



Event Title: September BOD 2017-2018 Planning Meeting

Date: September 12, 2017

Time: 2:30-4:00 PM

Location: Como Zoo, St. Paul, MN

- I. Call to Order (2:15)
 - a. In attendance: Sue Dickens, Chris Johnson, DeAnna Lilienthal, Kristen Olson, Josh Schaffer, Lisa Songle, Matt Whitelock, Kaitlyn Williams, Jennifer W Witt
 - b. Missing: Terri Gilson, Andrew Seifert, Suzy Trauscht, Penny Zuber

- II. August Minutes – For approval ACTION ITEM: Some changes were not made others did not review so secretary will resend and we will vote for approval via email. There are some known email issues and we will resend and test.

- III. Treasurer’s Report
 - a. August financial report: ACTION ITEM: Issues with email Matt did not get in time so we will re-review and approve via email.

- IV. Board Reports
 - a. Past President: Josh Shaffer: Chris and Josh will connect on SharePoint on position descriptions etc.
 - b. President: Kristen Olson: One of recent questions was from someone to join a committee. Committees aren’t really set up till closer to spring conference, but perhaps there are projects that need to be done that we could use the extra volunteer help. Telemarketing might be a good idea for volunteer help. Are there ideas for committee work for short ad hoc work? If we can organize our information for committee ideas and specific tasks we can advertise on the web and follow up with folks who have enquired. What about volunteers for a newsletter. New membership contact is critical to the health of the organization.
 - c. Committee Discussion: Work on new member outreach. Opportunities for national conference will be discussed at next meeting If not before. Folks going to conference should communicate amongst one another and then follow up with your experience at the board meeting following or include in a newsletter. Newsletter is a good vehicle as it has greater reach rather than just those who attend the local meeting. Kristen will draft a letter/communication prior to the conference. Lisa can send out a communication drafted by Kristen. Picture of president is helpful. Picture from first board meeting will be posted soon. What about a poster board of board members to display prior to meetings? Also should be included on website. Pictures of board members at next meeting or provide one to go on site. Special name tags might be helpful however ribbons fray. Possible colored tag or shirt to identify. Clothing ideas can be discussed next meeting. Must follow ARMA guidelines or there are penalties for not following marketing logos etc. Come with ideas for clothing ideas/distributors etc. Kristen will review ARMA guidelines.
 - d. President Elect: Chris Johnson: Chris reviewed calendar for specific tasks etc. and will update and bring forward for comment by next month (October). Clarify what you don’t understand on position descriptions etc. Comment to entire board, not just one person



- as it may take group knowledge to clarify. Location should be reconsidered for easier navigation/identification.
- e. Secretary: Sue Dickens: Copies of August meeting, September meeting agenda and copy of progress report form were brought to meeting for review. August meeting minutes did not include all of the changes submitted and will be resent.
 - f. Treasurer and Assistant Treasurer: DeAnna Lilienthal & Matt Whitelock: Financials not ready due to computer issues. DeAnna will be reviewing financial information and Matt will begin work on audit work. Possible options will be reviewed. DeAnna will not be at next meeting but back in November. Matt will make deposits. Normally 2-5 folks bring checks to meetings and those need to be processed after meeting. Matt has paper copies of review and will begin work. There are some current checks that have not cleared yet. That's okay as long as they clear within a reasonable time.
 - g. Seminar/Programs: Kaitlyn Williams and Suzy Trauscht: No new updates except Arboretum has been investigated. More info to follow. Future visit to come if others are invited. Terry and Andrew will be bringing up for spring conference for business partners. Next meeting at MOA. Speaker flying in from Detroit. Meeting announcements occur at current meeting, then following up with meetings and then at deadlines for final counts. Early bird ends a week before the event. If many early bird responders they don't push. If low response rates, event is pushed more online. Sunday at midnight before Tuesday meeting is when registration closes so that nametags can be made before Tuesday meeting.
 - h. Education: Jennifer Witt: A list of books was created and will be used as an additional benefit offered to members that attend our monthly meetings. One lucky attendee will receive the "monthly" book. Jennifer will write a small feature on the book that will be given out each month.

Month	theme	Book	author
September	cybersecurity	Privacy Nation	Kahn, Randolph A
October	databreach	Information Nation Warrior WITHDRAWN FROM LIBRARY	Kahn, Randolph A
November	cloud computing	Implications of Web Based Collaborative Technologies WITHDRAWN FROM LIBRARY	ARMA
December	Company of the Year	Think Bigger: Developing a successful big data strategy for your business	Van Rijmenam, Mark
February	HIPAA	Electronic Health Records and Medical Big Data	Hoffman, Sharona
March	General Mills Archive	Data Analytics: Practical Guide to Leveraging the Power of Algorithms, Data Science, Data Mining, Statistics, Big Data, and Predictive Analysis to Improve Business, Work, and Life	Zhang, Arthur
April	Spring Conference	Information Nation: 7 keys to information management compliance	Kahn, Randolph A
May	TBD	Records Mgmt, 10th edition	Read, Judith



A list of nine books {see below} was given to DeAnna to order with our Chapter Credit Card from ARMA International and will be shipped directly to Martha Mayer at BDRS to add to our library.

Developing Electronic File Structures (ARMA International TR 23-2013)	\$35.00
E-Mail Retention and Archiving: Issues and Guidance for Compliance and Discovery	\$35.00
Job Descriptions for Records and Information Management	\$32.00
Records Center Operations, 3rd Ed. (ARMA TR01-2011)	\$35.00
Information Disposition: A Practical Guide to the Secure, Compliant Disposal of Records, Media and IT Assets	\$109.00
Records and Information Management	\$82.00
Six Key Communication Skills for Records and Information Managers	\$79.00
Management Basics for Information Professionals, Third Edition	\$88.00
Managing Active Business Records	\$40.00
Total: \$535.00	

- i. Membership: Kevin Clark: Looking for new members. Acknowledged anniversary dates of current member. Is success measured by attendees at meetings or by actual membership count? How should we spend our time? Do we pursue everyone on list or spend more time on those who attend the meetings. Pursue new members? Follow-up on reasons why folks are not able to attend. Membership committee could be more interactive with members at meetings. Kevin will send out a discussion topic (table topic) that could be used at lunch before speaker begins. Must be mindful that it doesn't cross over into speaker time. Will do some prospecting of new members. Registrars? Sue D will get a list of registrars for Kevin to contact. Would be interesting to find out why people are joining. Josh will investigate city wide contacts too. 87 county list is being updated by DeAnna. These may be used.
- j. Public Relations: Andrew Seifert: Not present.
- k. Website: Penny Zuber: Not present
- l. Employment: Lisa Songle: Lisa would like a clear understanding of time of communications. Advance notice is helpful as it is not always possible to drop everything on the spot. Who is back-up for Lisa's absence/vacation? What is process? We need to document this so everyone has a clear understanding of what they can expect and how things are done. Is Employment a good title? Is Communications a better role? She is happy to help and to promote. We just need to have some guidelines for expectations of the role. The number of overall communications should be considered so we don't have a plethora of communications going out to members. Beyond this role, everyone should have a back-up and perhaps have more administrative rights for website. Katelyn might be able to provide timelines for certain communications. Messaging could be consolidated where possible – bundle – where possible to cut down on number going out. Newsletters should go on website and she is willing to put something together.
- m. At-Large Member: Terri Gilson: Not present for afternoon portion of board meeting.
- n. New Business
 - a) Complete Strategic Plan – Chris will work on SWOT and asks for input to be included in more work. Next version will be sent out prior to next meeting.



- b) Board member strategic follow-up reports. This will be used as part of the agenda and be part of the strategic plan. This can be shared with the entire chapter. This will help keep track of what we said we were going to do. North Virginia Chapter uses this form if you'd like to see a sample.
 - c) 2016/2017 Member of the Year award status: Katelyn is winner and has registered for international at early bird rate.
 - d) Website management – Tabled for next meeting. Kristen will draft something for vote at next meeting. It is time to move forward with better website version. Board consensus was given for DeAnna to upgrade our website plan with WordPress since we have budgeted for this expense for the past two years. Please view the website and report back on recommendations for better/new/outdated materials to be improved at next meeting.
 - e) Charity of the year report. Midwest Animal Rescue Services (MARS) was selected for our charity of the year. \$139 was raised for MARS at September 12, 2017 meeting raffle. CLE discussion. Everything looks good. Moving forward. We will get credit for meetings. Comparison could be made of different awards can be pursued (high level). CRA CLE IGM?
 - f) Onboarding/Off boarding. Tabled for next meeting (out of time) could be incorporated into roles and responsibilities.
 - g) Parking lot projects. Tabled for next meeting (out of time)
- o. Adjourn Kristen motion to adjourn (4:12) – Lisa seconded – all in favor

Outstanding Business:

- Expectations for report out of regional and international meetings/conferences.