



Event Title: October Board Meeting Minutes

Date: Tuesday, October 9, 2018

Time: 2:00 pm – 4:00 pm

Location: Courtyard by Marriott-Roseville (2095 Center Point Dr, Roseville, MN 55113)

- I. Call to Order @1:35 pm
 - Members in attendance: Natasha Krentz, Jennifer D. Witt, Charles Stech, Sue Dickens, Chris Johnson, DeAnna Lilienthal
 - Members absent: Kristen Olson (excused), Kevin Clark (excused), Ranelle Brown (excused)
 - Guests: none

- II. Board Reports:
 - Past-President (Kristen Olson): no report
 - President (Chris Johnson): see attached
 - President-Elect (Sue Dickens): see attached
 - Treasurer (DeAnna Lilienthal): no report
 - Secretary (Natasha Krentz): see attached
 - Communications Director (Charles Stech): no report
 - Education Director (Jennifer W. Witt): see attached
 - 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

Question posed: what is the real reason we are doing the board reports?

- Natasha - So we don't have to do verbal reports at meetings
- Natasha - So President and President Elect know what's going on.
- Chris – to see if we're meeting our tasks and strategies
- Sue – to see if there is overlap.
- Chris – something is better than nothing.
- DeAnna – I am already communicating what I get done, and don't have time to fill out another form.

- III. Minutes:
 - September Minutes:
 - i. Discussion: none.
 - ii. Vote:
 - 1. Motion by: Sue Dickens
 - 2. Seconded by: DeAnna Lilienthal
 - 3. Result: unanimously passed.

- IV. Treasurer's Report:
 - September Financials:
 - i. Discussion:



1. PMI-MN discount is 10% discount for 2018.
 2. Ranelle's August check isn't cashed yet.
 3. It is typical that we have a decline in assets until Spring Conference.
 4. Postage for education isn't in the budget.
 5. Membership – we haven't yet received our August escrow from International.
 6. Secretary is over-budget because the mailbox fee increased.
 7. Treasurer is over-budget because QuickBooks cost increased.
- ii. Vote:
1. Motion by: Jennifer D. Witt
 2. Seconded by: Sue Dickens
 3. Vote: unanimously passed.

V. Old Business:

- ICRM Training Course Update (Jennifer)
 - i. Jennifer to research options for date options, and skype versus in-person, and get the packet of information from her.
- Session Credit Update:
 - i. ICRM (Jennifer) is not getting back to me on the preapprovals. Jennifer will continue to try getting an answer from them.
 - ii. IGP has responded for September, but too late for the meeting. They haven't responded for the October meeting.
 - iii. DeAnna will email September attendees telling them that the September IGP credit are available; ICRM credits are still pending.
- Constant Contact - Use Proposal (DeAnna and Chris)
 - i. Free Trial was done. Some people received test emails.
 - ii. It looks like the tool will do all the things we want it to do.
 1. People have an opportunity to unsubscribe.
 2. Statistics tracking for who's looking at stuff.
 3. Allows up to 10 people to access the tool.
 - iii. ~\$600 per year. Propose to split between Membership and Business Relations budgets.
 - iv. We ask Kevin to do a demo at next month's board meeting.
 1. We need to statistics and pros/cons for using the tool.
 - v. Any concerns with using this tool?
 1. Confirm the cost and time commitment.
 2. Make a plan for who and how it is going to be used.
 3. We should not buy this until we make a plan for how to use it.
 4. Is the email going to get blocked by companies IT resources?
- Spam Email Issue – as long as our emails are on a public webpage, we will be the target of spam.
- Sponsorship Levels Document Drafts (Chris)
 - i. Two draft examples:
 1. Landscape – all the levels together
 2. Portrait – Chapter separate from Conference
 - ii. Process for editing and approving.
 1. All - Mark up suggested edits. Scan them to Chris. Due by Friday, October 19th.
 2. Chris to edit and send next draft to board. Due by Friday, November 2nd.
 3. Send any addition updates to Chris prior to our November Board meeting.
 4. We plan to approve the document at our November Board meeting.



- Feedback on Today's Meeting
 - i. It went really well, even though there were only 27 attendees.
 - ii. We need to recap our meetings.
 - 1. Send an email to all members that says:
 - a. Thank the people who were on the panel.
 - b. Here's what you missed.
 - 2. Put same thing on the website.
 - iii. Other ideas:
 - 1. Send out the after meeting surveys via EventBrite (DeAnna)
 - 2. See if Dr. Langemo can come to spring conference. (Ask Bill Roach to help.) or a Monthly Meeting in 2019-2020. Offer a stand to sell his books.
 - 3. Mary Waytashek – one of the people who use to work for her just started working for the Vikings.
- Volunteer Event Planning – find volunteers (Sue)
 - i. No volunteers yet identified.
 - ii. Let's keep looking.
- Website:
 - i. Always link the webpage on any emails sent.
 - ii. Looks good and up to date.
- Strategic Plan Update (Sue)
 - i. No comments received.
 - ii. Sue to post on the webpage.
- Business Relations support – need to make a plan (Ranelle, et. al.)
 - i. Postponed to November.
- Succession Planning – need to make a plan (all)
 - i. Making progress on emailing more lists of people.
 - ii. Natasha is willing to become Communication Director if we find a new Secretary.
- Property Management updates: projector, nametags
 - i. Projector/Nametags – DeAnna has emailed Kaitlyn and Suzy again.
 - ii. Need to procure more raffle tickets.
- Spring Conference Update
 - i. Already have two big speakers
 - 1. "Wisdom of Walt" author – Jeff Barnes
 - 2. Presidential Library person – Phillip Droege
- Spring Conference "Free Gift" Item suggestions (all)
 - i. Postponed to November.
 - ii. Research an item, including pricing and quantity.
- NAGARA update (DeAnna)
 - i. DeAnna emailed. No response yet.
 - ii. 33% off NAGARA membership in October.

VI. New Business:

- Resignation of Charles Stech
 - i. Charles will get USB drive to Jennifer D. Witt.
- November and December meeting updates
- Region Leadership Information Update (Chris)
 - i. Takeaways from President's Call at the end of September



1. A Speaker Database is wanted. A spreadsheet has been created and posted on ARMA's chapter connection page.
 - ARMA Student Discount & Your Chapter (Chris)
 - i. Proposal: I propose we allow ARMA International student members to be TCARMA members for free.
 1. Motion by: Natasha Krentz
 2. Seconded by: DeAnna Lilienthal
 3. Discussion:
 4. Vote: unanimously passed.
 - ii. Chris will email ARMA international.
- VIII. Meeting Adjourned @ 3:20 pm
- Motion by: Sue Dickens
 - Seconded by: Jennifer D. Witt
 - Vote: unanimously passed.

Name: Chris Johnson



TC ARMA Monthly Progress/Results

MM/YYYY: 09/2018

Committee or Office: President

Identify the Strategy(s) that was focused on:

Chapter Operations: Goal 1, 2
Programming: Goal 4
Webmaster: Goal 6
Business Relations: Goal 3, 5

Targets/tasks achieved in last month:

Participated in Region President's Call
Met with President Elect, Secretary and Chair for Board prep meeting
Prepared Chapter recognition poster for Sponsor of the month
Researched and identified approximately 300 unaffiliated individuals to contact about chapter monthly meetings
Researched and secured the speaker for the November chap. meeting.
Updated the chap. website several times.
Reserved Spring Conference facilities at MN Arboretum

Issues:

Communications Director - Charles Stech tendered his resignation.

Targets/tasks for next month:

Additional research for contacts/outreach
Work with Kevin on use of Constant Contact for outreach and communications
Business relations efforts - work with Ranelle

Comments:



TC ARMA Monthly Progress/Results

MM/YYYY: 10/2018

Committee or Office: President Elect/Sue Dickens

Identify the Strategy(s) that was focused on:

Goals 1a & 1b, Goal 2a, Goal 3b, Goal 4a, Goal 5a, Goal 6

Targets/tasks achieved in last month:

- Prepared individual board member strategic job tasks and goals for each member. No feedback or changes received from board members.
- Continued work on Planning Committee finalizing future meeting plans and spring conference speakers with team.
- Met with President and secretary for pre-planning meeting.
- Prepared reminder and mailed Gmail ARMA notice for October meeting registration reminder.
- Identified bounce-back non-delivery contacts from new mailing lists.
- Contacted MNSCU Registrar Chair about registrar mailing list for ARMA membership.

Issues:

- Competing time constraints

Targets/tasks for next month:

- Provide backup coverage and assignments as needed for open positions.
- Continue programming planning for monthly meetings and spring conference.
- Continue monthly operational tasks and preparation for board meetings.

Comments: Every day is a new opportunity.

TC ARMA Monthly Progress/Results

Date of Report: 10-03-2018

Name: Natasha Krentz

Committee/Position: Secretary



1. Identify the Strategy(s) that was focused on:

2. Targets/tasks achieved in last month:
 - a. Agenda prepared and sent out.
 - b. Posted August Minutes to website

3. Issues:
 - a. Need to re-review Operational Procedures to ensure I know all I need to do.
 - b. Need to review twincitiesarma@gmail.com Drive files, reorganize, and upload missing files.
 - c. Need to propose procedure for using twincitiesarma@gmail.com Drive for electronic storage of director transition files.

4. Targets/tasks for next month:

5. Comments:

Name: Jennifer Witt



TC ARMA Monthly Progress/Results

MM/YYYY: 10/2018

Committee or Office: Education

Identify the Strategy(s) that was focused on:

Providing value for members

Targets/tasks achieved in last month:

Working on getting pre approval for planned monthly meetings - also working (in October) on lining up a full day session for IGP or CRM prep.

Issues:

Targets/tasks for next month:

lining up a full day session for IGP or CRM prep
further pre approval of planned sessions

Comments:

TC ARMA Monthly Progress/Results

MM/YYYY: **October 2018**

Committee or Office: **Membership**

Identify the Strategy(s) that was focused on:

Working on strategy to engage current members as well as prospective members

Targets/tasks achieved in last month:

New Member Profile

Constant Contact Account set-up

Prospect letter in the works.

Sent out 099 emails.

Issues:

N/A

Targets/tasks for next month:

Get Constant Contact Paid For

Send out initial prospect letter.

Comments:

Until Communications role is filled we should talk about Membership taking on some of those responsibilities. There is quite a bit of cross-over.