



# ARMA MILWAUKEE CHAPTER BOARD MEETING MINUTES

**Date: August 18, 2022**

**Time: 2:00 pm**

**Location: Virtual**

## Board Members Present:

- Shirley Derrick, President
- Liz Vera, Vice President
- Mike Kaye, Past President
- Rick Gureski, Past President
- Alec Kopitzke, Acting Treasurer
- Maggie Elice Turner, Secretary
- Saralee Taibleson, Membership
- Brian McCann, Member-at-large (Strategic Vendor Relations)
- Lisa Glick, Member-at-large (Chapter Historian)
- Alanna Hilliard-Smith, Member-at-large (Marketing)

## Board Members Absent:

- Emily Herda, Programs
- James Rudy, Member-at-large (Industry Groups)
- Rita Krause Member-at-large

### I. Meeting Called to Order

- 2:00 pm

### II. Approval of Previous Meeting Minutes

- July 2022 Minutes Unanimously Approved- with agreed upon change to status of Mike Kay's absence

### III. Board Announcements

- Mike Kaye will return from this leave of absence and serve on the Board this term as Past President
- Alec will take on the role of Acting Treasurer through December 2022
- The 990 form for Non-Profit status was filed

### IV. Membership

### V. Committee Goals

- Individual groups have were contacted to review the goals set out for this year and to add or revise as necessary
- Reoccurring theme is to document duties, procedures, and routine obligations such as reports & forms
- Board took the time at this meeting to review the Goals document as a group
- The highlights of the committee goals are summarized under each Committee Report update below

### VI. Committee Reports

- Finance** (Rick & Alec)
  - Create a plan for in-person meeting payments
  - Update banking procedures
  - Succession planning
- Past President** (Mike)
  - Mike Kaye returned to the Board as the immediate Past President from the 2020-2021 year
- Programs** (Emily- absent; sent in report ahead of meeting)
  - Rick & Emily met to work on ideas for the programs this year which will again include for a 3<sup>rd</sup> year the Spring Seminar Mania multi-chapter format
    - Considering 2/3 of meeting in person, but in an open space, and will be "Milwaukee specific" to increase engagement while still providing a virtual option as hybrid meeting
    - Want to bring back Winter Series



## ARMA MILWAUKEE CHAPTER BOARD MEETING MINUTES

- Find marketing and vendor support for meetings
- Create a contingency plan for e-meetings
- d.) **Communications** (Liz)
  - Create annual communication plan
  - Regularly review contacts and distribution lists for updates
- e.) **Marketing** (Alanna)
  - Increase Social Media presence (Facebook, Instagram, LinkedIn, etc.)
  - Signage
  - ARMA Book Club, Movie of the Month, etc.
- f.) **Membership** (Saralee)
  - 50 members
  - Industry Group Meeting held for Downtown Records Group
  - Goals include increase of membership- one method is to restore chapter prospect list and have membership drives
  - Create videos for members to help in navigation of website
  - Create a Member Value Plan
- g.) **Industry Groups** (James- absent; review goals)
  - Marketing for Industry Groups
  - Support creation of new groups
  - Create a list of all known groups along with key contact information
- h.) **Secretary/Website** (Maggie)
  - Create new pages on website for: chapter/board history; memorial section; sponsor, vendor and speaker organizations; press releases; charitable activities; testimonials; blog; mission statement; and Hollywood of ARMA walk of fame
  - Goals are in conjunction with the Communications Committee
- i.) **Chapter Historian** (Lisa)
  - Work with design of Chapter History pages & Hollywood Walk of Fame
  - Document accomplishments, awards, achievements, photos
  - Publish Records Management Policy, Procedures & Retention Schedules
  - Identify document repositories, size limitations and official system of records
  - OneDrive maintenance
- j.) **Strategic Vendor Relations** (Brian)
  - Work with design of Sponsor, Vendor and Speaker pages on the website
  - Restore Vendor Prospect List
  - Secure Sponsorship
- k.) **Awards** (Rick, Mike, Emily, Lisa)
  - Restore Happy Birthday ARMA Birthday Cards
  - Chapter awards, pins, plaques for 5 yr., 10 yr., etc.
  - Standardize award schedule
  - Secure sponsorship for awards
  - Research online application form for submission
- l.) **Nominating Committee** (Rick & Liz)



## ARMA MILWAUKEE

## CHAPTER BOARD

## MEETING MINUTES

- Facilitate Chapter's Annual Election
- Succession planning

### VII. Open Floor

- No discussion

### VIII. Next Meetings

- Thursday, September 15, 2022 2:00 pm Virtual
- Thursday, October 13, 2022 2:00 pm Virtual
- Thursday, November 17, 2022 2:00 pm Virtual
- Thursday, December 15, 2022 2:00 pm Virtual

### IX. Adjournment

- 3:07 pm

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### Unfinished Business/Action Items

1. Finalize committee goals for the year
2. Report committee budget requests/expectations to Alec
3. Finalize budget
4. Decide on what fee to assess vendors for website advertisement
5. Upload Minutes to the OneDrive
6. Post Minutes on the Website