

## Draft Minutes

### Board planning meeting - FY 2016-2017

Saturday, August 13, 2016 10 a.m – 3 p.m.

NMHED, 5201 Eagle Rock Ave NE, Albuquerque 87113

1. Call to order – 10:20
2. Draft agenda/vote accepted
3. Additional Board member positions needing to be filled – discussion on recruitment strategies for VP and Secretary. These two are must-have positions per Bylaws and ARMA HQ (although Gerald heard at Leadership that some Chapters combine them.
  - § Discussion of potential members' fit for these roles.
    - § Lucille Sisneros has been a member for 17 years, is a former Board member (according to old records, she has served as:
      - President, 2005-2006; IPP, following year
      - Secretary, 2007-2008
      - Chair of the Nominating Committee, 2007-2008
      - perhaps serve as Vice President?
    - § Barb Ricci, Secretary? Also a Chapter member for 17 years, has served as:
      - President, 2008-2009; IPP, following year
    - § New member Ashley Hernandez, and long-term members Debbie Williams, and Margaret Trujillo (VP, 2008-2009; President, 2009-2010, IPP, following year), volunteers.
    - § Use a formal letter; ARMA has a template to recruit Board in the Chapter eHandbook.
    - § Board will make phone calls to designated people.
4. Gerald –shared ideas from Reno Leadership Conference

All the Board role-holders had a break-out sessions

**Board burn-out.** Keep in mind Board members are volunteers. Everyone has a job but also a responsibility to the Chapter. Karen Denton – CA spoke about Board burnout.

**Board members:** Let the rest of the Board know you can't make a deadline. Communication is paramount. Set a time-frame for decision making and tasks – create deadlines.

**Overall information shared:** Consensus by all, including ARMA: the Association needs to get off the paper-perception of ARMA – branding – make it exciting. 55+ is average age of ARMA members. Grappling with how

to reach younger members. ARMA - 95/5% memberships breakdown – professional vs. associate-level memberships.

Revenue-generation suggestions:

- Create an annual pass for all monthly events, excluding Chapter conferences.
- raffling off an annual pass at start of the year,
- Charge flat fees for meeting attendance, per meeting
- Get private-sector sponsoring of events to defray speaker costs. Example: a table at monthly meetings and annual conference, name on website; and other perks.
  - There would be different levels of annual sponsorship.
  - Suggestions: Sponsorship for the year – table at the seminar, logo on website, print ads, Facebook. **\$500** – platinum, hotlink to website, newsletter, print ad, brochures at every meeting; opportunity to speak at Spring seminars. brochure at Roundhouse non-profit day **\$400** – no longer recog as a top sponsor, no speaking. **\$300** – website exposure, vendor table. **\$150** a la carte – \$100 continental breakfast, or raffle item, business name and banner/tent signs on table. Set benefits with diminishing returns for each level. {Karen to create for Board approval.} Once decided, we should create an Application for sponsorship.

Board positions' ideas:

- **Treasurer:** Normal inclusions on Treasurer's reports. ARMA should provide templates for Treasurer's reports, but basically the report should cover revenue generation and tracking expenses (profit and loss statement format).
- **Membership:** should know who and who does not attend.
  - Birthdays – recognize with something like eGreetings (or SendOutCards for a physical card)
  - Try to get membership from other industry groups. Attorneys are the largest component of one chapter.
  - To increase membership from other organizations, have member-bring-a-guest meetings with incentives.
  - Expanding membership – cold-calling local businesses (private sector).
  - Issue for Board consideration: Current Director of Membership has no access to a PC besides at work, and does

not want to use all of her personal time doing ARMA-related work. Gerald will spec out and price a computer or device for the Chapter to loan the Director of Membership so she can work during her morning and afternoon rail commutes.

- **Secretary:** Documenting decisions made both in Board meetings and by email. Reinforces and upholds Board accountability to have this documentation
  - StarChapter
    - § has an AR processing line, a Board function area.
    - § StarChapter – is an all-in-one package -
    - § Looked at 3 chapters' website
    - § Demo – Thursday Aug 25, 12-1 MT.
  - Many Chapters have the Secretary and Treasurer's position combined.
  - There are free cloud-storage records repositories – use them.
- **President:**
  - holds Board and volunteers accountable,
  - mentors positions,
  - promotes the Chapter externally, talks about it.
- **Education:**
  - Hold roundtable sessions for membership.
  - Ask-the-expert meetings.
- **Outreach:**
  - Marketing – few chapters have resources to maintain their websites. Site should be intuitive, provide contact information, info on upcoming events. Surface-mail campaigns don't work anymore.

#### 5. 2017 NNMARMA IG Conference discussion.

- site? - Sites to consider: look at CNM and Santa Fe Community College; Gerald gave an example of hotel pricing: Nativo Lodge @\$22.50/food + refreshments at breaks + AV equipment. Embassy Suites - @\$18 plated lunch. Nice venue. **Balloon Museum – Kimberly will call them** as a venue.
- share effort with Rio Grande Chapter? – consider a non-Conference event, but not the annual Conference.
- Pricing? have a 2-tiered pricing structure for Chapter vs. non-chapter members.
- Date? Either March 10 or 17. Single day.

- Potential sponsors? (after we develop levels and benefits of each) - John Pinkston and Debbie Kruzic – Karen.
  - Big Bytes – Karen.
  - Iron Mountain, Adelante, and Brook Gamble, attorney at law. Gerald.
  - Chapter committed to 11 training meetings a year plus the conference.
  - Suggested Themes: Moving from RIM to IG in the Real World; Shaping the Future of Information. Use a hash-tag in the title. *#futureofrecords*. Conference 'should be tied to future-technology-driven IG'.
6. Public Relations and Outreach – strategies, roles of Board members –
    - a. Website – Julie Filatoff (potential, has volunteered)
    - b. Facebook page - Karen
  7. Upcoming Chapter meetings
    - a. Upcoming speakers: Sep, Carlisle, ARMA, IGP; Oct, Lopez, Adelante; Nov, TBA. Need topic from Oct speaker. Robin Thompson, the VP Business Development/Marketing at iControl, and one of the ARMA elected Directors, will be asked to make a presentation in January. [BOARD, please note: Post-meeting thought: Maybe we should jump on her for **November** before she gets busy.]
    - b. Vote taken on canceling December meeting (Dec. 21)
  8. Membership growth ideas
    - NM Association of Counties. Sept 15, gathering of Counties at State Fair. Could one of us be a Speaker at the State Bar?
    - Attend nmFOG Luncheon – Wednesday October 5 at 11:30, Embassy Suites, ABQ – Karen not available.
    - Need to continue on and be consistent with 099 reach-outs.
  9. Chapter now:
    - a. Numbers:
      - i. We are at 24 'official' members, with JR Lopez and Mary Beth Hames renewing. This is net of having by Aug 31 8 SRCA members who are not renewing by expiration dates June and July 2016.
      - ii. Unknown: Cliff Serrano, expiration 7/31/16.
      - iii. Next anticipated/potential non-renewals (12/31/16): Ed Rose, Anita Gavin, (Rose and Gavin, agency/job change), and Linda Lujan (work situation).
    - b. Anticipated additions? (Filatoff, Associate) – status? No others in the works.
  10. Scheduling and length (elapsed-time) of Board meetings. If we start as close to 9 am., or the top of the hour if time is re-scheduled, as possible, we can continue present format of first Tuesdays, 9-10 and get it all done.

11. Planned capital outlays – Deferred: camera needed if meeting site is NOT at NMHED and for conference; portable mic needed for conference; Immediate: mobile device (e.g., laptop, tablet, notebook) for Membership, immediate acquisition.
12. Implementation of retention on stored Chapter records – when – Saturday, Sept 10, meet to drive up at 9 at 550 / “RailRunner upper lot”.

FINAL