



Event Title: December 2017-2018 BOD Agenda

Date: December 19, 2017

Time: 1:30 – 3:00 PM

Location: Teleconference

- I. Call to Order (TIME) 1:32
 - a. Members in attendance: Chris Johnson, Jennifer W. Witt, DeAnna Lilienthal, Sue Dickens, Kevin Clark, Matt Whitelock, Suzy Trauscht, Terri Gilson, Kaitlyn Williams, Kristen Olson (arrived 2:25), Josh Schaffer (arrived 2:25)
 - b. Members absent (excused) : Andrew Seifert, Lisa Songle
- II. November Minutes – For approval: **Jennifer moved to approve, Kevin Seconded; no objections – Approved.**
- III. Treasurer’s Report: November Financials: **Sue motioned to approve, Jennifer Seconded, no objections, approved.**
- IV. Board Reports
 - a. Board Chair: Josh Schaffer sent out position descriptions via mail and asked for comments by January 3. Suzy asked for more time to review. Deadline extended to January 24, 2018.
 - b. President: See V.C.i. for Kristen Olson’s conference report out. January meeting will be at Columbia Heights Library. Room is reserved for 11-3pm. Kristen will send out Logistical information.
 - c. President Elect: Chris Johnson has made updates and additions to website- Pictures, PDs, etc. She continues researching Star Chapter and WordPress and will provide an update on the findings.
 - d. Programming Directors: Kaitlyn Williams and Suzy Trauscht expressed concern over lack of vendor sponsorship. Clarification on who will be reaching out to vendors is needed. Personal touch is valuable for reaching out to vendors. We need to devote more time with vendor communication and relationship building. We are having difficulties receiving vendor donations for raffle items. Concern raised over revenue needed for conference. Question was raised on why past vendors are still being posted on website – agreement was made to post for a year and the year is not up. It was stressed that the Chapter needs more communication on vendor relationship status. The role of Business Relations Director needs clarification on roles and responsibilities for tasks with deadlines for contacts and timelines for results. Board may need to consider additional participation and support opportunities. It was noted that to be successful in this area, that communications with vendors needs to be more personable and not generic. Terry Gilson agreed to assist with vendor work. Kristen, Chris, Terri, and Andrew will meet and address this area of need. Information will be made available at the January meeting.
 - e. Secretary: Sue Dickens will prepare today’s minutes and will send out by Thursday. Chris Johnson noted that meeting minutes have posted on website in 2014 and 2015. Question was pose why practice was discontinued. No information was given as to why the practice was stopped. Recommendation was made for Sue to resume posting minutes on website minus financials. No objections were made. Sue will learn to do the postings.
 - f. Treasurer: DeAnna Lilienthal has not yet reviewed financial procedures Matt Whitelock will be working on monthly recaps next week. Deposits from December meeting were



made and are up-to-date. Audit procedures are being reviewed and using info from Sue to assist.

- g. Education Director: Jennifer W. Witt gave website upgrades on ARMA Intl. No scholarship application increase. Please let her know if we have any ideas. Kaitlyn asked about books given out at meeting. These were books purchased for collection originally, instead of adding to collection, new ones were added, and previous books are going out as door prize.
 - h. Vendor Relations: Andrew Seifert not present.
 - i. Membership: Kevin Clark indicated table topic from last meeting was posted on website. Spotlight member article is being pursued. Working on what types of information to include. We have two new members bringing total to 143 members now. Kevin sat in Marketing Membership regional call. He reported that one region offers a \$250 incentive for new referrals. He would like to consider this idea at a future meeting. In doing an analysis of membership, it was noted that the Chapter is lacking members from several industries - banking, insurance, and legal. In a brief discussion about this, it was noted that the legal professional groups have other association opportunities.
 - j. Communication/Employment: Lisa Songle not present.
- V. Old Business
- a. Web Updates: Chris Johnson reported that Penny Zuber submitted resignation and gave Chris password. Chris has been updating website. Sue, Kristen, and Josh also have the password and they can get in and do updates. More pages can be added. Membership page could be added with membership spotlights, anniversaries, announcements, etc. Chris will continue to learn system and share. Star Chapter: and Word press analysis will be reviewed in January.
 - b. Strategic Plan Finalization: Posted on website near Chapter calendar.
 - c. Report out of Regional and International Visits: Report is required per Financial Operating Procedures. Recommendation was to made to add conference visit information on website Chapter News page, in addition to including it in board minutes for greater transparency. Chris will add info to website as soon as possible. The Financial operating Procedures will need to be updated to include an efficient report out process utilizing current technology/tools.
 - i. Kristen Olson reported that the regional conference was 85% positive and she joined the marketing and membership breakout and had good discussions about engagement, value to members, etc. She is incorporating new ideas for reaching out to members. Questions that help us understand why people seek membership will help us understand our membership better. Biggest concern shared at regional was about increasing membership. We are one of a few regions that do not have membership issues. Discussions were helpful on how to retain membership and gain new members. Some of the same value strategies could be used for cultivating new vendors. Kristen attended a workshop on Great Britain privacy issues/challenges. How will this affect U.S. members and business relations? Emerging technology was a hot topic and included everything from e-signatures, scanning, and other different technologies and the direction it is taking. She attended a presentation by a Minnesotan law firm. Their presentation was about change management and was heavily attended. Kristen was able to meet up with 95% of Minnesota attendees. Attending was a good bonding experience for new members.



- ii. Josh Schaffer spoke to the big piece that he appreciated - the value of regional membership. He voiced that it would have been more helpful to go in first year, rather than three years in, and highly recommended having new board members attend. It was very helpful to learn about engaging with board, members and outreach.
- iii. Andrew Seifert: Tabled
- VI. New Committee Ideas: Charity raffle Update: Kaitlyn indicated we need sponsors to provide the raffle prizes, as this was not really the Chapter's responsibility to buy raffle items for charity sponsorship. Budget cannot sustain this. We have always had vendors to donate raffle donations We need to identify what the issue is or find other opportunities for donations. Further discussion tabled for January Board meeting.
- VII. Board member strategic follow-up reports (See board reports in IV. above)
- VIII. New Business
 - a. Website Update: Tabled for January meeting
 - i. Future Changes?
 - ii. Content?
 - b. Chapter Resource Needs:
 - i. Communication: Tabled for January meeting.
 - ii. Spring Conference role descriptions for conference volunteers (Tabled till late January or early February)
 - iii. Recruiting of conference volunteers: what do we need in terms of volunteer work? (Tabled till February)
 - 1. Preplanning
 - 2. Day of?
 - c. Board replacement for vacated positions:
 - i. Website open: Once new PDS are reviewed, they could be added to website and circulated to Chapter.
 - ii. Any other new other vacancies? Other than website position, there were no further responses.
 - iii. Planning for replacements: Board Chair is Josh responsible for recruitment. Josh responded that he would provide some communication to the Chapter members via the regular email communication sent by Lisa, and will post on website.

D. Business Relation Challenges – See discussion in IV.d. above. Tabled until January.

VIII. Adjourn (2:45) **Kristen motioned to adjourn Sue seconded. No objections. Approved**

Carry-over to next meeting(s):

January:

- Business Relation challenges/Vendor support
- Andrew Seifert report out

February:

- Review and finalize PDs



- Recruitment of Spring conference volunteers
- Recruitment for Board positions