



Event Title: October Board Meeting Minutes

Date: October 12, 2021

Time: 1:30 pm – 3:00 pm

Location: Virtual Meeting via BlueJeans

Meeting Minutes:

I. Call to Order @ 1:36 p.m.

- Members in attendance: Susan McKinney, Natasha Krentz, DeAnna Lilienthal, Sue Dickens, Rosanne Stoltz, Chris Johnson, Mary Waytashek, Ben Greene
- Members absent: Ngo Imbu; John Neuman
- Guests: none

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II. Minutes:

- September Minutes
 - i. Discussion: None
 - ii. Vote to approve the September minutes:
 - 1. Motion: Sue Dickens
 - 2. 2nd: Mary Waytashek
 - 3. Vote: unanimously approved

III. Treasurer's Report:

- August / September Financials
 - i. Discussion: None
 - ii. Vote to approve the August / September financials:
 - 1. Motion: Sue Dickens
 - 2. 2nd: Mary Waytashek
 - 3. Vote: unanimously approved

IV. Business

- Newsletter – Ideas to improve the number of people who read and/or click open
 - i. The read / click data provided last month is in line with industry standards per Sue Dickens.
 - ii. Sue Dickens reported that the website, newsletter, and postings on LinkedIn are used to advertise chapter events.
 - iii. Susan McKinney reported that John Neuman had suggested a new email template format prior to the meeting.
 - iv. Mary Waytashek indicated the newsletter may be going into Spam files within organizations.
 - v. Susan McKinney suggested a note letting people know when the newsletter is sent and to check spam files using a mechanism other than Constant Contact (i.e. the chapter's Gmail account).
 - vi. Sue Dickens indicated Constant Contact is used to let people opt in or out of chapter communications so the chapter Gmail account contacts would need to be carefully compared against the Constant Contact list.



- vii. There was some discussion about website activity as well. Chris Johnson reported that 27 people consistently view the website and most traffic is just before the meeting. The board agreed this would include board member activity. DeAnna Lilienthal reported most meeting registrations happen just after the newsletter is sent.
- viii. Susan McKinney asked the board to send any additional ideas to Chris Johnson and Sue Dickens
- 60th Anniversary - No update from Natasha Krentz
- In Memorium Recognition – ARMA Conference
 - i. Prior to the meeting, DeAnna Lilienthal sent information about a form to be filled out for ARMA International, which was due on October 1, related to recognizing members who have passed away. The deadline had already passed by the day of the meeting.
 - ii. There was some discussion about how to track members who have passed away. Susan McKinney mentioned she was not sure how many people have passed away during the past year. The board agreed this may be something the Membership Director could track going forward and noted that announcements have been published in the newsletter in the past.

V. Board Reports:

- Membership Director (John Neuman): No report
- Programming Director (Ben Greene & Mary Waytashek):
 - i. November Meeting
 - 1. Mary Waytashek reported that plans are all set for the November meeting.
 - ii. North Dakota Chapter – Susan Carlson, UMD
 - 1. Mary Waytashek will determine if the North Dakota Chapter is planning January or March meetings and will tap into those meetings if possible.
 - iii. February Meeting
 - 1. Mary Waytashek reported that Jesse Wilkins will be the speaker for the February meeting. Jesse Wilkins was previously with AIIM and is starting his own consulting business.
 - 2. There was some discussion about whether Jesse Wilkins had been a speaker during the last program year.
 - iv. Hot Topics – see August minutes
 - 1. Mary Waytashek indicated the Programming Directors will wait to see what the North Dakota chapter is planning in January and March and then decide whether to incorporate hot topics sessions into the program.
 - 2. Susan McKinney suggested having “hot topic” tables at the Spring Conference.
- Past-President (Sue Dickens):
 - i. Sue Dickens reminded the board to provide newsletter submissions to her no later than Monday following the board meetings.
 - ii. Sue Dickens will follow up with John Neuman on his idea for a new newsletter format.
 - iii. Sue Dickens is still working on Ben Greene’s connection issues related to BlueJeans. Others may be having issues as well. DeAnna suggested contacting Rick Gureski at richardagureski@northwesternmutual.com, Past-President of the Milwaukee Chapter, for assistance. Susan McKinney suggested sharing out any solutions to connection issues.



- Treasurer (DeAnna Lilienthal):
 - i. DeAnna Lilienthal reported that Ngo Imbu, Assistant Treasurer, is no longer with Carver County and has not provided any additional contact information. She may no longer be interested in doing the Assistant Treasurer position and hasn't been active in the position. She has not been added to any accounts.
 - ii. Susan McKinney reported she had reached out to Kurt Neumann to see if he might be interested in the Assistant Treasurer position.
- Assistant Treasurer (Ngo Imbu): No report
- Member-at-large (Natasha Krentz): No report
- Secretary (Rosanne Stoltz): No report
- Web Master (Chris Johnson):
 - i. Chris Johnson reported that she updated the website today with information about the Standing Ovation Award the Twin Cities Chapter received this month.
 - ii. Chris Johnson also reported that she is exploring the possibility of linking the website updates to social media accounts for broader coverage.
- President (Susan McKinney):
 - i. Prior to the meeting, Susan McKinney provided information on the 2021 Standing Ovation Award. The Twin Cities Chapter received this recognition from ARMA International, which "Recognizes the accomplishments of any chapter, region, or individual that has taken an outstanding or unique approach to furthering ARMA International's vision and mission by enhancing the RIM or IG profession." Signed by Michael Haley, President of ARMA International
- President-Elect (open): n/a
- Business Relations Director (open): n/a
- Communications Director (open): n/a
- Education Director (open): n/a

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, November 9, 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 @ 2:21 p.m.

- Motion to adjourn made by: Sue Dickens
- Seconded by: Mary Waytashek
- Vote: unanimously approved