



Event Title: September Board Meeting Minutes

Date: Tuesday, September 11, 2018

Time: 2:00 pm – 4:00 pm

Location: Best Western Plus Shoreview (1000 Gramsie Rd, Shoreview, MN 55126)

- I. Call to Order @ 1:56 pm
 - Members in attendance: Kristen Olson, Chris Johnson, Sue Dickens, DeAnna Lilienthal, Natasha Krentz, Jennifer W. Witt, Kevin Clark, Ranelle Brown
 - Members absent: Charles Stech (excused)
 - Guests: none

- II. Board Reports:
 - Past-President (Kristen Olson): see attached
 - i. Add – mailbox was checked; it was all junk mail.
 - President (Chris Johnson): see attached
 - i. Add – New PDF fillable form is posted on the webpage
 - President-Elect (Sue Dickens): see attached
 - Treasurer (DeAnna Lilienthal): see attached
 - Secretary (Natasha Krentz): see attached
 - Communications Director (Charles Stech): no report
 - Education Director (Jennifer W. Witt): no report
 - Membership Director (Kevin Clark): see attached
 - Member-At-Large (Ranelle Brown): no report
 - Assistant Treasurer (open): n/a
 - Business Relations Director (open): n/a
 - Programming Director (open): n/a
 - Web Master (open): n/a

- III. Minutes:
 - August Minutes:
 - i. Discussion: none.
 - ii. Vote:
 - 1. Motion by: DeAnna Lilienthal
 - 2. Seconded by: Jennifer W. Witt
 - 3. Result: passed unanimously

- IV. Treasurer's Report:
 - August Financials:
 - i. Discussion:
 - 1. Eventbrite fees will be going down.
 - ii. Vote:
 - 1. Motion by: Sue Dickens
 - 2. Seconded by: Kristen Olson
 - 3. Vote: passed unanimously



V.

Old Business:

- Strategic Plan Updated
 - i. Passed out full version and position-specific breakouts.
 - ii. To do: Review and provide comments to Sue Dickens by Tuesday, September 25th, 2018.
 - iii. To do: Incorporate your portions into your monthly reports.
- AIEF fundraising tickets
 - i. The chapter bought all 50 tickets for membership as a benefit, and a donation to AIEF will be made by the Chapter.
 - ii. Members at the September 11th meeting will have their names on the tickets.
 - iii. Treasurer will handle payment to AIEF.
- Business Relations support – need to make a plan
 - i. Chris and DeAnna are developing a list of government agencies to reach out to.
 - ii. Chris made a list of MN Associations to contact about our meetings.
 - iii. Suggestion was made to consider using “Constant Contact” for reaching out to various groups: membership, spring conference vendors, potential new members and vendors, etc.
 - 1. Kevin to research cost and scope of use.
 - iv. Suggestion was made to better define sponsorship levels.
 - 1. Expand the current spring conference sponsorship levels to chapter sponsorship levels.
 - a. Monthly Sponsorship versus Spring Conference Sponsorship versus Chapter Sponsorship versus different sponsorship levels and perks
 - 2. Question was posed about how to cultivate vendor relationships.
 - a. To Do: Email potential sponsors
 - b. Send both the Spring Conference and the Meeting Sponsorship documents
 - c. Chris to make “Meeting Sponsorship” document
 - 3. Email all board members to tell us which vendors you’ve contacted vendors, and use the words “TC ARMA Sponsors” in the subject line.
 - a. Ranelle to keep a consolidated list.
 - v. Question was posed about how to recruit more people
 - 1. Ideas: by offering free meetings, ask people to bring someone with them.
 - 2. Membership committee will discuss this issue further.
- Succession Planning
 - i. Need to start recruiting now for webmaster, president-elect, business relations, and programming. All board members are asked to promote board opportunities when having conversations with members.
- Property Management: projector, nametags
 - i. DeAnna to get stuff from Suzy
 - ii. Kevin has someone interested in the old projector.

VI.

New Business:

- ICRM Training Course via ARMA
 - i. Jennifer to research purchasing the supplies and hosting a training session.
- Monthly session ICRM credit: Jennifer is pursuing for all meetings.
- Volunteer Event Planning – find volunteers
 - i. Let’s ask the membership if there are 1-3 people who want to organize it



1. Chris to put a blurb on the webpage.
 2. Also will be sent out in an email.
 3. Sue to be Board contact person.
- ii. Golden Valley Humane Society does not have the ability to send a person to the meeting, but they can send materials for us to have at meetings.
- Idea: buttons or magnets or some fun giveaway for the Spring Conference.
 - i. To do: everyone research and price quote something they'd like to see as a free gift for the Spring Conference.
 - Spring Conference:
 - i. Speaker Suggestions: MCIT (Minnesota Counties Insurance Trust) person to discuss CyberSecurity Insurance and Policies. DeAnna will explore this possibility.
 - ii. Idea: MHIMA booth at ARMA Spring Conference, and ARMA booth at MHIMA conference (May 1-3, 2019 in Duluth). Ranelle will explore this possibility.
 - Continuing Education Credit communication plan
 - i. We need to advertise what we offer.
 - ii. Idea: send a "Membership Benefits – FYI" email
 - Webpage:
 - i. To do: review and suggest content updates.
 - NAGARA (huge government records management) conference will be held in St Paul in Summer 2019
 - i. DeAnna to research cost of having a table.

VIII. Meeting Adjourned @ 3:39 pm

- Motion by: Kristen Olson
- Seconded by: DeAnna Lilienthal
- Vote: passed unanimously