



Event Title: November Board Meeting Minutes

Date: Tuesday, November 13, 2018

Time: 2:00 pm – 4:00 pm

Location: Radisson – Roseville (2540 Cleveland Ave N, Roseville, MN 55113)

- I. Call to Order @ 2:03 pm
 - Members in attendance: Kristen Olson, Chris Johnson, Sue Dickens, DeAnna Lilienthal, Natasha Krentz, Jennifer D. Witt (left early), Kevin Clark, Ranelle Brown
 - Members absent: none.
 - Guests: none.

- II. Board Reports:
 - Past-President (Kristen Olson): see attached
 - President (Chris Johnson): see attached
 - President-Elect (Sue Dickens): see attached
 - Treasurer (DeAnna Lilienthal): see finance report and email, and see attached
 - Secretary (Natasha Krentz): see attached
 - i. Plan for January: Need to propose procedure for using Gmail
 - 1. Managing the email box itself
 - 2. Storing retainable electronic documents in Gmail drive.
 - Education Director (Jennifer W. Witt): see attached
 - Membership Director (Kevin Clark): see attached
 - i. Presenting today: Get Constant Contact Paid for.
 - Member-At-Large (Ranelle Brown): see attached

 - Assistant Treasurer (open): n/a
 - Business Relations Director (open): n/a
 - Communications Director (open): n/a
 - Programming Director (open): n/a
 - Web Master (open): n/a

- III. Minutes:
 - October Minutes:
 - i. Discussion: no discussions
 - ii. Vote:
 - 1. Motion by: Jennifer D. Witt
 - 2. Seconded by: Kevin Clark
 - 3. Result: unanimously approved

- IV. Treasurer's Report:
 - October Financials:
 - i. Discussion:
 - 1. Mailbox will be checked on Thursday by Kristen Olson.
 - ii. Vote:
 - 1. Motion by: Kristen Olson



2. Seconded by: Sue Dickens
3. Vote: unanimously passed.

V. Old Business:

- “Constant Contact” Use Proposal (lead by Kevin Clark)
 - i. Advantages:
 1. Works with EventBrite
 2. Email management
 - a. Opportunity to unsubscribe
 - b. Scheduled email
 - c. Reporting on who did what
 - d. Automatic maintenance of email lists
 3. 10 users would be able to have a log in account
 - a. These would be for each person who needs to send an email.
 - ii. Potential Cons
 1. Might get caught by “Marketing / spam” filters.
 - iii. What work will need to be done and who will do it. What is our plan?
 1. Add the email lists
 2. Maintain the email list(s)
 3. Add categories
 - iv. Cost
 1. What is the cost?
 - a. Kevin to call and email out more information.
 2. Splitting cost between Membership and Business Relations.
- Motion by DeAnna Lilienthal: If the cost to buy Constant Contact (as a nonprofit) is less than \$400, then let’s purchase it. If purchased, Membership and Business Relations need to create a plan for implementation and use. If the cost if greater than \$400, then we will not purchase.
 - i. Seconded by Sue Dickens
 - ii. Vote: passed.
- Sponsorship Levels Document Drafts (lead by Chris Johnson)
 - i. Objective is to post on webpage and email to potential sponsors
 - ii. Discussion: Portrait versus Landscape
 - iii. Vote: Landscape wins
 - iv. Chris to edit and add stats by the end of November.
 - v. DeAnna to set up the pricing and codes for Spring Conference
- Volunteer Event Planning – find volunteers (Sue)
 - i. No one has yet been identified to lead this.
 - ii. Idea: Collect Leashes and Collars at Spring Conference.
- Business Relations support – need to make a plan
 - i. Ranelle has accepted the position of Business Relations Director.
 - ii. Chris and Ranelle to meet to discuss and plan.
- Succession Planning – need to make a plan
 - i. Sue has a draft. Chris, DeAnna and Ranelle will review.
 - ii. Part One – find people to fill these roles:
 1. Assistant Treasurer (open): n/a
 2. Business Relations Director (now filled): Ranelle Brown
 3. Communications Director (open): n/a



- 4. Programming Director (open): n/a
 - 5. Web Master (open): n/a
 - 6. President-Elect
 - iii. Part Two – find future people for current roles.
 - 1. DeAnna has agreed to serve at Treasurer for another term.
 - 2. Kevin has agreed to serve as Membership Director for another term.
 - Property Management updates:
 - i. Overhead Projector – Kevin: no update. Not posted. Let’s see if we can find an artist to buy it, or a place to donate it to.
 - ii. Nametags – Suzy to drop off with Natasha. Connection has been made, but date yet to be decided.
 - iii. Computer Projector – Suzy to drop off with Natasha. Connection has been made, but date yet to be decided.
 - Spring Conference Update
 - i. “Free Gift”
 - 1. Ideas: Cape, Bag, Popsocket, phone stand, etc.
 - 2. Email ideas/links to Chris. Conference Planning Group will review and provide a recommendation.
 - ii. Speakers – still working on them.
 - iii. Vendors/Business Partners
 - 1. MHIMA will do a reciprocal booth. (MHIMA is May 1-3 is in Duluth, MN.)
 - NAGARA update (DeAnna)
 - i. July 17-20 in St. Paul, MN is about \$350 per registration
 - ii. Vendor registration is still being worked on by NAGARA
 - Programming Planning Team
 - i. Chris will schedule a meeting soon.
- VI. New Business:
- Region President’s Call Update (Chris)
 - i. Regional Conference for Summer 2019 will be in Omaha, NE July 18-20
 - ii. Can we talk with Region Leadership about the level and timeliness of communication?
 - December Meeting Update
 - i. 7 people registered already. 3 are WebEx. 3 are board.
 - ii. We can have a total of 30 WebEx links.
 - iii. Minimum fee of \$650 for food and beverage.
 - iv. Milwaukee and North Dakota really appreciate being able to be part of this meeting.
 - ARMA International Conference Update – moved to next month
- VII. Future Business
- Check back in January – ICRM Training Course Update (Jennifer)
 - For January Meeting
 - i. Email Management Instructions for TCARMA Gmail Account (Natasha)
 - ii. Proposal to use Google Drive to store records. (Natasha)
- VIII. Meeting Adjourned @ 4:00 pm
- Motion by: DeAnna Lilienthal



- Seconded by: Sue Dickens
- Vote: unanimously



TC ARMA Monthly Progress/Results

MM/YYYY: ___ November 2018 _____

Committee or Office: _____ CHAIR _____

Identify the Strategy(s) that was focused on:

___ Programming/Meetings

___ Developed and coordinated October Meeting

___ Membership value that could be announced at the beginning of each meeting / Did you know (website/conference/resources etc)

___ Ideas for reaching out for new board members

Targets/tasks achieved in last month:

___ Finalized panel for October Meeting

___ Created Questions for Panel

___ Worked with Ranelle to coordinate MCing for meeting

___ Reached out to lead from Chris for May meeting location but was unable to secure -still need location _____

Issues:

___ Time _____

___ Location for May Meeting _____

Targets/tasks for next month:

___ Locate meeting location for May Meeting

___ Check Mail

Name: Chris Johnson



TC ARMA Monthly Progress/Results

MM/YYYY: 10/2018

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
- Recruited Sponsor of the Month for Nov. meeting
- Prepared Chapter recognition poster for Sponsor of the month
- Attended International Conference in California - attended as many sessions as possible.
- Follow up with the speaker for the November chap. meeting.
- Updated the chap. website several times.
- Revised new Sponsorship level brochure for Board's review
- Contacted new Chapter members to welcome them
- Identified potential new businesses and individuals to be included in Chapter announcements

Issues:

- Ongoing vacant Board positions
- Lack of constant business partner sponsorship for Chapter events. Currently we are operating with a just-in-time model which is stressful

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 (after Nov 4)
- Meeting with Programming Team for chapter events

Comments:



TC ARMA Monthly Progress/Results

MM/YYYY: 11/2018

Committee or Office: President Elect/Sue Dickens (10/31/18)

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:

- 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.
- Facilitated October TC ARMA meeting panel of experts.
- Prepared Gmail contact groups for TC ARMA new members.
- Prepared and distributed meeting follow-up communication to members.
- Prepared and distributed reminders for November meeting to current and potential members
- Researched give-away ideas for Spring conference
- Continued personal outreach for potential members and board member recruitment
- Prepared and distributed board member outreach communication to membership
- Began Board succession planning document.
- Attended 2018 ARMA Conference.
 - o Attended as many sessions as possible
 - o Met with potential business partners

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.

Name: DeAnna Lilienthal



TC ARMA Monthly Progress/Results

MM/YYYY: 10/2018

Committee or Office: Treasurer

Identify the Strategy(s) that was focused on:

Targets/tasks achieved in last month:

Prepared September Financials for Review/Approval.
Prepare/process deposit for October Chapter Meeting and send receipts (2).
Send email to City and County Records Managers regarding September Meeting recap and October Meeting invite.
Forward IGP/CRM credit for October Meeting to Jennifer Witt (Education).
Forward Non-Member Attendees to Kevin (Membership).
Forward Non-Member Attendee (walk-in) to Kevin (Membership).
Order Books for Jennifer Witt (Education) for Library from Amazon.
After Review did NOT order book requested by Jennifer, since members can download free
Check Eventbrite and only 8 people are registered, Zoom Planning Meeting on 10/29 to discuss
Communicate with Programming regarding November Meeting and registrant total.
Email Catering Manager regarding November Meeting at Radisson.
Task given to Chris to check with speaker on equipment needs for presentation.
Annual Renewal filed with MN Secretary of State.
Prep files needed to complete October Financials.
Review DAV from Sue Dickens regarding ARMA International Conference expenses.
Review recaps to confirm that MDH paid for Chris and Eric to attend the 2018 Spring Conference.
Sent email to Tiffany Brown Bryan with attachment (18-305 Invoice) requesting payment for attending September Meeting.
Meeting invite for November sent to City Managers, County Managers and posted on MN-GRIN website.

Issues:

Targets/tasks for next month:

Comments:

TC ARMA Monthly Progress/Results

Date of Report: 10-31-2018

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 September Minutes to website
 - c. Attended ARMA International

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: 11/2018

Committee or Office: Education

Identify the Strategy(s) that was focused on:

Providing value for members

Targets/tasks achieved in last month:

Got pre approval for planned monthly meetings - also working (in October) on lining up a full day session for IGP or CRM prep. Told it's better to do a training in 2019 after resources are up to date at ICRM.

Continued acquisition of books for library per patron request.

Issues:

Targets/tasks for next month:

further pre approval of planned sessions

Continued acquisition of books for library per patron request.

Comments:

TC ARMA Monthly Progress/Results

MM/YYYY: **November 2018**

Committee or Office: **Membership**

Identify the Strategy(s) that was focused on:

Constant Contact, 099 reports, Welcome new member: Theresa Wesley

Targets/tasks achieved in last month:

This month I focused as much as I could working with Constant Contact and learning the system.

Issues:

N/A

Targets/tasks for next month:

**Get Constant Contact Paid For: 30% discount for Non-Profits with an upfront 12 month payment:
\$588.00**

Set-Up ARMA member with Login-Password Specifices

Work with other members on how to use Constant Contact to best achieve the Chapters goals. See hand-out.

Comments:

Membership: Prospecting, Retention

President : All forms of membership communication

Business Relations: All forms of communications, prospecting, follow-ups

Communications Director: All forms of communication: Events, jobs, etc.

Programs: Use Eventbrite through Constant Contact.

TC ARMA Monthly Progress/Results

Date of Report: 11/5/18

Name: Ranelle Brown

Committee/Position: Member at Large



1. Identify the Strategy(s) that was focused on:
 - a. Reciprocal booth with MHIMA.
2. Targets/tasks achieved in last month:
 - a. Presented to MHIMA
 - b. Approved with MHIMA to trade booths at conferences.
3. Issues:

4. Targets/tasks for next month:

5. Comments: