ARMA Metropolitan New York City Chapter
Board of Directors Meeting
Proskauer 2 Penn Plaza, 23rd Floor, NY, NY 10121
April 18, 2013 4:20 p.m. – 6:10 p.m.

Attending: Derick Arthur, Jennifer Best, Bryn Bowen, CRM; Anita Castora, CRM; Michael Landau; Frank LaSorsa, CRM, Jason C. Stearns, CRM; Mary Sherwin
Absent: Marcel Rodriguez, CRM, Darryl Harris
On the Phone: Edie Mazzullo, Debbie Mevs, Eugene Stakhov, CRM
Committee Members: Fred Grevin, Carol Trapano

President - Jason C. Stearns, CRM

- Upcoming Board Meetings were confirmed as:
  - Tuesday May 21 – 3 p.m. – 5 p.m. @ The Muse before the evening meeting
  - Tuesday June 4 – location to be determined
  - Thursday July 18th – All Day Planning Meeting – location to be determined

- Per the past Board meeting 4/3, and per the bylaws, Frank has been tasked to head up the nominating committee for next year’s Board.

- Motion was made, seconded, and unanimously passed to have a call to discuss Jason's presidency next year. The meeting is scheduled for Wednesday 4/24 at 4 pm via conference call.

- Jim Merrifield, President of the ARMA CT Chapter, Illana Lutman, President of the ARMA NNJ Chapter, and the President of the CNJ chapter have been notified of their distributions ($3000 to CT), ($3000 to NNJ), and $500 to CNJ. A question arose as to who in CNJ was notified and if that was the correct person. The money has not yet been distributed. ➔ Action – determine who in CNJ was notified.

- Awards to be given out May 21
  - Chapter Member of the Year committee (Mary, Frank and Fred) has met. Jason will meet to with the CMOTY committee next week.
  - Frank LaSorsa and Melissa Dederer are the Committee for Chapter Leader of the Year
  - Per the Bylaws, a Cvent notice will go out requesting nominations for Honored Member of the Year. If no candidates are received, then the Committee chaired by Bryn as EVP, per the bylaws, will decide.
  - Per the Bylaws, Anita is in charge of the New Member of the Year Awards committee, and will work with Edie, Gene, and Jason to determine the New Member or Members (up to 2). Jason has polled the members for candidates and will pass that information along.
  - The Alan A. Andolsen CRM Scholarship Award candidates to be identified among this Chapter Year’s CRM recipients
  - Name of the Awards / Trophy company was given (Atlantic Trophy - Jim)

Executive Vice President – Bryn Bowen, CRM

- March 20, 2013 All Day Event review – The Post Mortem to be held during July planning event
- The post-March 20 Cvent survey was reviewed by Jason, but was not sent out yet.
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Action ➔ Bryn will follow-up with Marcel to send out the survey
➢ Bylaws update: Anticipated completion within the next month. A draft to be sent to the Board within the next week (Friday April 26). Develop an addendum or Standard Operation Procedures (i.e. pay for the President to go to International conference)
➢ Legs & Regs - Nothing substantive to add

Vice President – Secretary – Mary Sherwin

➢ Prior Minutes – 1/24; 2/6 and 4/8 were approved. 3/6 is still being drafted.
➢ Upcoming ARMA International Due Dates:
  • April 30 – Conference Education Monitor applications due to HQ from Region Managers
  • May 1 – Revisions to Chapter Dues for the next fiscal year due to HQ
  • June 1 – Chapter Newsletter of the Year submissions due to HQ
  • July 1 – Chapter of the Year, Special Project Award, Chapter Innovation Award and Chapter Participation Award submissions due to HQ

➢ ASPIRE – Mary, Frank and Lauren’s session at the March Event was well received. The team (Mary, Frank, Lauren) are planning additional training sessions alternating practice sessions with a session where someone will come to discuss different speaking styles.
➢ MER Sessions of the Month have now been added for May and June 2013. They will be available on the My ARMA home page next to the Chapter Memberships during that month.
  • May “Sharepoint: From Unmanaged to Managed – How to Get There” (MER 2011)"
  • June: “Cloud Control: Achieving the Right Level of Information Governance (MER 2011)"

Action ➔ New Board members were reminded to complete their Online Professional Development leadership training so that our chapter is eligible for the ARMA International Gold Merit Award.

Action ➔ Mary will re-send the information on how to log on to the course.

Action ➔ Mary requested that the Agenda go back to the official format (by Committee) to make reporting during the meeting as well as minute-taking more efficient.

Vice President – Special Projects and Events – Darryl Harris
Committee – Frank LaSorsa, Bryn Bowen, CRM, Jennifer Best

➢ Tuesday April 30 ARMA @ Noon - Location @ NBCU Conference Room
➢ Tuesday May 21@ Muse (contract already signed)
➢ Wednesday June 12 - Darryl is looking for venues and would like to know a budget. Board recommended $65-$90 as a range. Last 2 years (Cafe Metro, NBCU) we topped 100 people.
➢ Possibilities: Vanderbilt suites in the MetLife Building; Hudson Terrace; Thomson Reuters
Upcoming Meetings:

- **Tuesday April 30**  ARMA @ Noon - Jamie Herman, 15 years in Information Security - Ropes and Gray - "Quick - somebody call Security"
- **Tuesday May 21** - Awards Event @ the Muse. Discussion of possible 20 minute TED style presentation - assist attendees who would like to have Education Content (easier to justify reimbursement) and easier to find a partial sponsor
- A motion was made, seconded and unanimously passed to add Educational content to the Wednesday May 21st meeting. The topic of Networking was agreed upon. Laurie N. Robinson, CBS, has been asked to speak. If she cannot, then Frank has an idea of another Diversity officer.
- **ARMA @ Noon** – Thursday May 30 - Jim Merrifield, CT, possibly present on how to manage Social Media in your organization (given @ ARMA International Conference). Other possibilities (Lenore Greenberg) were offered but no decisions have been made.

Vice Presidents – Advertising and Promotions – Debbie Mevs & Edie Mazzullo
Committee – Derick Arthur; Frank LaSorsa; Marcel Rodriguez, Mary Sherwin

- 2 Sponsors for the April 11 Meeting with the Paralegal's Association were supplied by ARMA Metro NYC – Polygon and Recommind
- **Tuesday April 30** - ARMA @ Noon Edie & Deb have reached out to several companies, nothing confirmed
- **Tuesday May 21** – Now that it has an educational component, a sponsor can be recruited
- **Wednesday May 30** ARMA @ Noon – nothing confirmed
- **Wednesday June 12** - End of the Year Party Sponsor – Proposal to have a staffing company or multiple staffing companies as sponsors, where they could bring their staff to the event to mingle, “soft sell” their services.
- **Tuesday June 26** - ARMA@Noon – nothing confirmed
- Future Sponsor: Premier Technology would like to host us in their space (Madison and 37th). They are partners with Autonomy and interested in primarily a social/networking event. Darryl, Deb, Edie and Jason are going to see the space next Tuesday to see its viability for our meetings.

Vice President Webmaster and electronic communications – Marcel Rodriguez
Committee – Bryn Bowen; Eugene Stakhov; Michael Landau; Derick Arthur; Mary Sherwin

- Website: no update provided
Vice President – Treasurer – Michael Landau  
Committee – Carol Trapano, Lucinda Donaldson

- Account Balances as at (does not reflect outstanding disbursements from March Event):
  March 31, 2013
  - Chase: $44,837.41
  - Fidelity*: $47,658.26
  - As follows:
    - Municipal Money Market (Core Account) $14,065.50
    - Contra Fund $33,592.76
    - Dreyfus $12,501.39
  - Total: $104,997.06
  - ARMA International Escrow $1,776.66

Fees
- Band of America March Charges (Net of Amex) $5655 - $309.37 Fees
- AMEX Charges $3715 - $128.71 Fees

- 2013 Event - Finances - Summary: $15,865 Net Profit based upon current information. A final report will be given once all of the accounts have been reconciled.
- It is difficult to reconcile all cash in and out for our larger or more complex events (i.e. March) due to the financial reporting between all of the different incomes, between Cvent, Checks received, Bank Statements, and payments received at the door.
  **Action** → Motion made, seconded and unanimously passed to have a reconciliation party no later than May 15 to reconcile the expenses for the March 20th event. Minimal attendees: Chair of the Event and the Treasurer. This reconciliation party will help assess the state of our current financial process, and will give us an idea of what issues we are looking at.
- **Action** → Event money from our March Event will be distributed to the 3 chapters as agreed in our meeting on April 3rd. Michael will issue the expense reports for the distribution to NNJ, CT, and CNJ; Carol will write the checks, and Frank will sign the checks.
- There are issues related to the co-sponsored NYPLA Event expense reconciliation. The NYLLA also collected payment from some attendees, but have not yet paid us.
- The Board agreed that since we provided 2 sponsors and NYPLA provided no sponsor that the loss would be divvied up proportionately
  **Action** → Michael and Gene will work together with Marcel and Carol to determine the e
- Financial statements were distributed, and will be attached to these minutes.
- Financial Advisors are interested in presenting to us on how to better invest our money, but don’t want to present to us until we are willing to define our Risk Tolerance.
Michael will get us 3 sample investment profiles for an organization like ours by the end of the month, which he will then send to Bryn and Jason before presenting to the board for approval.

Vice Presidents – Membership – Anita Castora, CRM & Darryl Harris Committee – Lauren E. Barnes, CRM; Fred Grevin

- Mentor program - 13 Mentors and 12 Protégés, Jason will send out an announcement (Marcel, Cvent blast)
  - 20 new members as a result of the “March Madness” promotion
    - Mentor Program is going very well – good feedback
    - One student was received an internship from networking
- $600 dollars in the Scholarship fund from Raffle Ticket sales
  - Tickets continue to be sold at $2 each, 3 for $5
  - Outstanding money for tickets is still being collected
  - Rebecca Gallei (student) sold $80 worth of tickets
  - Raffle drawing for Kindle to be held at May 21 meeting
  - Recipient of scholarship will be announced September meeting
- 3 new members attended and used their “free meeting” coupon at (April 11) meeting and received “New Member Packets”
- New member booklets (part of “New Member Packets” are being reprinted (Derick will work with Pitney)
- New Member Chapter Portfolio supply was depleted. Anita requested additional red padfolios to be ordered for new member packets. (Action ➔ A Board Vote is needed for this purchase because it is over $500).

Vice President – Newsletter– Jennifer Best Committee – Bryn Bowen, CRM

- The next newsletter will be for May/June.
- Everyone is requested to send in their reports and articles.
- The theme is a retrospective for this year’s issues
- Bryn and Anita are doing a 3 part series to view information management in three main industry types – regulated, unregulated and legal – and focus on some of the processes in each so that the application of the Generally Accepted Recordkeeping Principles (The Principles) could yield significant cost savings.
- One article from Galina from the March Issue was a hold-over and will be published in the May/June issue instead.
- Calendar should be for May/June Dates
- Michael Landau will do an article
Vice President – Collaboration – Eugene Stakhov, CRM

- Lessons Learned /Review of the April 11 meeting: Gene would like a list of who paid at the door, to divvy up the loss with the NYPLA. (see Treasurer’s section above)

Immediate Past President – Frank LaSorsa, CRM

- COTY – The committee has met several times. We are trying to finish all sections by May 1.
  Action ➔ Jason agreed to provide his assistance in completing the submission.

Task Force Updates – Jason Stearns, CRM

- No updates. One person responded to the email blast requesting assistance in the Task Forces. Nothing has occurred.

Meeting adjourned 6:10 p.m.

Respectfully Submitted,

Mary W. Sherwin

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Secretary