IGDA 2020-21 Board of Directors Meeting  
Monday December 21, 2020

In attendance: Natasha Skult, Marta Daglow, Sonia Michaels, Bernie Yee, Christopher Hamilton (Treasurer), Cristina Amaya, Emily Greer, Hans ten Cate (Chair), Lucien Parsons

Staff: Renee Gittins, Tristin Hightower, Brandon Huffman, Natalie Wallace, Amy Mosquera

Regrets: Zoe Bell

1. Call to Order
   • Hans agreed to act as Secretary in Zoe’s absence.
   • Hans ten Cate called the meeting to order at 9:05 AM PT/12:05 PM ET

2. Approval of the Agenda and Previous Meeting Minutes
   • MOTION: to approve the agenda as presented.
     ▪ MOVED by Hans ten Cate, SECONDED by Lucien Parsons
       ▪ CARRIED UNANIMOUSLY
   • MOTION: to approve the minutes from November 23, 2020
     o MOVED by Hans ten Cate, SECONDED by Christopher Hamilton
       ▪ CARRIED UNANIMOUSLY

3. Treasurer Update
   • Chris reported on the financial affairs of the association. December has been the second-best month for membership revenue, which is slightly better than average.
   • Membership numbers are below last year but still respectable; we gained 3 new Lifetime members and have 49 Studio Affiliates in total.
   • Corporate memberships have brought in $21,000, Chapters and SIGs have brought in $71,000, and Individual memberships have brought in $78,500 in revenue.
   • We are set to make $7,000-$8,000 in profit this year.

4. Executive Director Update
   • Renee reported that Epic Games initially declined to renew their membership due to the way that the budget was being handled, but she wrote up a new proposal outlining how their membership can support their departments individually at a flat rate of $50,000 per year.
• The $50,000 should cover all memberships individually while making it easier for them to work into their budget. Epic Games is reviewing the proposal but will not have an answer until the new year.

• Unity is interested in the same package provided to Epic Games, so a proposal is being put together. Renee believes that one, if not both studios will renew based on the new proposals, which will put the IGDA in good financial standing.

• Facebook reached out in November asking if the IGDA could help them with several initiatives, to which Renee developed a proposal, which they have agreed to. This was circulated with the meeting package.

• Renee reiterated that we are seeing an increase in Lifetime members and are hoping to see an increase in membership in general as the marketing committee makes efforts to address the issues people have been having and why they start or stop supporting the IGDA.

• A researcher in Canada has been approved to receive a grant for a post COVID-19 survey. We have been asked to help them distribute and analyze the survey, as well as create resources. This research will help us better understand the needs of the game development community. The IGDA will be receiving a small financial benefit that will fund the next GDC’s travel for two IGDA staff members from this.

• Insider, the IGDA Newsletter is still being sent through Multiview, however, our contract with Multiview ends February 12, 2021. Once the contract is up, Insider will be taken over by Natalie.

• Additionally, Insider will get a fresh, more polished look, which we hope will give members a better feeling about the IGDA. Members will also be able to unsubscribe from third party mail that they are not interested in, while still receiving IGDA updates.

• Natalie is working on templates for the Newsletter and will circulate them to the Board in the new year. A graphic designer has volunteered their time to help with minor promotional aspects. The new Newsletter will be launched February 17, 2021.

5. Elections Update

• The deadline for running in the election is December 21, 2020. Only four applications were received. The committee will be looking into each candidate.

• Board members should take the time to look through the document about potential appointees sent out by Renee, add any recommendations, and note if there are any candidates that stand out. This will be discussed at the next board meeting.
6. **Holiday Hack-a-thon**
   - The Holiday Hack-a-thon started on Friday, December 18th and will continue over the next two weeks.
   - We have received more last-minute sponsors. We currently have $11,500 in sponsorship revenue with another $1,000+ from interested sponsors outstanding.
   - The Holiday Hack-a-thon is looking extremely polished and will be quite successful; however, we are not receiving as much engagement from the community as we hoped.
   - Renee asked if outside of sharing information about the Holiday Hack-a-thon, the Board could share something that they are doing for the holidays, like a picture of a card they made or a short greeting video to share with the community to celebrate.
     - **Action:** Renee will email everyone the submission form.

7. **Board Projects**
   - Hans mentioned that there was not enough time this month to prepare the final slides of his draft presentation *The Road To 100k*, so it will be shared at the next Board meeting, scheduled for January 18, 2021.
   - The presentation will lay out a vision for the IGDA to grow our membership from the numbers we are at now to something more representative of people in the games industry; we could and should be a lot larger than we are.
   - Renee is helping investigate alternatives for Career Centre aggregation. Propellum, who does website scraping, wants to charge us $5,000, which is far more expensive than it should cost.
   - It would be cheaper to hire an intern if we want to do job aggregate streaming and would be good practice for a programming student in the industry.
   - Sonia inquired about the format for career resources materials. Renee suggested a variety of formats such as video, infographics, blog, or article style that will be easy to share and spark interest. Sonia will put together a sample and share it with the Board.
     - Sonia will focus on posts geared toward entry level developers, while Marta focuses on posts for senior level developers.
   - Lucien mentioned that his mentee has been having a fantastic experience with the Global Mentorship program, which helped her advance in her career over the last 6 months. Renee would like to do a feature on this with the mentee's permission.
• Bernie noted that some members booked mentorship sessions and did not show up. We should investigate ways to deter this to respect the time of the mentors.
• Tristin noted that more mentees are signing up than we have mentors for.
• The Board further discussed ways the mentorship program can be improved
• Chris noted that the Games for Impact SIG is coming along slower than we hoped. There will be a call with the Climate SIG to discuss areas of collaboration. A council has been put together for Games to Give.
• Renee has been working on a nine-page certification framework document that outlines the goals of the certificate program, a potential badge system, and technical information on how the program would be run. She shared it with the Board and asked them to review it.
• Bernie is writing up a how-to guide for IGDA Chapters that should be done this week. He is hoping to meet with different Chapters and give them feedback on how to organize them.
• Marta is interested in doing a recurring feature called Ask Marta or Ask the IGDA, where she and other specialists can give advice and create more traffic on the website. This can live in the Career Centre and be promoted in the IGDA discord.
• Cristina had a conversation with the BIG SIG and will speak to Renee offline regarding it.
• Natasha had a productive call with the team in Finland, going through projects and how to develop programs. There were a lot of interesting ideas that could support the Career Centre and memberships which are in the works for early 2021. There are Chapters in developing areas that do not have professionals, which means they do not know if they are learning correct processes. We want to connect them with communities that do have those resources.
• Marta noted that universities have been contacting the IGDA and that Academic Affiliation is becoming a hot topic in the Nordics. Obtaining more Academic Affiliates could be a huge increase in revenue.
• Lucien suggested creating a more in-depth page about the advantages of an IGDA membership, tailored to different universities around the world and why they should offer these benefits to their students.

8. Upcoming Events
• There are no upcoming events to report on.
9. Other Business
   • Renee thanked the Board for taking time to meet over the holidays.

10. Adjournment
   • **MOTION:** that the meeting adjourn.
      - **MOVED** by Hans ten Cate, **SECONDED** by Bernie Yee
        • **CARRIED UNANIMOUSLY**
   • The meeting adjourned at 10:18 AM PT / 1:18 PM ET

Next Meeting:
   • Board/Staff: Monday January 18, 2021 at 9:00 AM PT/ 12:00 PM ET