Event Title: November 2022 Board Meeting Minutes
Date: November 8, 2022
Time: 1:30-3:00 p.m.
Location: Teams

Meeting Minutes:

I. Call to Order @ 1:31 p.m.
   • Members in attendance: Susan McKinney; Ben Greene; Mary Waytashek; Natasha Krentz; Niki Engler; Kyle Hjelmstad; DeAnna Lilienthal; Rosanne Stoltz
   • Members absent: John Neuman; Chris Johnson
   • Guests:

II. Minutes:
   • October 4, 2022, Minutes
     i. Discussion: None
     ii. Vote to approve the October 4, 2022, Minutes:
        1. Motion: DeAnna Lilienthal
        2. 2nd: Ben Greene
        3. Vote: unanimously approved

III. Treasurer’s Report:
   • October Financials
     i. Discussion: DeAnna Lilienthal is waiting for escrow information from ARMA International and resolving a deposit into our account in October with Heather Lehman at ARMA International.
     ii. Vote to approve the October financials: Delayed until December
        1. Motion:
        2. 2nd:
        3. Vote:

IV. Board Reports:
   ○ Past President – Susan McKinney
     • Bylaws update
       ○ Susan will send updated bylaws to ARMA International.
   ○ President – Mary Waytashek
     • MyARMA update
       ○ The new MyARMA website is easier and a better tool for collaboration tool. A chapter officers’ forum has been added. There is no chapter-specific chapter officers’ forum option yet.
     • Nominations in April / May
       ○ Positions can be filled at any time. Start recruiting for next year after the first of the year. ARMA International is starting to recruit now.
     • InfoCon Recap (Natasha and Niki)
       ○ Natasha has prepared talking points
       ○ Generally comprised of chapter leaders
Chapter-focused

Three sections

- Communication styles (in person, written) – can affect your message
  - Recognizing the generational styles
  - Passive aggressive vs. assertive
  - Possible speaker opportunity – need more information from Niki
  - Post-its available for questions which could be added to a board throughout the day
  - Consider volunteer opportunities ahead of spring conference

- Learning and Teaching / Presentation Styles
  - How do people learn / retain?
  - How to teach, present, for the best result

- Build your brand
  - What is the chapter doing to do this?
  - Heart of the leadership conference
  - How to engage people and make sure they have a say in how meetings are set up, etc.
  - Focus on membership engagement vs. increasing membership numbers
  - Less strategic planning, more planning and discovery
  - More benefits to chapter members
  - More infographics, less words
  - What is the top reason for not volunteering?
    - Lack of information about opportunities
    - Opportunities not a good fit for the potential volunteer
    - Never asked - #1 reason by far
      - Get to know the members
      - Onboard them as a member and a volunteer
        - Do we have a portal for board members?
        - Do we have a timeline of key dates?
      - Announcements at meetings; informational email messages to everyone are not asks
      - Reach out to specific individuals for specific opportunities

- Volunteering
  - What are people willing to do?
    - Historically 1 or 2-year commitment
    - Think of commitments as specific tasks with shorter time frames
    - Size the commitment to the work required
    - Consider when the work needs to be done and what work needs to be done

- Q&A session with ARMA Board Members and Chapter Advisory Members
  - More direction to chapters from ARMA International
  - Survey coming to chapter – chapter should respond
  - How can leadership collaborate and communicate right now? MyARMA rolled out on October 21; also Chapter Central on the ARMA Int’l website
  - What does the membership look like right now?
○ ARMA Int’l - > 5000 members, increased over the past 3 years
○ Used to be > 10,000
○ Retention of members is 91% over 83% a few years ago

- Poaching members
- Collaboration with other chapters
- Why do we need chapters?
  ○ Community in your local area
  ○ Networking
  ○ Local interaction

○ Mary will send out an updated version of the strategic plan

○ Secretary - Rosanne Stoltz
  - Retention schedule
    ○ A set of proposed updates as of February 2020 is ready for review by the board. Will send work to date with a summary of proposed updates; list of points for discussion; and deadline for feedback

○ Treasurer - DeAnna Lilienthal – See Treasurer’s Report

○ Membership - John Neuman – No report
  - 66 members
  - Recognize new or renewing members

○ Programming - Ben Greene
  - January, February, March information has been provided to DeAnna / Chris for the website
  - Still working on the last speaker for the spring conference
  - 88 registered for today’s meeting; 66 attended
  - Niki suggested making sure we have time for networking built into the schedule for spring conference
  - Review meeting recording policy – only provided to registered attendees upon request; could be a membership recruiting tool; considerations if members have paid for a meeting; should not be able to get access to the meeting recording for free.
  - How long are meeting recordings retained? Addressed on retention schedule? No longer than 1 year; 60 days
  - Could the meeting recordings be moved to YouTube? Set to private – can only access if provided with the link.

○ Arrangements – Kyle Hjelmstad
  - Swedish Institute – Possible spring conference venue
    ○ Kyle has a hold on the Swedish Institute as a spring conference venue
    ○ Will confirm at the program committee meeting next week
    ○ Parking is available
    ○ Near downtown
    ○ Potential concerns about security in Minneapolis
    ○ Tours might be available (paid guided or self-guided free)

○ Communications - Niki Engler
  - Content for December newsletter
    ○ Recognition of renewing and new members
    ○ InfoCon Leadership Recap and MN Photos (Niki and Natasha)
    ○ December / January program announcements
    ○ President’s Corner
    ○ Article for library (Natasha)?
○ MyARMA information?

○ Communications calendar
  ○ Developed, but the cadence naturally follows the meeting
  ○ Just for Niki’s purposes – no need to share

○ Technology - Chris Johnson – No report

○ Special Projects - Natasha Krentz

○ ARMA Library
  ○ Natasha, Mary and Rosanne have chatted. Do we need to continue the library? What happens to the materials if we discontinue the library? No longer needed to prepare for CRM exam. Difficult to get books returned to the library. Books are downloaded now vs. getting hardcopy books. Very few people are checking things out. Board did not object to shutting the library down. Natasha will develop a proposal to discontinue the use of the library and present at December board meeting.

○ Chapter Archives
  ○ 15 boxes of board library / archives
  ○ 14 additional boxes / archives
  ○ Verify inventory
  ○ Plan for what to do with the materials
  ○ Special project to advertise to broader audience to help ID photos
  ○ Need to view through a historical lens

V. Strategic Plan
   • Review and approve in December

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 Niki Engler by Monday next.

VIII. Future Business/Topics/Projects
  • Next Board Meeting – December 13, 2022
    i. Teams
    ii. Time: 1:30 p.m.-3:00 p.m.
    iii. If you have something you want on the agenda, please send it to Mary Waytashek.

IX. Meeting Adjourned @ 2:50 p.m.
  • Motion to adjourn made by: Susan McKinney
  • Seconded by: Ben Greene
  • Vote: unanimously approved