 2/14.