

IGDA Scotland Board Meeting  
12th June 2013

Reviewed - LD, BM

Attendance - LD, RR, BM

The minutes of meeting held on 8th May were reviewed and accepted as true.

### **June Chapter Meeting**

Luke recapped the preparations for the chapter meeting to be held 12th June. All aspects are well in hand, Ludometrics, Lucky Frame and YoYo Games are lined up to speak, a team of volunteers are in place.

### **Richard Lemarchand Event**

Romana and Brian discussed the arrangement for Richard's visit. A very strong number of registrations for the event after just 1 day of promotion. The event has been distributed fairly widely, but we need to continue to press this. GCU Events Team have proven very helpful in delivering the event. Brian and Romana to continue working on this, in particular to work out arrangement for during the event.

### **Develop Breakfast**

Luke laid out the situation for the planned IGDA Global event at Develop. So far unable to promote this as sponsorship remains an open issue. This is starting to become better though with a new targeting strategy. Expectation is that this will be going ahead, Luke to decide go/no go based on sponsorship raised at the end of the week (15th June).

### **July Chapter Meeting**

The board discussed the upcoming July chapter meeting in Edinburgh, which has been postponed until 24th July due to the Richard Lemarchand event in Glasgow the day before the previously expected date. Techcube has accommodated our need to shift the event. Brian agreed to take ownership of delivering the event. The theme of the event was discussed, and the board decided to go ahead with the idea of an evening highlighting management of press and community relations, with participation from media.

## **2013 Budget**

The board discussed the remaining financial commitments, and the extent to which we had these already covered for the year. The number of incidental expenses that require sponsorship is growing, and without additional sponsors being found, we will be running at a deficit for the year and have to scale back.

## **Sponsorship**

Following on from the previous point, Luke talked about the methods that IGDA Global goes about raising sponsorship, with specific reference to the IGDA Summit “Sponsorship Deck” and the IGDA Global “menu” of sponsorship opportunities. Luke and Brian to work on something similar for IGDA Scotland.

The board also discussed the methods of promoting the sponsorship opportunities to potential partners, and a more coordinated approach to this.

## **Bank Account Progress**

Brian has been trying to liaise with Harry Goodwin, Business Manager for Greater Glasgow at Santander, who has been unresponsive so far, to arrange for Romana and Brian to finalise the required paperwork to open the IGDA Scotland account. Brian to follow up with GCU’s Santander branch to try to arrange this, if Harry remains unresponsive, we will begin the process of finding an alternative bank.

## **Volunteers**

The board has been delighted with response of how the volunteers bank is working, great reaction from the community. Currently, we have 22 volunteers registered, including a mix of students and professionals. This has already made event organisation easier as we have a pool to draw on for staffing each event.

The board discussed the roles we might be looking to fill from the bank in future. For events, it was decided that this could continue in the same as-required manner that it had started under. We require at least one, if not more authors for posts to publish on the website, but we decided that in order to manage messaging and communications, it made sense for the volunteers involved to write the posts and for them to be edited and published centrally. Romana offered to take on this responsibility. For social media, Luke discussed the way that this is currently being handled by IGDA Global in order that all posts are reviewed prior to being published. A strong

candidate has already stepped forward offering his services, Luke agreed to take this further. Again, the role of editing and publishing was agreed to be kept at board level to ensure consistent messaging. The need for a video editor was discussed but no candidates have stepped forward as yet - and there are still logistical issues in getting multi-gigabyte video files transferred between volunteers.

### **New Communications**

The board discussed the new methods for communicating with members that have started being used in the past month. Specifically, the Volunteer mailing list, consisting of all people registered in the volunteer bank which was felt to be producing a great sub-community and helping us to communicate our needs in terms of shortfall of expertise and manpower. The new regular monthly newsletters were also discussed, with a concern that as we begin to have more content due to volunteer efforts, this may become somewhat duplicate content. So far, the initiative seems to be generating a positive response, and the board's perception is that it is driving more traffic to our Facebook presences and Twitter. It has also enabled us to better get information about the July Special Event with Richard Lemarchand out to the community

### **Actions**

- **Brian**
  - Take ownership of July meeting
  - Liaise with GCU's Santander branch
  - Give Romana passwords
- **Brian and Romana**
  - Continue working on Special Events
- **Luke and Brian**
  - First draft of Sponsorship Menu by Sunday 17th
- **Luke**
  - Continue building volunteer bank, and making use of it