Event Title: March 2023 Board Meeting Minutes
Date: March 14, 2023
Time: 1:30 - 3:00 p.m.
Location: Teams

Meeting Minutes:

I. Call to Order @ 1:34 p.m.
   • Members in attendance: Mary Waytashke; Natasha Krentz; Niki Engler; Rosanne Stoltz; Kyle Hjelmstad; Susan McKinney; John Neuman; Chris Johnson
   • Members absent: Ben Greene; DeAnna Lilienthal
   • Guests:

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

III. Treasurer’s Report:
   • February Financials
     i. Discussion: Postponed to April – DeAnna does not have all information yet
     ii. Vote to approve the February financials: Delayed until April
        1. Motion: None
        2. 2nd: None
        3. Vote: None

IV. Matters Pending/Unfinished Business
   • Business Partner Proposal – (attached)
     i. The board agreed to postpone seeking approval on the grid to allow the new director to have input over the summer
     ii. Mary Waytashke will reach out to Mile High chapter to find out more about how they structured it.
     iii. Also need to understand who will be responsible for money collection (Business Relations or Treasurer)
     iv. The board agreed to move forward with the proposal from Contoural, with Susan McKinney opposed. There was discussion around whether a similar offer should be made to other vendors. Similar offers could be made to other vendors, and this may spark interest if they see Contoural’s information. This could be treated

1
as a pilot that could be used in strategic planning over the summer. An annual renewal process also needs to be put in place.

- Charity – vote on charity
  - i. Natasha Krentz will bring the entire library of books to be set up on 2 tables (approx. 15 boxes)
  - ii. People at spring conference will be allowed to take books home with them for a suggested donation to the charity chosen by the chapter and any remaining books will be offered to the chapter members. After that the remaining will be taken to Half-Price Books and that money will also be donated to the charity chosen by the chapter.
  - iii. Mary Waytashek suggested five charities and Natasha Krentz provided information on each, which was reviewed followed by a vote for 1st or 2nd choice by the board:
    1. Open Arms of Minnesota
    2. Agate Housing and Services
    3. Battered Women’s Justice Project
    4. Wishes and More
    5. Secondhand Hounds
  - iv. Natasha Krentz tallied the results of the voting and announced that Agate Housing and Services received the most votes. More information can be found at: [https://agatemn.org/get-help/i-need-a-meal/](https://agatemn.org/get-help/i-need-a-meal/)
  - v. The board agreed to donate funds raised from offering library books to spring conference attendees and chapter members to Agate Housing and Services.

V. Board Reports:
   - Board Chair – Susan McKinney
     - Bylaws update
       - Communication was sent to the chapter members 2/21
       - Voting to be sent 3/21
       - Susan will create a survey in Constant Contact to facilitate membership voting on the updates to the bylaws.
     - Officer Elections
       - Susan McKinney will develop a ballot in Constant Contact
   - President – Mary Waytashek
     - Open BOD positions Update
       - Treasurer – Natasha Krentz
       - Director – Programming - Bill Roach/Sandy Humenansky - Xcel
       - Director - Business Relations – Kay Harrington - Cargill
       - Director – Technology – Colleen Westerlund
       - Special Projects Support – Kristine Haugsland – U of M
       - Support (Technology, Membership, Special Projects) – Eleanor Godbey - State of MN
       - President/Board Chair – Mary Waytashek
- Need Job Descriptions Updated
  - Programming received
  - No updates to Treasurer per DeAnna Lilienthal
  - A new Arrangements Director position description is needed
  - Per Bylaw revisions, Director positions are revised every year based on needs of chapter
  - Positions should be posted in Adobe Pro
  - Chris Johnson has Adobe Pro and can convert to MS Word
- Secretary – Rosanne Stoltz
  - Will be posting the updated retention schedule to the website this month
- Treasurer - DeAnna Lilienthal
  - 13 attendees registered for Spring Conference
    - Board Members (FREE) = 4
    - Board Members (Paid Full Amount) = 1
    - Speakers (FREE) = 3
    - Members (Paid Full Amount) = 3
    - Company Package = 0
    - Non-Members = 2
  - Need to continue to promote
  - Natasha suggested advertising the donation of books and donation of funds to charity
  - Highlight different aspects of spring conference each week
  - Mary Waytashek encouraged all directors to advertise spring conference on LinkedIn or other social media platforms and groups
- Membership – John Neuman
  - 73 members; 3 new in Feb; 5 new in March
  - DeAnna sends list of attendees each month, which is helpful for recruiting new members
- Programming - Ben Greene
  - March 14th meeting
    - 17 attendees at today’s meeting
    - Rosanne Stoltz will check with Ben Greene whether we have provided speaker gifts following a presentation.
- Advertising for spring conference/spring mania
  - Need to advertise for all events
  - Chris Johnson has the banner for setup at the spring conference. Need to coordinate with Ben Greene ahead of the conference.
  - Mary Waytashek asked that everyone advertise on LinkedIn and share information in other professional groups you belong to.
  - Focus on different aspects of spring conference (i.e. book sales, CRM / IGP / CIP credits, different sessions / speakers, rapid fire session)
  - Spring Mania – Listed, promoted at March meeting and on website
- Arrangements – Kyle Hjelmstad
● Provide registration numbers to the venue 10 days ahead of the event (March 30)
● Speaker Power Point presentations to Ben Greene
● Speaker arrangements (i.e. microphones, laptops, etc.)
● Final payment due soon
● Natasha needs two tables for book display
○ Communications - Niki Engler
  ● Content for March newsletter
    i. Presidents Communication – Mary Waytashek
    ii. Bylaw Posting and Voting – Mary Waytashek / Susan McKinney
    iii. Board Position Voting – Mary Waytashek / Susan McKinney
    iv. Spring conference/Spring mania advertising – Niki Engler
    v. New/renewing member list – update newsletter and website – John Neuman
    vi. Job Postings
    vii. Information about TC ARMA/Int’l Scholarships available
○ Technology - Chris Johnson
  ● New business partner page
○ Special Projects - Natasha Krentz
  ● Mary Waytashek has some books to donate to ARMA; will bring them to spring conference.
  ● Submit pictures and event details to media@armintl.org – will help give us visibility to our chapter

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 – April 20, 2023
    i. Teams
    ii. Time: 10:00 - 11:00 a.m.
    iii. If you have something you want on the agenda, please send it to Mary Waytashek.

IX. Meeting Adjourned @ 2:37 p.m.
  ● Motion to adjourn made by: Niki Engler
  ● 2nd – John Neuman
  ● Vote – unanimously approved
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 exxxxxxtremely 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.