



Minutes

NNMARMA Board Meeting

Thursday, June 1, 2017, 10 a.m.

In Attendance

- Karen Payne, President
- Geoff Kelly, VP
- Nadine Montoya, Treasurer and Membership Director
- Julie Filatoff, Secretary

Absent

- Felecia Schreier, Education Director

Officers' and Directors' Reports

A. President (Karen)

- Draft agenda approved
- Draft minutes from previous meeting (May 2, 2017) approved
- Rio Grande Chapter status: in flux

B. Treasurer (Nadine)

- Financials: Account balance is \$3,360.32 after May checks of \$336.32 (see Treasurer's Report, corrected June 22, 2017; attached).
- On May 18, 2017, Nadine presented a cash-flow projection. If we do not find other ways to raise funds, our chapter will probably run out of money by Spring 2018.
- After much discussion, we decided it would not be feasible to send board members to the 2017 Regional Leadership Conference in New Orleans, Louisiana, unless we used the Southwest Regional Grant (\$500) and all other expenses were paid by the board members' respective companies.

C. Membership and Outreach (Nadine)

- Constant Contact: 1,939 contacts; status of analysis
 - Nadine is auditing/cleaning up the list.
 - She will remove person if more than 3 non-opens, which should get us down to 800 to 900.
 - Keep event speakers (7).
 - NM Bar List (149): Karen says we do not have permission to use the list.
 - We will close the CC account before the next billing cycle (June 20) now that we have StarChapter working well.

- There are 621 Record Liaison Officers (RLOs) in the State government. That's whom we need to be reaching out to.
- Southwest Region membership: 917 on list (should be 131). We think RG has some members in Las Cruces area.
- Discussed ideas on possibly merging with the Rio Grande chapter, recruitment of membership (recognition, outreach, etc.), and running a statewide chapter correctly.
 - Grow chapter
 - Hold event to raise money and awareness (prior to April 2018). Geoff suggested "shred day" with donations (half to chapter, half to charity). Open to whole community. Hand out ARMA brochures. In Austin, has grown in popularity over the years; line half a mile long with six or seven companies and a dozen shred trucks.
 - Unsure if/when we will get funds from the Rio Grande chapter; should not count on it.
 - Karen: Welcome new members with pen, badge, etc. Geoff: Can welcome new members in a non-financial way; send out communications, paint a brighter future.
- Lack of meetings for more than six months may begin to cause some attrition.
- Chapter meeting venues: There's nothing between SF and Abq. We may have to pay for meeting spaces; hold "mini-workshops."
- Julie suggested a Round the Roundhouse article. Promote an opportunity for the community.
- We will discuss more at the next board meeting.

D. Vice President (Geoff)

- Our speaker for the June 21 chapter meeting will be Jennifer Crawford, CRM, of Iron Mountain (courtesy of Geoff; thank you) speaking on "Best practices in defensible disposition." It will be held at the State Treasurer's Office, and Julie will buy breakfast refreshments.
- We will ask Jennifer to condense her usual presentation for the chapter meeting, then ask her to come back for a longer presentation at an all-day workshop.
- Julie will publicize the event through newspaper PR, our website, and mailing to all members and non-members in our database.
- Regarding venues in Santa Fe, Nadine spoke to Ruben Rivera at State Records and Archives (SRCA). We can use their conference room and WiFi for free; we just need to email him to be put on the calendar. It is only available between 10 am and 4:30 pm. Nadine will contact Ruben about reserving the SRCA boardroom on Wednesday, September 20, from 11 am to 4 pm.

E. Secretary (Julie)

- Elections update: The slate of officers was elected; congratulations to all! Website announcement posted, etc.
- Please remember to complete the StarChapter tutorials.
- We are slated to receive a grant from the Southwest Region to send Julie to the Regional Leadership Conference. We must give this back to the Region if Julie does not go (due to not getting the rest of her expenses covered).

F. Education Director (Felecia, but absent)

- It is important to plan meetings beyond June 21.

- Ideas for live meetings:
 - Inspection of Public Records Act (IPRA): Julie reached out to the NM Attorney General's office, introduced them to ARMA, and asked them to present on July 19. She heard back from them on May 30; they need more information.
 - How to navigate ARMA International's website (the education portion).
- Survey of membership on meeting frequency and content: Most said yes; Geoff said, "Don't do a survey, just focus on good meetings."

Next Board Meeting

Tuesday, July 11, 2017, at 9 am.

Adjourned 10:00 am.