

Final Minutes for IGDA Board Meeting 10/14/11
Approved on 11/17

Present: Brian, Tobi, Dustin, Scott, Cordy, Jamil, Wendy, Darius, Dave, Scott, Coray, Jane
Absent: Feargus
Staff: Gordon, Ryan, Jack, Diann

Agenda:

2 mins - Minutes from Sept (should be reviewed in advance)
5 mins - Discuss Offsite 10/29 agenda & goals
15 mins - Treasurer update
5 mins - Leadership Forum update / promotion
10 mins - Sponsors/Studios progress update & BoD help
15 mins - Membership Pricing Discussion
5 mins - Discuss Group Tax Exemption for Chapters
5 mins - Marc Mencher Gov't grant discussion
10 mins - IGDA 2012 & Beyond Discussion
Executive Session
New Business

Meeting was called to order at 1:04 pm.

Discuss Offsite:

Next Meeting is offsite - 8:30 am until past 5 pm.

Minutes:

Motion to approve minutes from 9/9:

Tobi moved; Darius seconded; Unanimous.

Action item: Need to ensure past minutes are posted on the website.

Treasurer update:

Treasurer Report was sent ahead of meeting, and repeated below.

	September 2011	September 2010	Delta
Operating Cash	\$25,831.73	\$80,782.86	(\$54,951.13)
Accounts Payable	\$10,903.61	\$0.00	\$10,903.61
Accounts Receivable	\$101,432.14	\$0.00	\$101,432.14

As you can see, Operating Cash is down substantially. This is largely due to slower than expected payment on some of the items in the AR.

The Finance Committee is managing our weekly Accounts Payable as we try to manage cash flow. Historically, the IGDA has paid invoices on receipt regardless of terms with a

vendor. We're now managing this much more closely. I expect this practice is likely to continue through the end of the year.

We're experiencing delays in closing on some of the A/R invoices. Gordon has met directly with some of the folks and we're hopeful that these will come through in short order.

We reviewed the Dashboard that Diann has produced to continue to update the Board on a focused set of financial details. You can follow our graph of the IGDA's cashflow on a monthly basis to see this year's story played out in pictures.

Membership (2010 numbers are an estimate while data is being verified)

- Core Lifetime Memberships are up.
- Student Memberships are up
- Regular Memberships are down again this year.
- Partners are substantially down (6 this year vs. 31 last)

Meetings

- Leadership Forum is down by half of our 2009 attendance. We need a big push here.
- Scrumm Revenue is down substantially
- Sponsorships for Leadership Forum are substantially off.

Summary: We're still in a holding pattern with high hopes for Leadership Forum to give us some breathing room.

1:16 pm: Leadership Forum update / promotion

We're about 30 tickets down from last year, but still coming in. Schedule looks great! Charity dinner by Foundation.
More focus on the content of the show in communications.
Up to \$33,000 sponsorships.
Scholars program leading up to - Mon/Tues

1:22 pm: Sponsors/Studios progress update & BoD help

A lot of outreach to studios, including Activision studios (some were already members, others had not yet been). Positive responses on scholars, HR. Need to fine tune how to reach developers in studios where they are working. Big discussion area is what we can offer through the website and other programs.

(Darius left at 1:29 pm to catch a plane.)

1:34 pm: Membership Pricing Discussion

Membership pricing discussion. Dustin reviewed the task force proposal to establish tiers of membership, with two options as to how the gold membership price might be raised.

(Jane arrived at 1:38 pm)

- o Discussion centered on value that is being provided, and how people may respond to pricing without a broader strategy.

- Discussion also included to what degree voting should be the main differentiator.
- For some a pricing change seems to need to be attached to specific improvements in services, and a plan as to how the \$ will be used immediately
- Is chapter autonomy part of this, would it be captured in terms of funding stream and share resources
- Information that people would like would include some projections of how pricing would affect 5 or 10 years down the line, so we can compare how we think this would affect the future, and track whether it is working as expected
- This will be part of the offsite discussion

1:50 pm: Discuss Group Tax Exemption for Chapters

How do the chapters share our group tax exemption, and to what degree do we control the chapters. This was the intent of formalization and Diann and Tobi and others will need to take an action item to get that original work. Albany chapter for instance got a tax exemption with formalization but it may have been a separate number.

1:55 pm: Marc Mencher Gov't grant discussion

Marc would like to support the organization and see if there is government grants that might be available to apply for, to help generate some program funding. Would be ideal to have a board member or two available to have Marc compare notes with or ask info from. Scott and Tobi volunteered.

1:59 pm: IGDA 2012 & Beyond Discussion

(Scott and Cordy had to leave at 2 pm)

Will be the focus of the offsite. Brian led by suggesting that the organization is trying to be too many things to too many people, and that lack of focus is contributing to not being able to move ahead.

- A suggestion we focus only on the individual developer, including Chapters, SIGS
- Members would all sign up individually, but might have a discount through a studio or school sponsorship
- At least one person agreed completely that only individuals should be the focus and the pricing proposal would encourage this
- A perspective was offered it would be a huge mistake to rule out involvement of corporations
- Discussion of whether a studio is a group of members, so they would join for helping their employees
- More members-only content could be effective to benefit the individuals specifically versus limiting membership - channel the programs towards individual professional development and access to information or content
- A perspective that different people contribute different ways across their careers; of course we need studios; (not just about entry level?)
- Brian encouraged everyone to continue discussion via email and be prepared to make BIG IMPORTANT decisions then!

2:11 pm adjourned to Executive Session

Appendix:

Individual pre-meeting updates (from Jane, Cordy, Jamil, Tobi, Gordon, Ryan)

Jane:

- Working on EC work
- -Emailing/telling friends about Leadership Forum, setting up meetings
- -Drafting plan for fundraising commitment to present at the offsite.
- -Co-ordinating with Melissa re: governance work
- -Touching base/brainstorming with Jack about his weekly goals, longterm IGDA direction and strategy
- Need help on:
 - gathering materials for looking into pro-bono legal work. this is taking way more time than expected. i need help. can someone else take this on? i just don't have time to focus on it.

Cordy:

- promoting and pushing leadership forum at studios
- working with my team who is working with Gordon to spin up a Kinect Jam in association with IGDA.

Jamil:

Working with Gordon on revenue, spinning up recruiting with EA
Phone intros to big spenders like Nvidia and Intel

Tobi:

- Restarted Albany chapter meetings with a great Fall opening meeting, and another planned for next week!
- Participated in Finance and EC committee work
- Am supporting the Leadership Forum by sending eight 1P peoples, and trying to not look at the total bill ;)
- sponsoring the IGDA Studio Affiliates breakfast
- initial planning for Member grade program deployment

Gordon:

IGDA as a service:

Working with Ryan, Maria, Jack, and Diann to create value for members.

So a lot of studio visiting this fall, In America and Asia, pitching an inclusive vision for the organization.

IGDA Leadership Forum

Listening to members

So now we head into the Winter phase of selling IGDA 2012 -- which is a transition to IGDA as a service to developers;

Service Development

Service Marketing

Service Sales

Services

IGDA.ORG

Global Game Jam 2012

IGDA Scholars 2012
Chapter Autonomy 2012
Social Networking 2012

Target Audience:

Developers at their Desk
Large Employers w/ Recruiting Budgets
Non American Markets
Social and Mobile Game Companies
Students
Companies targeting Students and Indies

Ryan:

Traveled to and spoke in Bogota, Colombia for IGDA about creating a positive game developer community online
Had a chapter chat with 12 countries on at once!
Found a Quality of Life SIG CM and helping him to get involved, engaged