



**ARMA Mile High Chapter Board Meeting Minutes**  
2008-2009 Planning Meeting

Monday July 21, 2008

Meeting was called to order at 3:35 pm at Denver Water

Present: President Mollie Taggart, President Elect Laura McGee, Chairman of the Board Brian Starck, Secretary Bonnie Perez, Treasurer Emily Bone, Directors Rebekah Keller, Ebbie Moody, Kyle Koster, Bill Bradford, Chris Ames and on conference call Genny Garrett

Absent: Vice President Linda Hughes

**Opening and introductions:**

Emily has been in her positions 1 year and has 1 year left in her position as Treasurer, Chris Communication Director formerly Education Director is in her 3<sup>rd</sup> year of being on the Board, Laura is new to the Board and is currently President Elect, Ebbie has been on the Board for several years as the Budget Director, Bill is attending for the first time and has accepted the position of Membership Director, Kyle is MDC Web Master, Bonnie filled in for previous term and has begun a new 2 year term as Secretary, Brian is serving a 1 year term as Chairman of the Board, Rebekah is the Education Director serving her second term, and Mollie is the President serving a 1 year term. Genny is the Administration Director and is communicating via conference call.

**Leadership Conference:**

Mollie and Bonnie reported that the conference was educational and fun. All the Region Chapters were represented and gave detailed descriptions of how they ran their own Chapters. Most of the Chapters reported that they were successful in attendance and topics. Some Chapters were struggling with attendance. We all learned from each other by listening to the detailed presentations and heard which presenters gave educational and powerful presentations. We got to meet the Regional Coordinators and how they are able to give all Chapters insight on issues they may have also their involvement and commitment to each Chapter. Topics discussed; The Motivational Leaders – Leading through Conflict Management to Commitment; the focus was on Leadership skills, conflict resolution, team building, mentoring and motivational skills. Team Building was another focus on the sociological side which covered team building, motivating factors on effective goal setting and the need for accountability. Another session was focused on Commitment-Lighting the Fire Within. The focus was on effective use of the power of individuals to create high energy and motivation.



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The social events were very fun and gave us lots of interaction with each other. We attended the Murder Mystery Dinner at the (reportedly) Haunted Mansion one night and had a great dinner at a local restaurant where the food was very elegant and delicious the second night.

The 2009 Leadership Conference will be hosted by the Northern Colorado Chapter!

#### **Location and Survey Results:**

The May 2008 survey was to find out if members were happy with the location of current site and if they had other ideas where they might want future meeting held, which part of town. One hundred and twenty nine members responded either by e-mail or phone. It was determined that downtown is still the best location because it is centralized. It was also determined that lunch is still the best time although a couple of breakfasts might be nice. The August meeting location will be determined at a later date. The survey results are posted on the Board's SharePoint Web-site

#### **Meeting Dates and Times:**

The Board will consider lowering meeting price to accommodate parking costs. Most meeting places downtown are costly for hotel, food and parking.

It was suggested that Linda Hughes, VP, check into the Adams Mark Hotel for accommodations for meeting place.

Mollie has decided that she will mix the meetings for variety, some breakfast meetings, lunch, and maybe a dinner meeting to try and increase memberships and to accommodate our members.

It was recommended and agreed that the 2009 Spring Seminar be held in April instead of May to increase attendance. No vote is necessary to change the date.

#### **Budget:**

Ebbie passed out copies of the Budget for everyone to review, she asked everyone to carefully review and add money to the budget that they will need for 2009. Board members should have their budget into Ebbie as soon as possible. Mollie will remain the Chapter Foundation Chair.

Ebbie carefully went over the current budget and explained that we started with \$66,939 dollars and spent \$40,759.17 dollars.



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All budgets are projected until each Board member submits a budget for increases or decreases. The deadline for all budgets is August 30. Ebbie will present the new budget changes at the September Board meeting.

#### **All Programs:**

Mollie is acting Programs Director until the position is filled; she will be reaching out to create a Programs Committee from chapter and Board members until a Programs Director can be found. She generated a great list from the Leadership Conference in St. Louis. Jannette Wesley, former Programs Director has also provided a list of contacts. Brian, Laura, and Bonnie volunteered to help Mollie with this committee.

Some of the topics were Electronic Records keeping 101, and Mark Langamo will be considered this year. RIM and IT Bridging the Task of Misunderstanding is a great topic and will be considered. It was a recommendation that members who want to participate and not be Board members have the opportunity to serve on the committee.

The June meeting is usually the lowest attended meeting. Some of us believe that it is because it is a business meeting, that everyone thinks May is the last meeting or it is already summer with vacations, etc. Members could believe that it will be a long meeting because of the business that has to take place. The June business meeting will be re-evaluated to increase attendance for 2009. A suggestion was made to consider something like going to the Ocean Journey Aquarium so that families could attend.

Sheri Nystedt is confirmed as speaker for the October meeting. The information is available on the SharePoint sight.

#### **SharePoint Review:**

Brian initiated the SharePoint in 2007. Mollie asked each Board member how often they used SharePoint each month. Emily - 5 times, Chris 1 time, Bill is a new member, Ebbie hardly ever, Brian 4 times, Rebekah 3-4 times, Genny 1 time, Mollie 0 times, Bonnie hardly ever. Laura uses SharePoint regularly and likes it. Bill will give it a try. The cost to renew SharePoint is \$345 dollars a year.

The question was brought up, should we renew the contract or not? Everyone agreed that it is and will be beneficial to us if we use it. Currently, most of the Board members do not use the SharePoint site. Everyone is encouraged to use it. Mollie will post everything on SharePoint for everyone to start using for communication.



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Several questions were asked. Who will be responsible for managing the SharePoint Web-site? Who will be the administrator and whose budget will it fall under? Currently it is in the Communication Budget and should stay there. The President should be the administrator. It was suggested that the President Elect should have more responsibilities and possibly be the administrator. Laura volunteered to help the Chairman of the Board on this issue.

#### **Cvent Discussion:**

Brian explained that Cvent is a marketing tool web-site that offers lots of functionality and is used for on-line registration, marketing, survey outreach, e-mail communication etc. Several Board members went to the Cvent demonstration and liked all the functionality but were not sure of the cost.

Discussions regarding the cost and benefits and functionality were a major concern of the Board members. Is the timing good right now? Can we afford it? Will it meet our needs etc?

If we compare it to PayPal, it is more efficient because sometimes PayPal has issues. Rebekah expressed that Cvent will be beneficial for e-mails; surveys; payments and can manage all our business. Kyle expressed that our current Web-site can do all the functions with some manipulation. It would be some work up front but had potential. Will the next web master keep it functional? It was expressed that Cvent is already organized and functional. Kyle did mention that credit cards need a lot of encryption. PayPal can be used without an account. Chris explained that we can go through a third party which is another option.

Brain says a four year option can be negotiated. Cvent wants sixty days to back-out, but there are many other options. Mollie suggested that we continue to use Constant Contact and make it work for us.

The decision we make in the near future regarding which program to use, we will be using it for a long time. Mollie asked how many complaints are issued for PayPal currently the complaints according to Emily are minimal. Genny expresses that they have never had an issue on the registration, except for the June meeting. Most members do not attend all meeting and therefore do not prepay.

A suggestion was made to invoice members which could be another option to consider. It will be discussed at a later time.

Cvent send e-mails to remind members to register for meetings if they don't respond to the registration e-mail. It is good feedback for the Membership Director.



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Kyle asked what is needed on the current Web-site. He will figure out what we need. Kyle can send a page to Genny showing all status of registrations. Genny would like a master list for mailing to non-members if possible. We also want a list people who come to meetings and are not members so that we can try and recruit them.

It was a concern that if Kyle leaves us who will maintain the web-site? Mollie wants to learn all functionality of the web-site and become Kyle's backup.

It was mentioned that ARMA International is looking into Cvent for their business and maybe in the future it will be worth looking into and possibly we will be able to take advantage of a better price.

A count from the Board members was taken for the purpose of deciding whether or not to purchase Cvent. Nine no's and one abstain. Cvent will not be subscribed to at this time.

#### **Communication:**

Chris provided handouts of the Communication Calendar for the year.

#### **Education:**

The most important topic of the year, what should we do for the 2009 Spring Seminar? The location of this year's Spring Seminar was great. Everyone liked the location and there was plenty of space for vendors. All the speakers were good and were like by the members who attended. A suggestion for next year's Conference was to bring in popular and big name presenters such as Mark Langemo. It was also suggested that collaborating with another Chapter for the Seminar could increase attendance and cut down costs for big name presenters. But it would require more coordination.

Other ideas were to look into the electronic world and non-electronic records keeping and have both present at the seminar for variety and give them each a half day session. Another idea is RM 101 for morning session and ELM 101 for afternoon concluding a full day of presentations. Maybe we can encourage people to bring a buddy who is new to records or someone interested in the records field and maybe cut the cost. Rebekah will look into finding well known and big name speakers.

#### **Membership Review:**

Bill will send his bio to Chris for the Newsletter. It will also be posted on the SharePoint Web-site. He will do his best to keep in contact with members and let them know how valuable they



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are to the ARMA world. We will review where our money is being used and how it benefits our members was a big discussion and will be re-evaluated.

The Chapter Scholarship (sponsored by Iron Mountain) was presented this year. We need to remind our members that scholarships are available for them if they need one. Early advertising is essential for scholarship applicants to know that there are monies available if needed.

#### **Initiatives:**

Mollie will keep network sessions going. Idea for end of August meeting may result in a networking event. Money should be put into the budget for networking events.

Maybe two scholarships provided by the Chapter will be awarded next year instead of one. Maybe a mailer can be sent out in addition to advertising in the News-letter. New ideas were being expresses and will be considered in the upcoming Board meetings. Kyle will mask web page for advertising purposes.

Rebekah's idea was to give away T-shirts for advertising ARMA purposes and prizes that were not related to only books or free meetings.

Bonnie was concerned about CRM training and is interested in training for the CRM. In the past it has been difficult because of the different levels of testing and where people needed the most help. Groups have not been able to form because of the levels of interest. Information will be offered possibly in the news letter. Laura is also interested in a study group for the CRM.

Bill reported that ALA sponsors a golf tournament and maybe we could look into that type of event for the June ARMA meeting.

Ebbie suggested that we give more prizes and have a free meeting once in a while. Maybe even help the other areas such as the Western Slope, Colorado Springs, etc. Emily's ideas were to actually give gifts to speakers such as VISA gift cards. To members we could give ARMA shirts, books from ARMA, certificates for movie night for families, free parking, and maybe a yearly free parking pass or VISA gift cards. We could start giving more than one prize for the meeting to generate excitement and have members want to come every month. Chris suggested that we give away a gift for anyone who submits a news paper article. Or provide a trivia and give away prizes for correct answers.

The Board feels like we are in a rut and need new ideas to draw new members and excite our faithful members.



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Mollie's idea was to have a free meeting for all members, most likely in December to increase attendance. Lots of great ideas were expressed and we are all looking forward to a new and exciting year.

Emily motioned to close the meeting and Ebbie seconded. Meeting closed at 7:35 pm