



## ARMA Utah – Salt Lake Chapter Board Meeting Minutes

August 25, 2011  
Strategic Planning Meeting  
Zions Bank Building

Roll Call consisted of the following:

|                   |   |
|-------------------|---|
| Lauren Nathanson, | President                                   |
| Ryan Stock,       | Vice President                              |
| Andrea Romanczyk, | Secretary                                   |
| Jason Belnap,     | Membership Director                         |
| Tracy Hansen,     | Hospitality Committee                       |
| David Fleming,    | Region Coordinator, Public Affairs Director |
| Marcie Fujikawa,  | Past President, Nominations Committee Chair |

### 1. Call to Order

The Board Meeting was called to order at 9:32 by Ms. Nathanson.

### 2. Meeting Goals

Ms. Nathanson reviewed the Agenda for the meeting, and what the Board would try to accomplish today.

### 3. Chapter Vision Statement

The Board reviewed and discussed the Chapter Vision Statement; no changes to the statement were suggested. The Vision Statement will be added to the Chapter website.

### 4. Chapter Mission Statement

The Board reviewed and discussed the Chapter Mission Statement; no changes to the statement itself were suggested, however, the suggestion was made to add the Mission Statement to emails and other correspondence sent out by the Chapter.

## **5. Job Descriptions**

The Board reviewed and discussed the job descriptions as currently listed in the By-Laws. It was noted that there were some discrepancies between the By-Laws and the ARMA Utah website that would need to be corrected.

It was also suggested that for the "Historical Committee" the description be changed to "Historical *and Records* Committee.

## **6. 2011-2012 Chapter Theme**

The Board discussed several theme suggestions revolving around Records Management and Information Governance; suggestions included: 'Expanding your Scope from Records Management to Information Governance' and 'Information Governance: It's not just Records Anymore.'

## **7. Programming Ideas/Monthly Session Planning**

The Board discussed several ideas for membership meetings, including the possibility of sending out a survey that ARMA had put together, asking members what topics they would be interested in regarding education, concerns, etc. and researching the reason behind why members do or do not attend monthly chapter meetings.

The Schedule of meeting locations was set, tabling the discussion on the Holiday and Closing Socials.

## **8. WebEx Meeting Feasibility**

Ms. Fujikawa opened the discussion on the feasibility of purchasing WebEx, and if the Board felt it would be a useful tool for the chapter. Mr. Fleming noted that ARMA International would check into the possibility of Regional being involved in purchasing the program.

## **9. Membership Report & Recruiting**

The Board discussed the current membership, and set a goal of increasing the membership by net five this year, and to increase membership attendance by 5%. Last year, the Chapter grew by six members but at the same time lost six due to retirements, financial issues, etc.

It was suggested that the Board reach out to members who do not attend the meetings and find out what stops them from coming on a regular basis, and what can be done to increase attendance.

It was also agreed upon to increase Board interaction and to use one non-Board member on each of its committees.

Member Survey: The Board discussed whether or not a member survey would be a useful tool to employ; the suggestion was made, and the Board agreed, that an incentive such as offering a gift card raffle at the next meeting following the survey, may increase both the survey response and the meeting attendance. A limit of \$25.00 for the gift card was agreed upon, and doing the survey on a monthly basis; it was also suggested that the vendors may be willing to sponsor this. The Board will follow up on this at a later meeting.

## **10. Website Update & Enhancement Ideas**

1. Click-to-Pledge: Ms. Fujikawa asked the Board if they felt that the Click-to-Pledge was working well, and if they felt that it was something they wanted to continue with. Everyone felt that, in general, it worked very well the vendors and the Board, was less expensive and easier to use than the other options that were used in the past.

A concern was raised that, currently, only Ms. Fujikawa is trained on the use of the program, and it was decided that she would set up an instructional guide on its use. It was also determined that the administrator should be the Treasurer and make it a part of the financial procedures.

2. Website: The Board made several suggestions regarding the website, with the main concern being that the website currently does not really expand upon why someone should join. They would like to see something on the home page of the site that expands on who we are and why they should join, perhaps playing up the educational benefits of joining the local chapter as well as ARMA International.

## **11. Historian Update**

Tabled until Jennifer Kizziar, Chapter Historian, is able to attend.

## **12. Chapter “Founders Project”**

Previously, the Board had discussed working on a Founders Project as a three-year project, involving obtaining video and phone interviews with long-time members, as well as completing a chapter history. It was decided that this should be a goal for this year, beginning with identifying the long-term members and committing to the project.

## **13. Volunteer Project Opportunities**

Ms. Nathanson stated that she would like to see the chapter find a non-profit organization in the Records Management field; Mr. Stock suggested Justice For All, a non-profit organization offering legal assistance to low income and homeless clients. Mr. Fleming suggested Urban Crossroads Center or Family Promise, which are interfaith organizations who rely on volunteer or unpaid employees for their organizations.

Ms. Nathanson will reach out to these organizations and follow up with the chapter with more information.

## **14. Vendor Sponsorship Status & Enhancement Ideas**

Currently, there is one Gold Level sponsor lined up for the seminar and it is felt that Iron Mountain can also be counted on as a high level sponsor. American Shredding usually can be counted on for sponsorship; last year, there were 16 vendors and the hope is that this year they will be able to have at least that many sponsors.

There was some discussion on raising the sponsorship levels by \$50.00 - \$100.00 for the venues, and perhaps lowering the levels for the meetings to be in line with the actual costs. It was also suggested to better express appreciation to the vendors to enhance sponsorship, aiming for annual sponsors. Discussion was also held regarding allowing vendors to have a monthly or quarterly payment option through click-and-Pledge; No decision was made at this time.

## **15. Financial Report**

The Board reviewed the Financial report for July; The Chapter is on budget, but would still like to see a boost in the attendance for the Seminar from 55-60. Ms. swap will adjust the seminar budget to complete the balancing of the Operating Budget.

## **16. 2011-2012 Proposed Budget**

## **17. 2011-2012 Chapter Goals**

## **18. E-Mail Votes**

The Board formalized the following E-mail votes:

1. July 19, 2011; email vote for the Interface Conference;  
Mr. Fleming made a motion to approve;  
Mr. Stock seconded the motion.  
Call vote taken, All Ayes. Motion carried.
2. July 26, 2011; email vote for the purchase of Adobe Acrobat;  
Ms. Swapp made a motion to approve;  
Mr. Fleming seconded the motion;  
Call vote taken, All Ayes. Motion carried.
3. August 05, 2011; email vote to participate in the ALA Vendor Fair;  
Ms. Fujikawa made a motion to approve;  
Mr. Stock seconded;  
Call vote taken; All Ayes. Motion carried.

## **19. Other Business**

Ms. Nathanson and Mr. Fleming had discussed the option of purchasing a vinyl banner for the Interface conference booth; the banner would carry the ARMA-Utah logo, as well as depicting 4 professionals and should be 5' x 2'. This banner could be used at other events.

Mr. Stock and Mr. Belnap suggested that the chapter purchase basic supplies for the various conferences and seminars to keep on hand; supplies needed would be a table cloth, a candy bowl, easel for posters, pamphlets and promotional items. Mr. Belnap stated that he would be willing to store the supplies and possibly deliver them to the events or members when it is needed. The Board felt that this would be a good investment.

The Board discussed the annual AIEF, and making a donation again this year. The Board will poll the members to solicit donations for this cause.

## **20. Adjournment**