



Event Title: November BOD 2017-2018 Meeting Minutes

Date: November 14, 2017

Time: 2:30 – 4:00 PM

Location: University Club of St Paul, St. Paul, MN

- I. Call to Order 2:14 p.m.
  - a. Members in attendance: Kevin Clark, Sue Dickens, Chris Johnson, Kristen Olson, Josh Schaffer, Lisa Songle, Suzy Trauscht, Matt Whitelock, Kaitlyn Williams, Jennifer W Witt,
  - b. Members absent: DeAnna Lilienthal, Andrew Seifert, Terri Gilson, Penny Zuber
- II. August Minutes – For approval: **Chris moved to approve, Josh seconded; unanimous approval**
- III. September Minutes – For approval: **Jennifer moved to approve, Chris seconded; unanimous approval**
- IV. Treasurer’s Report
  - a. August financial report: **Sue moved to approve, Kevin seconded; unanimous approval**
  - b. September financial report: **Suzy moved to approve, Jennifer seconded; unanimous approval**
- V. Board Reports
  - a. Board Chair, Josh Shaffer: Josh reported that he and Chris are working on updating job descriptions and have completed an initial pass through. They began work on developing a standard format. They will provide drafts for group review in December for completion and finalization in January. They also looked at updating bylaws. Secretary of state does not require review. To amend bylaws we must submit to regional office for review and approval.
  - b. President, Kristen Olson: Kristen reported that many members are contacting her saying they cannot meet after meetings. We need to meet face-to-face, however, perhaps December meeting could occur via phone. What has changed that people cannot attend? Some jobs have changed and other meetings conflict. Kaitlin recommended we switch it up. Kirsten could do a survey monkey. December meeting will be via phone, but everyone should shoot for 100% attendance and plan for face-to-face January strategic planning meeting.
  - c. Programming Directors, Kaitlin Williams, and Suzy Trauscht: Kaitlyn and Suzy stated that the December meeting is at Jax. The Cargill plaque is ordered. Suzy said Spring Conference is underway with Arboretum as location. She and Kaitlin are looking at graduated vendor sponsorship opportunities. We are losing vendors, so this is another way of gaining sponsorship. Need to refine volunteer responsibilities for spring conference, especially if volunteers receive reduced rates, etc. If we have too many volunteers with no defined roles and responsibilities, we are not being fiscally responsible. Increased vendor participation was discussed. Vendor registration will open earlier this year. The earlier a vendor signs up the sooner they receive recognition. Kristen will reach out to Andrew for status and ideas for this year’s conference. We have no vendors to pay entire lunch, so sponsorship amount levels can be combined to cover larger expenses. Vendor feedback shows a preference to not to be in main room. If we separate vendor location, we will require increased communication to attendees to



provide facetime to vendors. They may offer spotlights to vendors to cover case study, etc. rather than a hard sell or product demonstration. Case studies should be relevant to attendees.

- d. President Elect, Chris Johnson: Chris is working on updating operating procedures. She will submit for board approval. The scheduled January meeting we will revisit strategic plan and other outstanding items. Venue for January meeting not selected yet. We could treat strategic plan on a maintenance plan once finalized.
- e. Secretary, Sue Dickens: Sue asked that everyone review the meeting minutes prior to next meeting so they can be approved immediately.
- f. Treasurer's Assistant, Matt Whitelock: Mike reported that he and DeAnna were waiting on two checks from previous attendees. They were recently received for September and October.
- g. Education Director, Jennifer D. Witt: Jennifer reported that the book giveaway seems to be working well. She would like to address scholarship \$\$ more.
- i. Membership Director, Kevin Clark: Kevin reported that announcing member anniversaries and other announcements is working well. He is looking at expanding use of email to members. He is also looking at member spotlights. Has an idea for first person.
- j. Employment Director, Lisa Songle: Lisa reported that she is not receiving any membership information from ARMA. Kevin is forwarding information. He will continue to until she begins receiving info. **Action Item:** Josh needs to follow up with International to make sure Lisa is listed or get that information to Kristen.

VI. Old Business

- a) Strategic Plan Finalization: We will meet in January and finalize. Members can work on their own prior to meeting. Chris asked Penny Zuber to post on website. Penny has resigned because she cannot do ARMA work at work and is busy after work. Penny sent email to Chris J. this morning. Eventbrite works with current website so if we change to something else, it needs to accommodate this or have the option of handling payment and registration.
- b) Board member strategic follow-up reports: Members discussed need for forms to be completed. Reason for collection is because they collectively they provide the information for yearly report that is required in our bylaws. If we do not do it, we should remove requirement from bylaws. The question was raised: "Are members asking us for a report?" If members are not asking for a yearly report, why not provide updates in a more meaningful way such as posting updates or stories in a newsletter and communicate with members that way. The newsletter responsibility was a volunteer position, but when we lost volunteer, the newsletter stopped. Could the responsibility be rotated? What about being able to send out member questions in a list serve.
- c) Chapter Calendar Review: Chris will get it posted to the website.
- d) Website management: Chris and Kristen suggested board members be content managers for respective topic areas (see VII.iv below). StarChapter was brought up. Dynessa, Chris and Sue will research StarChapter. Chris will obtain website information from Penny to move forward.
- e) Onboarding/Off boarding: Kristen stated that she would like to make members more aware of opportunities on the board and generate member interest.



Onboarding and off boarding is assigned to past board president. A packet should be put together for on and off boarding beyond passing the key off. For those who have boxes or archive materials to go to BDRS. Discussion on central record repository and plan will be discussed in JANUARY.

- f) Expectations for report out of regional and international meetings/conferences attended by board members:
  - Sue reported her takeaways. She enjoyed the elevator speech component and also feedback from other chapters who are trying to avoid cliquish behavior.
  - Chris reported her experience at the president committee breakout group. She found it informative and that it was great to see that there are different ways to do things. We are a bigger chapter which surprised her. It was good to see what could be learned and that everyone was striving to do similar things. It was very energizing to learn other techniques to share with our board and members.
  - Other board members will report at future meetings.
- g) Board Vote for ARMA approval for overspending (ARMA Conference)
  - a. Votes were attached to the agenda All documentation for reimbursement was submitted and no further issues are pending.
  - b. Electronic voting process will be addressed in the review of the bylaws.

VII. New Business

- a) Website Update:
  - i. Access permissions: Penny has resigned. We will continue to address duties.(seeVI.d. above)
  - ii. Immediate changes: Research will be conducted on StarChapter
  - iii. Future website changes: To be discussed.
  - iv. Responsibility for content changes: Proposal was discussed that recommended the President, Secretary, Programming, Membership, Communication, and Education as content managers with rights to modify website. No objections were made to the proposal.
- b) New Committee Ideas: Charity raffle reminder: Reminders will be sent to help generate interest. We could also accept credit if included as line item in EventBrite. **Action Item:** We want to send out a donation offer before the end of the year through Eventbrite so people can use credit card to make a donation. Kristen will work with Lisa to draft and send to Kaitlyn.
- c) Chapter Resource Needs:
  - i. Communication: We need more communication, perhaps a newsletter. Brief discussion with no decision made.
  - ii. Spring Conference: A request for volunteers will go out in January. The Program Directors will have defined roles and responsibilities for volunteers.
- d) The board meeting schedule and availability of members to attend will be revisited.
- e) Donations for December: Kristen will research a Holiday gift drive for the charity. A registry at Chuck and Don's was recommended. More details will be coming.

VIII. Adjourn (3:24 p.m.) Josh moved to adjourn. Chris seconded. Unanimous approval.

