



Event Title: September Board Meeting Minutes

Date: September 14, 2021

Time: 1:30 pm – 3:00 pm

Location: Virtual Meeting via BlueJeans

Meeting Minutes:

- I. Call to Order @ 1:32 p.m.
  - Members in attendance: Susan McKinney, Natasha Krentz, DeAnna Lilienthal, Sue Dickens, Rosanne Stoltz, Chris Johnson, Mary Waytashek, Ben Greene, John Neuman
  - Members absent: Ngo Imbu
  - Guests: none
  
- II. Minutes:
  - August Minutes
    - i. Discussion: None
    - ii. Vote to approve the August minutes:
      1. Motion: DeAnna Lilienthal
      2. 2<sup>nd</sup>: Mary Waytashek
      3. Vote: unanimously approved
  
- III. Treasurer's Report:
  - July Financials
    - i. Discussion: None
    - ii. Vote to approve the July financials:
      1. Motion: Sue Dickens
      2. 2<sup>nd</sup>: Chris Johnson
      3. Vote: unanimously approved
  
- IV. Business
  - Monthly Meeting Fees:
    - i. Virtual currently free for members; \$10.00/fee for non-members.
      1. Discussion Questions:
        - a. Does this limit our ability to attract new members?
        - b. Is it too much "trouble" to set up for 1 or 2 people?
        - c. If free for everyone, what do our own members get for their \$\$?
      2. Motion made by DeAnna Lilienthal: Virtual meetings that are 1-hour sessions will be free for members and non-members alike for this programming year.
        - a. 2<sup>nd</sup> – Ben Greene
        - b. Vote - 3 approve; 2 oppose
        - c. Motion carries
    - ii. North Dakota Chapter request to attend at member (free) rate.
      1. Due to motion approved above, they will be able to attend for free.
      2. Mary Waytashek and Ben Greene will reach out with programming information for this year.



V. Board Reports:

- Membership Director (John Neuman):
  - i. 66 members
  - ii. 3 new members
  - iii. Working on a member profile for Kent Neumann for December newsletter
  - iv. Emailed other potential members
  - v. Plan to reach out to Sue Dickens related to former members who have left the chapter
  - vi. DeAnna Lilienthal provided a list of non-members who joined meetings within the last year.
- Programming Director (Ben Greene & Mary Waytashek):
  - i. Meetings
    - 1. September meeting –
      - a. Ben Greene was not able to connect to the meeting today and expressed frustration with the BlueJeans platform.
      - b. DeAnna Lilienthal noted multiple ARMA chapters are using BlueJeans for meetings and the fee to use it is nominal.
      - c. Sue Dickens indicated we pay \$167.88 annually for BlueJeans.
      - d. Natasha Krentz has also had trouble connecting from her work computer and uses her personal computer to connect.
      - e. DeAnna Lilienthal suggested Ben Greene talk with President of Milwaukee chapter who is experienced with BlueJeans.
    - 2. October meeting –
      - a. Tom Moen is confirmed as the speaker for the October meeting.
      - b. Chris Johnson has the information for the website posting.
    - 3. November meeting –
      - a. Laurie Fischer and Kurt Neumann are confirmed as speakers for the November meeting.
      - b. Ben Greene and Mary Waytashek will send information to Chris Johnson to post on the website.
    - 4. February meeting –
      - a. Mary Waytashek and Ben Greene are still planning the February meeting.
  - ii. Hot Topics – see August minutes
    - 1. Mary Waytashek will connect with other chapters and possibly schedule something for a month where no other meeting is scheduled.
- Past-President (Sue Dickens):
  - i. Met with Rosanne Stoltz to transition management of Gmail account
  - ii. Met with Mary Waytashek and Ben Greene on BlueJeans facilitation
  - iii. Posted advertising of meeting on LinkedIn and a couple of people responded
  - iv. Newsletter Data:
    - 1. Y-T-D 20,135 sends, 2,428 Opens, 363 clicks
    - 2. Open rate 14% Down 6% from previous 12 months, Industry Average is down 8%
    - 3. Click rate 15%, up 7% from previous 12 months, Industry avg. up 9%
  - v. Would like to pursue how to improve these rates



1. Mary Waytashek mentioned that ARMA / AIIM email generally goes into a spam folder at work
  2. Sue Dickens mentioned there are several bounce-back emails
  - vi. Needs anything in the newsletter by the Monday following the meeting
- Treasurer (DeAnna Lilienthal):
    - i. The 990 was sent out for review and was processed through the IRS
    - ii. August financials are complete except for the review by Assistant Treasurer, Ngo Imbu, and will be provided next month for approval
  - Assistant Treasurer (Ngo Imbu): No report
  - Member-at-large (Natasha Krentz):
    - i. Appreciated email thread regarding options for free 60<sup>th</sup> anniversary swag to be offered at Spring Conference
    - ii. No formalized quote options to present at this point
    - iii. John Neuman will provide a contact to Natasha Krentz
  - Secretary (Rosanne Stoltz):
    - i. Transitioned the Gmail account monitoring from Sue Dickens
    - ii. Need to explore ways to post minutes and related director reports
    - iii. Adobe Acrobat Professional has been used to combine the minutes and director reports into one document
    - iv. Chris Johnson suggested posting minutes separate from director reports
  - Web Master (Chris Johnson):
    - i. Employment Postings
      1. Posted a couple of job openings from companies
      2. Requested that they let us know when they are filled so we can reach out to them about ARMA membership
      3. Would like to formalize arrangement for companies posting employment opportunities on the website and leverage the opportunity to connect with new RIM professionals
      4. Average number of postings is one per month
      5. Generally contacted by HR departments, recruiters
      6. Ben Greene shared his experience as a former Employment Director on the board. He shared the posting would be shared for a certain number of days (i.e. 14) and then would be taken down if no further action was taken by the contact who provided the posting
    - ii. Posting information for the October meeting shortly
    - iii. John Neuman will provide the member profile once complete, to be posted in December
  - President (Susan McKinney):
    - i. Contacted Kurt Neumann to see if he was interested in being on the board
  - President-Elect (open): n/a
  - Business Relations Director (open): n/a
  - Communications Director (open): n/a
  - Education Director (open): n/a
- 
- Standing Ovation Award, InfoCon. Photo from Twin Cities for presentation due by Sept. 27.



**TWIN CITIES CHAPTER OF ARMA**  
**The Association for Information Management Professionals**

- i. Susan McKinney suggested we send a picture of the chapter logo, which was agreed to by the board
- 60<sup>th</sup> Anniversary – see Natasha Krentz’s report
  
- VI. *Member News and Views*
  - i. *A way to get to know each other better. Our opportunity to share anything we want with our fellow board members – the good, the bad, and can even be the ugly.*
  - ii. *Items shared during this portion are not captured in the minutes as they are personal and not chapter business.*
  
- VII. Reminders:
  - Send items to be included in the monthly newsletter to Sue Dickens by Monday next.
  
- VIII. Future Business/Topics/Projects
  - Next Board Meeting – Tuesday, October 12, 2021
    - i. Virtual Meeting via BlueJeans
    - ii. Time: 1:30 pm-3:00 pm
    - iii. *If you have something you want on the agenda, please send it to Susan McKinney.*
  
- IX. Meeting Adjourned @ 2:30 p.m.
  - Motion to adjourn made by: Natasha Krentz
  - Seconded by: Mary Waytashek
  - Vote: unanimously approved