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 Waytashe 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 Haugsland 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