Event Title: February 2023 Board Meeting Minutes
Date: February 10, 2023
Time: 11:00 a.m. - 12:30 p.m.
Location: Teams

Meeting Minutes:

I. Call to Order @ 11:03 a.m.
   • Members in attendance: Ben Greene; Mary Waytashek; Natasha Krentz; Niki Engler; Rosanne Stoltz; Kyle Hjelmstad; Susan McKinney; DeAnna Lilienthal; John Neuman
   • Members absent: Chris Johnson
   • Guests:

II. Minutes:
   • January 10, 2023, Minutes
     i. Discussion: None
     ii. Vote to approve the January 10, 2023, Minutes:
        1. Motion: Susan McKinney
        2. 2nd: Niki Engler
        3. Vote: unanimously approved

III. Treasurer’s Report:
   • November Financials
     i. Discussion: None
     ii. Vote to approve the November financials:
        1. Motion: Ben Greene
        2. 2nd: Niki Engler
        3. Vote: unanimously approved
   • December Financials
     i. Discussion: Downpayment on Spring Conference was made
     ii. Vote to approve the December financials:
        1. Motion: Susan McKinney
        2. 2nd: Ben Greene
        3. Vote: unanimously approved
   • January Financials
     i. Discussion: Reimbursement from ARMA International (hotel); may need to move some money from savings to checking to cover Spring Conference costs
     ii. Vote to approve the January financials:
        1. Motion: Ben Greene
        2. 2nd: Niki Engler
        3. Vote: unanimously approved
IV. Board Reports:
  ○ Past President – Susan McKinney –
    ● Bylaws update – communication ready to be sent; members to vote end of February
      ○ Mary Waytashek will send a recap of the revisions for Niki Engler to publish to
        the chapter membership via newsletter (includes a broader audience).
      ○ Members have 30 days to review and ask questions.
      ○ Members will be asked to vote on the revisions after 30 days.
      ○ Only current members can vote on the bylaws.
  ○ President – Mary Waytashek –
    ● Open BOD positions
      ○ Treasurer
      ○ Director - Programming
      ○ Director - Business Relations
      ○ Director – Technology
      ○ President/Board Chair
    ● Mary has begun recruiting for these positions.
    ● Mary Waytashek asked the directors who currently hold these positions to start
      updating your job description in the next 30 days.
  ● Business Partner Proposal
    ○ The board discussed the Business Partner Proposal (included below)
    ○ Mary Waytashek shared that some chapters are including vendors at spring
      conference depending on attendance.
    ○ DeAnna Lilienthal shared what we were offering prior to COVID (Copper, Silver,
      Gold, etc.)
    ○ John Neuman suggested offering a package for $500, which would include two
      tickets for vendors to attend the spring conference and a pop-up banner (sign).
      There was general agreement this is a good addition to the prior proposals.
    ○ The board generally agreed that it might be too late to offer business
      partnerships for this year’s spring conference, but we need to finalize pricing
      structure and offerings going forward.
    ○ It was noted that not many members of the chapter are vendors.
    ○ It was agreed that we would tell Contoural we are not ready to accept their
      proposal at this point but will continue discussing. Mary Waytashek will respond
      to Contoural.
    ○ Mary Waytashek will document the option framework for review at the next
      meeting.
  ○ Secretary – Rosanne Stoltz -
    ● Retention Schedule Proposed Revisions
      ○ Corporate Governance - Removed Board Committee Minutes from the
        description
      ○ Corporate Governance - Broadened the explanation of annual reports to state
        “Annual Reports submitted by the President to ARMA International and the 990
forms submitted by the Treasurer to the IRS.” This update was also made in the cross reference from the Financial Documentation category.

- Moved 990 Forms from Financial Documentation to Corporate Governance by including them in the description of Annual Reports and removing them from the description of Financial Documentation.

- Review of 29 Board Boxes completed
  - Destroy 14, retain 15 – approved to proceed
  - To Do: Scan archival documents to be stored on google drive such as BOD rosters, program year schedules, spring conference brochures
  - To Do: Create archival reference for certain information
  - To Do: Review photos and awards

- Retention Schedule Updates following the review of boxes on 1/27/23
  - Motion to Approved Retention Schedule Updates detailed above
    - Discussion: None
    - Vote to approve the Retention Schedule Update detailed above:
      - Motion: Natasha Krentz
      - 2nd: Ben Greene
      - Vote: unanimously approved

- Treasurer - DeAnna Lilienthal –
  - All reimbursements received from Leadership Summit
  - Up to date on Escrow Report – some reconciliation needed (3 duplicate people)
  - Updates on registration for February-April
    - February – 14 people registered
    - March – 3 people registered
    - April / Spring Conference – 0 people registered

- Membership – John Neuman –
  - 70 members
  - 1 person interested
  - Lots of people at January meeting, John followed up with membership information
  - Most outreach is to people who are attending and not members

- Programming - Ben Greene
  - Advertising for spring conference –
    - Flyer is up and running on the website
    - More advertising needed
    - No people registered yet
  - February Meeting – 14 people registered so far
  - March 14th meeting – Ben gone; Rosanne will announce speakers
  - Spring Mania – TC Chapter will be participating again this year on May 16th. Proposing to have Ben present on eDiscovery – Litigation Holds. This will be the May meeting for the chapter.
- ICRM Credits – Need to submit request to ARMA International to get a code for spring conference
  - Arrangements – Kyle Hjelmstad
  - Communications - Niki Engler
- Content for February newsletter
  - Presidents Communication – Mary
  - Last Chance to Register for February Meeting
  - Mar and spring conference program announcements - Niki
  - New/renewing member list – update newsletter and website – John to send – Niki needs company names and emails
  - Heavy advertising spring conference – Niki to handle
  - Information about TC ARMA Scholarships available
  - Bylaw Revisions
- Susan McKinney will assist with recruiting for open board positions and related communication
- Mary encouraged board to share ARMA events
  - Technology - Chris Johnson – no report
    - Website – Chris having issues with making updates due to new restrictions at work. Can only access from home.
  - Special Projects - Natasha Krentz
- TC ARMA books project
  - Charity
    - Natasha suggested that we donate to a women’s shelter
    - Do we need membership approval of chosen charity?
    - Natasha will check Operating Procedures on the process
    - Will review again at the next meeting
- BOD materials review done on 1/27 (covered above)
  - New Business
    - Motion to cover the spring conference registration fee for all board members
      - Discussion: None
      - Vote to cover the spring conference registration fee for all board members
        - Motion: Susan McKinney
        - 2nd: John Neuman
        - Vote: unanimously approved

V. Member News and Views
   - 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.
   - Items shared during this portion are not captured in the minutes as they are personal and not chapter business.

VI. Reminders:
• Send items to be included in the monthly newsletter to Niki Engler by Monday next.

VII. Future Business/Topics/Projects
• Next Board Meeting – March 14, 2023
  i. Teams
  ii. Time: 1:30 - 3:00 p.m.
  iii. If you have something you want on the agenda, please send it to Mary Waytashek.

VIII. Meeting Adjourned @ 12:12 p.m. by Mary Waytashek.
BECOME A BUSINESS PARTNER

Support the Twin Cities ARMA Chapter by becoming a Business Partner

Benefits are based on level of sponsorship, which may include:
- Increased visibility with local RIM & IG professionals
- Insight to current industry trends from members and attendees
- Partner Page on Chapter website or newsletter with link to your website
- Opportunities to sponsor or speak at Chapter events

Sponsorship Page Packages include:

Option A: Business partner Logo and profile in partner section on chapter website: $250
- Logo, contact information and 100-word profile
- Link to website

Option B (Limited) Twin Cities ARMA Email Newsletter advertisement in Business Partner section ($100/spotlight or $800/yr)
- Logo, contact information and link to business partner website
- Monthly spotlight article or advertisement in TC ARMA Email Newsletter (need to define character limitations for newsletter)
- Partner provides content or advertisement

Contoural: Full page in business partner section: $300
- Dedicated webpage to business partner (content must be approved by the chapter)
- Content driven information including guides, articles, white papers, blogs and recorded webinars
- Updates – no more than 4 per year. Updates provided by business partner
- Link to business partner website

Note: I reviewed several chapter websites and these were the ones that I thought had some options that were most aligned with our discussions.

Benchmarking
Detroit: https://armadetroit.org/sponsors.php
- Charges $250 for Option B – but also includes logo at bottom of website home page

Denver Mile High https://armadenver.org/2022_2023_Business_Partner_Registration
- Fees range from $25 - $1500

Atlanta https://atlantaarma.com/catalog.php?cat=1
- Fees range from $750 - $2500

Toronto https://atlantaarma.com/catalog.php?cat=1
- Fees range from $150 - $1200

Chris also looked at SAA, Mahima, and AIIM and their rates are exxxxxxxxremely high.

*Most chapters haven’t updated the business partner pricing structure
*Most chapters only have a small handful of business partners that are doing Option A or just providing a logo
*Denver has approved Contoural’s proposal for a fee of $300.