

IGDA Board Minutes - February 16 2011

Meeting called to order at 12:15pm Eastern and adjourned at 1:46pm. Held via conference call.

Board Members in Attendance:

Brian, Jane, Tobi, Darius, David, Tom, Erin, Wendy (12:16)

Board Members Not in Attendance:

Mark, Tim, Jamil, Rodney, Coray

Also Present:

Ryan, Sheri, Gordon, Sky, Diann

Agenda

- Approve minutes from last meeting
- Budget update
- BoD elections update
- GDC Responsibilities / Schedule
- Annual Meeting Planning
- PAX East
- Membership Grades
- New Business

Motions Summary

12:17pm

Darius moves to approve January minutes as submitted with Tobi's revisions. Brian seconds.

- Approved unanimously

Motion passes.

Submitted by Darius Kazemi, Secretary of the Board

Meeting Notes

- Suggestion to send out minutes via Google Docs so we can track changes more effectively real-time during the meeting, so it is clear what version we are approving.
- Next meeting is at GDC Tue 3/1 3pm-5pm at Tom's hotel suite. One last board meeting before new officers come on board on Wed March 23 at noon eastern.
- Budget
 - In 2010, in terms of income, we only made 94% of projected income. We did a good job of cutting expenses throughout the year. This meant that our projected

loss was \$27,000, but in the end we gained \$4500. We seem to have sufficient funds at hand in the cash reserves to get us through GDC, which is usually a cash-tight time for us.

- We were projecting a 20% decrease in membership for 2011, but so far we've seen a 40% increase. This is partly due to MS Game Studios and Zynga membership, but also due to sending out membership renewal notifications (which we hadn't in the past) and also the great efforts of Ryan and the rest of staff to engage with community.
- We're not out of the woods, but we're in a much better place than we were years ago.
- Some credit also goes to committees, like the membership committee doing the membership drive.
- We're putting together the annual report for the members meeting at GDC, which should have a percentage breakdown of 2010 expenses.
- General membership update for 2011 so far. January: Education initiative is a big hit, and we're up 21% over last year in terms of studio memberships. \$4k in partnerships for the month. In February we see Zynga and MGS joining.
- What was the net cash impact of Global Game Jam this year?
 - We had 4 major sponsors, grossing more sponsorship than last year.
- Did the profits from GGJ last year go back into GGJ this year? Did they need to spend the amount we allocated for them last fall?
 - No, not all of the profit, though they used some. The GGJ is more integrated into the organization and we treat them more like we treat the IGDA Leadership Forum.
- Elections
 - Elections open on Monday. Last year we had 10% voter turnout, this year we'd like to be closer to 20% which we had been close to in previous years.
 - Everybody here has an opportunity to get the word and we appreciate any support, help, or guidance you can give.
- GDC
 - We need everyone to sign up for their board booth times. There's also a lot of chapter and sig meetings, luncheons, workshops, etc. You need to be there for your booth times, the annual meeting, the offsite board meeting, and the VIP luncheon if you can.
 - We are cutting the chapter/SIG leader dinner. There's the happy hour party, the VIP lunch, and the annual meeting. All chapter/SIG leaders are of course invited to the VIP lunch, so as long as they RSVP'd they can be there.
 - We're now in a position to get the money from the Healthy Kids Jam last year to the chapters who ran them. I'd like to give this to participants while we're at GDC. Maybe at the annual meeting, or the luncheon, or the chapter workshop, let's figure it out.
 - The happy hour event this year is different than what we normally do for our yearly party. It'll be at 1015 Folsom, a cash bar event with drink tickets. It's fundamentally different from what we've done in the past in that you don't get a

drink ticket just for showing up.

- Clarified that the party plan is the same as we did last year, but as Gordon says this was a departure from the prior years approach. This more cost conscious approach worked great in 2010 so makes sense to continue. Tobi sent out the 2010 details for reference/archiving.
- PAX East
 - We have a few panels focused on breaking in, and a few panels with developer focused content. Also IGDA Boston is throwing a party for developers.
 - It's Thursday 3/10, approximately 6pm-10pm.
 - Suggestion that the WIG SIG write something and put it on our website, since the SIG has had a lot of discussion about PAX East.
 - As long as nobody objects we will tell the WIG SIG leadership that we discussed it, and that if they want to write something, we can link to it from the PAX event page.
 - It's worthy of note that the membership put together a bunch of great content for PAX.
- Membership Grades
 - Membership committee is proposing we introduce membership grades to recognize members additionally
 - Currently proposing 2 grades, 3rd "Fellow" is not being proposed right now
 - Sr Member - very accessible, peer provided, only requires endorsement from 3 colleagues in the field
 - Professional experience and IGDA membership requirement
 - Peers would endorse that you've made contributions
 - Generally would be peer reviewed/honor system type of thing, not a large barrier to entry for this
 - Would there be a lot of people? In practice probably not a huge number because people would need to do the leg work needed to get 3 endorsements
 - Short-term we don't expect that this will be a very large number, but over time would be something that people would strive to achieve
 - Lots of discussion around the level of effort involved for the org, and making sure this doesn't create an administrative burden
 - It was agreed to pursue in principle with the next step being presenting an implementation plan