



## **Board Meeting Minutes September 6, 2011**

**Monthly meetings regularly scheduled for 4-6 p.m. at Denver Water**

### **Meeting called to order at 4:08 p.m.**

Present: Chairperson of the Board Tyler Selle; President James Kennedy; President Elect Bill Bradford; Secretary Holly Geist; Treasurer Ebbie Moody; Vice President Emily Bone; Directors Linda Buss, Jeanne Caldwell, Genevieve Cavallo, Kristen Leonard, and Angela Schlegel  
Present via telephone: Director Kathy Nielsen

Absent: None

### **1) Approval of Prior Meeting Minutes**

Bill motioned to accept the August 2, 2011 minutes; Linda seconded; approved unanimously

### **2) Special Discussion Topics**

#### **Introductions**

Since the board has a new member, Jeanne, the board did brief introductions.

#### **Financial Statement Review**

Emily passed around the financial statements for board perusal.

#### **Financial Review (Formerly Known as the Financial Audit)**

Genevieve, Bill, Ebbie and Emily met at Cornerstone to complete the 2010-2011 financial review. The only issue that arose was an occasional overlap in chapter year charges. Emily sent the final review document around to the four participating board members for signature.

Emily and Ebbie are going to create a checklist to facilitate an easier review process in the future.

### **3) Directors' Reports**

#### **a) Communications: Linda Buss**

Linda thanked the board members who submitted material for the September issue of the newsletter. Linda asked for contributions and feedback to help her improve the newsletter. James mentioned that many upcoming events would lend themselves to articles in the newsletter, such as the Charity Committee schedule or member incentive program.

Bill will email Mollie the scan he has of the 2010-11 Communications Award for posting on the website.



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James reminded everyone to post salient materials to the Google calendar. Each board member should post important dates for his or her position, such as Angela posting the lunch meeting dates and topics.

b) **Education:** Jeanne Caldwell

Sue Courtney resigned as Education Director, and Jeanne Caldwell volunteered to replace her.

Jeanne has a few Spring Seminar Committee members already on board, including Su Graham, Michael Elkins and Lindy Naj. She intends to contact new members about joining the committee. Jeanne also asked Kathy to be part of the Silent Auction Committee.

The suggestion Jeanne put forth for the Spring Seminar is destruction and deletion. She detailed her ideas, such as having John Montaña speak about court cases or planning and documentation, or Don Skupsky present on legally defensible retention schedules and destruction. Some other topics could include content management systems, the roll of users in destruction, privacy, a panel on lessons learned, and metadata issues.

c) **Administration:** Kathy Nielsen

Emily provided the information she knew about a credit card machine: Wells Fargo has a credit card option and Pepsi Center has the requisite Wi-Fi. The fee is similar to PayPal, being a percentage of the total charge. We can buy (approximately \$600) or lease (about \$400) a machine, but the lease does require a three year commitment.

James wondered if a survey or an article in the newsletter would allow us to gage the need of the membership. After a discussion, the board decided Kathy would do a brief oral survey with people attending the October meeting, and Linda would put something in the newsletter for people not at the meeting.

According to the figures James received from Contoural, about 80 people are registered and half of those are ARMA members.

d) **Budget:** Genevieve Cavallo

Genevieve handed out packets to the board for review of the budget for this year.

Ebbie motioned to put the \$929 scholarship award in the 2010-2011 budget as that was when it was awarded and to address the monthly award or AIEF options at a later date; Emily seconded; approved unanimously

The board discussed the additional costs involved with Pepsi Center. Emily passed out a sheet showing how much money we will make or lose if we continue charging \$30 per person for members, and then if we charge \$35 or \$40. Until we reach 100 participants at the member price of \$30, we will lose money. The board agreed that it would be unlikely we would get that much attendance, and so we are looking at losing about \$3,000 on lunch meetings this year if we continue to charge \$30.



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Tyler motioned to increase the regular meeting fee by \$5 and the surcharge will remain an additional \$10 for walk-ins, to become \$35 members, \$45 nonmembers, \$25 students for those who register; Ebbie seconded; approved unanimously

Regarding the membership budget, that position budget has gone up considerably because the board wished to implement an incentive program. Kristen offered two options: ARMA Bucks or Member Participation. ARMA Bucks would provide a set amount of credit for certain activities, such as attending meetings or recruiting new members. Member Participation would entail members getting into a drawing pot if they complete activities, for instance everyone who recruits a new member goes into a drawing for an iPad. James suggested a related third option of an ARMA Passport, wherein members would get stamps for completing activities and then would be eligible for drawings that way. Kristen pointed up that the passport would require a large outlay of money for printing and then members would have to keep track of their passports, so she suggested one of the other options the first year. The board decided that Kristen and a new Membership Committee will determine the logistics of the program.

e) **Programs:** Angela Schlegel

Judge Shaffer asked about what we would like the topic to be for the October meeting, and the board agreed to his suggestion of e-discovery litigation in regards to social media.

f) **Membership:** Kristen Leonard

Kristen passed out the generic board member badges to those who do not have a badge.

According to ARMA HQ, ten new members joined the chapter in the last month, but there does seem to be the seemingly perpetual problem of renewing members being included in the new member figures.

4) **Secretary's Report:** Holly Geist

No report

5) **Treasurer's Report:** Ebbie Moody

Ebbie and Emily are still sharing duties due to the problem with Quicken being unavailable to Ebbie at her work. Emily reported that Quicken 2007 is not eligible for cloud storage, so that if we go that route we must change to QuickBooks. Emily looked into storing Quicken on our SharePoint site, but that is not possible because we do not own the server. The options are to change the software (a cost ranging from \$130-200 depending on the version) and store it in the cloud (approximately \$21-60 per month), buy a chapter computer, or allow Ebbie to buy a personal laptop that would include Quicken.



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Ebbie and Emily will do more research about the specifics of cloud storage and SharePoint, since the board is leaning toward the cloud option.

Ebbie has to take some time off in October for personal reasons, and the board agreed to cover for her during that time. Ebbie thanked Emily for her continued assistance with the Treasurer duties.

### **6) Vice President's Report: Emily Bone**

Emily has secured the Pepsi Center for all the meeting dates except January, as with the cost of the webinar we are not sure a physical lunch meeting is financially feasible. James reported that the webinar would cost approximately \$1300. The price for future webinars will probably be less, as the \$1300 includes initial processing charges that may not be recurring. Jeanne confirmed that the Spring Seminar will occur at Pepsi Center, rather than the committee finding another venue.

### **7) President Elect's Report: Bill Bradford**

Bill is working on getting a Charity Committee established, which should include many returning members from last year. He will do a write-up for the newsletter.

Tyler spoke with Sharon Blackstock about possibly partially funding her annual Pity Party for those who are unable to attend the ARMA Annual Conference & Expo, as the board would like to do more networking events this year.

### **8) President's Report: James Kennedy**

Jeanne suggested that we do a drawing at the Contoural event on September 13 for one gratis attendance to the Spring Seminar. After some discussion of logistics, the board agreed to do a fishbowl drawing at our vendor table, meaning people will drop their business cards into the bowl to be eligible for the free meeting.

### **9) Chairperson's Report: Tyler Selle**

Tyler completed the forms for vendor advertising and sponsorship and they are posted on the website. The newsletter and website advertising costs are the same, but the meeting sponsorship price increased. The new sponsorship rate does include one free lunch. Kathy asked about allowing sponsor signage at the registration table, and the board agreed to allow that as long as the vendor sets up and provides the signage.

Some board members spoke with Rae Lynn Haliday at ARMA about the CRM preparation workshop. They are putting together a CRM prep workshop packet that will be on sale starting in January 2012. Right now they do not have a cost, so we could not accurately budget for a possible one or two day workshop. Brian Starck agreed to teach the course, as only a person with a CRM can lead the workshop.

Brian is no longer the chapter liaison to the ICRM; Tyler will now act as representative.



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### **10) Old/New Business**

Tyler swore in Jeanne Caldwell as Education Director.

**Meeting adjourned at 6:26 p.m.**

**NEXT MEETING: October 4, 2011**