



Event Title: April Board Meeting Minutes

Date: April 5, 2022

Time: 1:30 pm – 3:00 pm

Location: Virtual Meeting via Zoom

Meeting Minutes:

- I. Call to Order @ 1:35 p.m.
 - Members in attendance: Susan McKinney, Natasha Krentz, Sue Dickens, Rosanne Stoltz, Chris Johnson, Ben Greene; John Neuman; Mary Waytashek; DeAnna Lilienthal
 - Members absent: Ngo Imbu
 - Guests: Dynessa Nordrum (Region Manager); R. J. Mauro (Denver Chapter Chair)

- II. Presentation by R.J.Mauro and Dynessa Nordrum re: Denver ARMA Chapter changes and board question & answer session following:
 - Denver chapter has lost a lot of members, board members, volunteers
 - Wondered if they could become dormant
 - Dynessa Nordrum researched what could be done to prevent that
 - What are younger people looking for? How can we appeal to them and get them engaged?
 - Younger people are not as interested in long term commitments, but may be willing to help for a short time
 - Committee style arrangement for volunteers; team approach to issues may work better
 - Provide more meaningful work on the board with titles aligned to responsibility
 - What are the key things a chapter needs to provide?
 - Streamline the board responsibilities (i.e. combine Budget Director / Treasurer)
 - Added a member-at-large director position
 - Promoted Web Master to Web Director
 - President-Elect, then President, then Chair of the Board (1 year each)
 - President-Elect also took on spring seminar, student liaison, etc.
 - Responsibilities have morphed and changed over the years
 - Board members dropped off, not participating, not engaging
 - Difficulty finding volunteers for large time commitment
 - What are the essential things that need to get done?
 - Could a committee-style board work?
 - Key Positions – President, Past-President/Chair, Treasurer, Secretary, President-Elect
 - Key Committees – Programming (Programming, Spring Seminar Combined); Membership (updating the roster, e-mail list); Communications (Website, Email, Newsletter, etc.)
 - One board member is assigned to each committee – flex according to people’s interests
 - Member-at-large – non-voting role, gateway into the board
 - By-laws and operating procedures had to be updated to reflect all the changes; ARMA Headquarters had to approve
 - Current state – some committee roles are still vacant; member-at-large engaged with the board; members contribute ideas



- Town hall in August to inform members of new structure
- Incentive for volunteers – free monthly meetings all year
- Membership numbers are still decreasing from 180 in 2017-2018 to under 100 now
- ARMA International is seeing membership numbers decreasing all over
- Good attendance at virtual meetings; free during pandemic; now charge a small fee
- Marketing early and often, multiple venues, cross-posting has helped attendance and engagement
- How do you achieve a quorum with so many vacant positions? Difficult to get things approved and completed; easier with fewer more focused board positions
- Leaders knew what to expect from their role
- Chapter surveys – 2-3 questions and free form question, asking what they were hoping to see
- Vendor involvement – business partner program with vendors in place for several years (tiered levels of support – platinum, gold, silver, bronze) was very popular at first; ARMA International using the idea now; picked up more sponsors lately; program provides visibility within chapter; chapter provides a buyer’s guide
- Less work for committees when meetings are virtual
- Work involved to recruit for committee or do the work yourself
- Spring Seminar is a key event
- Secretary is a good introduction to the board
- Treasurer is a key position; needs a backup

III. Minutes:

- February & updated March Minutes
 - i. Discussion:
 - ii. Vote to approve the February & updated March Minutes:
 - 1. Motion: Natasha Krentz
 - 2. 2nd: John Neuman
 - 3. Vote: unanimously approved

IV. Treasurer’s Report:

- March Financials – will be provided soon
 - i. Discussion: Vote to approve the March financials: Delayed
 - 1. Motion:
 - 2. 2nd:
 - 3. Vote: unanimously approved

V. Business

- 60th Anniversary
 - i. Natasha Krentz reported that everything is on track to celebrate at Spring Conference next week.
- Spring Conference
 - i. Ben Greene and Mary Waytashek reported that everything is on track.
 - ii. The speakers are locked in.
 - iii. There are 41 attendees now due to a late marketing push.



- iv. The “All-day delicious meals” package will be provided which includes snacks in the morning / afternoon). There will also be 60th anniversary cupcakes.
- v. The certificate of insurance from ARMA International have been received.
- vi. Susan McKinney is planning to work the membership table.
- vii. Natasha Krentz and Kristine Haugslund will work the registration table.
- viii. Ben Greene is working on name tags.
- ix. The conference is approved for ICRM credits.
- x. Ben Greene will print out agendas.
- xi. John Neuman will provide membership information to Susan McKinney prior to the conference.
- xii. Susan McKinney will bring the member survey and 2 door prizes.
- xiii. The conference will produce a loss for the chapter of \$1500.
- xiv. There was some discussion about the reasons for low attendance (i.e. COVID; continued restrictions related to meeting in person; government restrictions).
- Member survey
 - i. First at Spring Conference
 - ii. Second to membership after conference
- Region Leadership Conference in July in Omaha, NE –
 - i. Dynessa Nordrum is working on arrangements for the conference.
 - ii. The conference will be held at the Cambria hotel downtown.
 - iii. The conference will be held July 11-12.
 - iv. The \$99 rate will include breakfast and lunch is included in conference fee.
 - v. There will be two full days of training and social events including axe throwing and dinner. There may be a second evening of social events depending on numbers.
 - vi. Three chapter leaders from each chapter could attend at no cost.
 - vii. Susan McKinney indicated the chapter could cover any additional costs (i.e. additional registrations) from the President’s budget so anyone interested could attend.

VI. Board Reports: No reports

- Membership Director (John Neuman):
- Programming Director (Ben Greene & Mary Waytashek):
- Past-President (Sue Dickens):
- Treasurer (DeAnna Lilienthal): No report
- Assistant Treasurer (Ngo Imbu): No report
- Member-at-large (Natasha Krentz):
- Secretary (Rosanne Stoltz):
- Web Master (Chris Johnson):
- President (Susan McKinney):
- President-Elect (open): n/a
- Business Relations Director (open): n/a
- Communications Director (open): n/a
- Education Director (open): n/a



VII. *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.*

VIII. Reminders:

- Send items to be included in the monthly newsletter to Sue Dickens by Monday next.

IX. Future Business/Topics/Projects

- Next Board Meeting – Tuesday, April 26, 2022
 - i. Virtual Meeting via Zoom
 - ii. Time: 1:30 pm-3:00 pm
 - iii. *If you have something you want on the agenda, please send it to Susan McKinney.*

X. Meeting Adjourned @ 2:34 p.m.

- Motion to adjourn made by: Ben Greene
- Seconded by: Sue Dickens
- Vote: unanimously approved