Event Title: February Board Meeting Minutes  
Date: February 8, 2022  
Time: 1:30 pm – 3:00 pm  
Location: Virtual Meeting via BlueJeans

Meeting Minutes:

I. Call to Order @ 1:33 p.m.  
   - Members in attendance: Susan McKinney, Natasha Krentz, Sue Dickens, Rosanne Stoltz, Chris Johnson, Mary Waytashek, Ben Greene, John Neuman  
   - Members absent: Ngo Imbu, DeAnna Lilienthal  
   - Guests: none

II. Minutes:  
   - November Minutes  
     i. Discussion: None  
     ii. Vote to approve the November minutes:  
        1. Motion: Mary Waytashek  
        2. 2nd: John Neuman  
        3. Vote: unanimously approved  

III. Treasurer’s Report:  
   - November & December Financials  
     i. Discussion: None  
     ii. Vote to approve the November & December financials:  
        1. Motion: Sue Dickens  
        2. 2nd: Mary Waytashek  
        3. Vote: unanimously approved

IV. Business  
   - 60th Anniversary (Natasha)  
     i. Natasha Krentz looked through the boxes of historical artifacts and took pictures of the awards / certificates for display at the Spring conference. She noted a silver plaque / bowl from when the Twin Cities Chapter was awarded Large Chapter of the Year in 1995 and Chapter Newsletter of the Year award from 2004-2005.  
     ii. No additional work on the gift item has been completed since the last discussion in December.  
     iii. Natasha Krentz is working on the design for the mousepad.  
   - Meeting Platform discussion  
     i. Susan McKinney reported that DeAnna Lilienthal provided some cost information for the Blue Jeans platform. Susan McKinney also reported that several board members have had technical issues and recommended looking at Zoom and/or using the same product as the region, which would be free. Susan asked each board member for input on the recommendation. Concerns were expressed around access to the tool from work. Several members mentioned they could join Zoom meetings if they were invited but
could not set them up. Zoom may have additional capabilities such as polling that could be beneficial. Susan McKinney mentioned Zoom could be used at no cost to the chapter.

ii. Susan McKinney made a motion to not renew the contract for Blue Jeans when it expires in June.

1. Motion: Susan McKinney
2. 2\textsuperscript{nd}: Ben Greene
3. Vote: unanimously approved

- Member survey

i. Susan McKinney recommended that a membership survey be designed and provided to the members of the Twin Cities Chapter. She noted that how the questions are worded is key to get the best results. The board discussed numerous aspects of the survey including:

1. What do the members want from this chapter?
2. How to design survey to get best results?
3. Constant Contact may not reach everyone if people have un-subscribed from the newsletter. They may not be receiving the meeting notices or surveys.
5. Ben Greene suggested sending an electronic survey after the spring conference.
6. Susan McKinney suggested table discussions at lunch at the spring conference.
7. Sue Dickens reported that the open rate of newsletter is 15%; not open 85%; click rate is 14%; bounce rate is ; industry rate is -16% down 2% from previous year.
8. Susan McKinney suggested starting the survey and then broadening it out after the conference.
9. People will provide more honest answers if they are private / anonymous.
10. Chapter offers too many things for free – no value in being a member.
11. Natasha suggested using Menti.com to gather feedback. People could participate via phone and the chapter could share results immediately or not at all.

12. Most RIM people are introverts and may not be forthcoming with answers during a table talk format. Use an open ended format with questions such as What do you like? What are you less happy with? Do you see any benefit of having local chapters continue? If yes – another set of questions. If no – conversation ends.

13. Provide survey at spring conference and announce it will be coming out or alter the survey based on feedback at spring conference.

14. There was some discussion about survey tools and it was thought that DeAnna Lilienthal has the information about what we have done previously. What tools did we use previously? What questions have we asked? Most likely Survey Monkey was used. What constraints? How many questions? How many responses? Free version has been tightened up. Some question options have gone away. What other free tools are available? Should we upgrade to a paid version? Ben Greene mentioned Microsoft may have a survey tool. Google also has a survey tool, but it is not available to government employees.
• 2022-2023 Pre-Planning.
  i. Susan McKinney reported there is still nobody offering to help and asked the board members for ideas. Susan McKinney asked the board about the possibility of using the chapter membership list to call people and ask them to volunteer. She noted it is more difficult to reach people because many are working from home.
  ii. A President, President-Elect, Education Director and Assistant Treasurer are needed assuming all current directors remain in their positions.
  iii. There was discussion about the future of the chapter.
    1. Should we determine the core functions, focusing on rebuilding those first and filling those director positions.
    2. Natasha Krentz suggested board positions could be divided where it makes (i.e. Education into Library and CRM / IGP).
    3. Susan McKinney mentioned that the constitution may need to be revised to reflect a new approach, but that was possible.
    4. Ben Greene mentioned in the legal field, there are more informal groups forming, meeting then disbanding after a few months and suggested maybe we need to build from scratch, listening to the members about what they want to get out of the organization.
    5. Is cost a factor / reason why people are not joining or participating?
    6. AllM has become more affordable and has provided effective programming.
    7. ARMA International is great for new people but provides less value for more experienced professionals.
    8. Ben Greene mentioned he has not personally used an ARMA resource in the last 2-3 years. Others agreed
   10. John Neuman reported that the Houston chapter used to have 150+ members in the chapter. It has become more industry-specific related to oil / gas industries.
   11. Chris Johnson mentioned the Twin Cities chapter has a lot of government members. Many have constraints due to money / time and may be able to participate for free, but they are not allowed to join.
   12. Susan McKinney believes there is a place for the Twin Cities ARMA chapter, but membership in professional associations has been dropping for the past 20 years. Experienced professionals may outgrow the materials at ARMA International.
   13. If we rely too heavily on the same volunteers, they are providing more than they get out of it. Volunteers tend to volunteer wherever they are but can get burned out.

• Region Leadership Conference in July in Omaha, NE
  i. Susan McKinney reported there is money in the budget if anyone would like to go.
  ii. Susan will provide more information as it becomes available.

• Student Membership
  i. Susan McKinney asked the board whether student memberships should be provided for free or at a discounted rate?
  ii. Sue Dickens suggested if ARMA International is offering a free membership, then the chapter should as well.
iii. Rosanne Stoltz noted we used to get a steady stream of students from UND, but that has stopped. They used to provide a lot of volunteers and leaders for the chapter.

V. Board Reports:

- Membership Director (John Neuman):
  i. 64 members – 1 new member – 2 more interested in the Twin Cities Chapter
- Programming Director (Ben Greene & Mary Waytashek):
  i. March session on March 8 in conjunction with North Dakota chapter
  ii. Spring Conference
    1. Speakers are lined up.
    2. There is one non-local speaker, who will require $800 in travel expenses.
    3. Speakers will be provided with a $50 gift.
    4. The conference will be in person at the Arboretum. Masks are required unless eating. It will be determined whether speakers are required to wear masks when presenting.
    5. The chapter may not bring in vendors due to low attendance.
    6. Three rooms will be available (Auditorium / Reed gallery). We may be able to drop one room if there are no vendors. The auditorium supports 150 people.
    7. Attendance will be closer to 50-75.
    8. What is our break-even number to determine whether to cancel or hold the event? $60 / person for food; $5000 expenses. The chapter will break even at 40 people if $150 is collected.
    9. What rates are we charging per person? $125 members; $175 non-members; $110 if more than one person from an organization – 2 or more people
   10. Mary Waytashek made a motion to offer the spring conference at the following rates: $125 members; $175 non-members; $110 if 2 or more people attend from the same organization:
       a. Motion: Mary Waytashek
       b. 2nd: Sue Dickens
       c. Vote: unanimously approved
   11. Need to set up the spring conference on the chapter website and Event Bright.
   12. Susan McKinney made a motion that the board members be comped for the spring conference:
       a. Motion: Susan McKinney
       b. 2nd: Ben Greene
       c. Vote: unanimously approved
   13. Mary Waytashek will tables for registration, 60th anniversary, and membership.
   14. Per DeAnna Lilienthal, a spring conference budget needs to be submitted. Mary Waytashek will submit once the arrangements are finalized.
   15. Mary Waytashek and Natasha Krentz will work together on additional 60th anniversary plans (i.e. cake / cupcakes).

- Past-President (Sue Dickens): No report
- Treasurer (DeAnna Lilienthal): No report
- Assistant Treasurer (Ngo Imbu): No report
- Member-at-large (Natasha Krentz): No report
- Secretary (Rosanne Stoltz): No report
- Web Master (Chris Johnson): No 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.
   ● Budgets are due by February 28, 2022.

VIII. Future Business/Topics/Projects
   ● Next Board Meeting – Tuesday, March 8, 2022
     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 @ 2:59 p.m.
   ● Motion to adjourn made by: Susan McKinney
   ● Seconded by: Natasha Krentz
   ● Vote: unanimously approved