ARMA Metro New York City Meeting Minutes  
Via Conference Call  
August 16, 2013 2:05 p.m. – 3:32 p.m.

Attendees: Jennifer Best, Bryn Bowen, CRM; Anita Castora, CRM; Darryl Harris; Michael Landau, Debbie Mevs, Mary Sherwin, Eugene Stakhov, CRM; Jason C. Stearns, CRM

Absent: Derick Arthur

Committee Members present: Rebecca Gallei, Carol Trapano

President - Jason C. Stearns, CRM

➢ Call to order 2:05 p.m.
➢ Upcoming Board Meetings reviewed and agreed upon:
  • September 9/16 – 3:00 p.m. – 5:00 p.m. before the evening meeting (now to be held on 9/16) – Location TBA – either UBS or Kelley Drye Warren
  • October 10/10, 4:00 pm – 6:00 pm
  • November 11/18, 3:00 p.m. – 5:00 p.m. – before the Evening Meeting
➢ Region Issues – The Region now has a new leadership team. A decision on the upcoming Regional Assessment will need to be made by the Board once the deadline is known for the payment of the assessment.
➢ March Event and SLA – Motion made, seconded and passed unanimously that we let the SLA know we are not interested in participating with them in the March Event.
➢ The Chapter Connections from ARMA International has some information on Roadshows, which are not always made in collaboration with local chapters.
  ➢ Action Item: Jason will check to see if we get our payment for the registration for holding the Sharepoint Roadshow in NY in June. (Estimated to be $500)
➢ Annual AIEF auction @ Conference in Las Vegas –
  ➢ Action Item: Jason will ask for our input offline
➢ Jason approached by Recall – big kick off workshop re: Information Governance –
  ➢ Action item: Jason will get more information and present to the board for a decision.

Executive Vice President – Bryn Bowen, CRM

➢ By-Laws Update: The bylaws submitted to ARMA International in June were rejected due to the reorganization of ARMA International membership levels, and the elimination of a student membership. Bryn is making modifications to the bylaws to reflect the new ARMA International membership levels.
  ➢ Action Item: by early September, Bryn will circulate the changes after review by the Bylaws Committee.

Vice President, Professional Development – Written report submitted by Derick Arthur

➢ Upcoming Evening Meeting Topics:
  • First Meeting of the Year – Monday September 16 - 5:30 pm – Topic: Technology Assisted Review from eDiscovery to Records Management – 3 case studies.
Speaker: Sandra Serkes, CEO, Valora Technology. A draft of the blast, bios and catchy title will be organized by Debbie Mevs and Frank LaSorsa,

- Thursday October 17 - Brian Schrader, BIA; Topic: Litigation Holds
- Monday November 18 - Either Kristen Mathews (Proskauer Partner) on Privacy; the FBI on cyber-security, or Law Firm Information Governance Panel – Bryn, Frank, Rudy Moliere, Derick (try to get Iron Mountain to sponsor).
- Monday February 10 - one of the November topics/presenters not chosen

➢ ARMA@Noon Speakers & Dates
- Tuesday September 24: Anita Castora and Carolyn Mariani – from their presentation last year at ARMA International Chicago
- Tuesday October 22: Either Nathan Rosen or James Merrifield on social media/networking
- Tuesday November 12 - TBD
- Wednesday January 15: Presentations from 2 of the ASPIRE participants

➢ Review of potential March Educational Event speakers
- Linda Clemons – Motivational Speaker either as a keynote or lunchtime speaker.
- Richard Kessler: How to set up an Information Governance structure and lessons learned. Possible speakers: Julie Colgan, president ARMA International, Galina Datskovsky, past president ARMA International

➢ Action item: Board members to think about past speakers we liked and give Derick feedback.

Vice President, Advertising and Promotions Committee Update – Debbie Mevs – Committee: Rebecca Gallei, Edie Mazzullo, Mary Sherwin

➢ Sponsorship Update
- “Early Bird” sponsorship blast drafted and sent out to the Board for information. Debbie will schedule a meeting to go over finishing touches; will be sent out by the end of next week.
- Have identified new sponsors from the ARMA International Buying Guide

Vice President, Special Events - Darryl Harris

➢ March Event Announcement - Early Bird registration announcement is drafted. The pricing and dates have been included. We just need to confirm the space. We need the blurb. Frank and Mary will write the catchy blurb. The March Event blurb will be ready to go at the end of next week, but to go out after the September meeting announcement.

➢ Event Locations
- Evening Chapter Meetings- The Vanderbilt Suites
  (http://www.patinagroup.com/restaurant.php?restaurants_id=84) is our new home
for all evening meetings. They are located in the same building as Grand Central Terminal. We have confirmed all evening meetings - Sept, Oct, Nov, Feb, April will be held there. We signed a contract for $55 per person/all inclusive. Parking rate of $25 if you attend an event at their space. Will be added to the cVent blasts.

- **ARMA@Noon** – Rotate between Kelley Drye and Proskauer.
- **March Educational Event** – Proposed pricing from John Maranzana @ Concierge Center - $149 per person (145 attendees) - full attendees, $79 per person for 40 vendors. (Down from initial quote of $179 per person)
  - Motion made and seconded to lock in the Concierge Centers ([http://www.conciergecenters.com](http://www.conciergecenters.com)) as our meeting event space for March 11, 2014. Sticker price is $249 for attendees, but we will be offering discounts. The average cost that a person will pay is approximately $149.00 (revenue).
  - Discussion ensued; concerns on the price differential vis-a-vis last year when the NY Life event space was free.
  - Point of information from Michael: our costs would be approximately $16,000 more than last year.
  - Point of information from Frank: prior to the Event being held at NY Life, the Event was held at Hotels or other venues which did not offer a per person all-inclusive cost; had a lot of added charges and ended up being quite expensive.
  - Profit margin will depend on how we raise the money in sponsorship.
  - Motion withdrawn pending more information on last years’ costs.

**Next Steps:** Darryl will let John at the Concierge centers know that we would like the first right of refusal for our preferred date of March 11, 2014

- **Networking Events** – Darryl will start working on the networking event locations.

**Coordinated Events Update** – as discussed above - summary here

### September
- **Evening Meeting Monday 9/16**
  1. Speaker - Sandra Serkes, using TAR for RIM, Case Studies
  2. Sponsor – SuperDiscovery - $1200 (provided by Valora)
  3. Location – Vanderbilt Suites
- **ARMA@Noon Tuesday 9/24**
  1. Speaker - Anita Castora and Carolyn Mariani – “Small Steps, Big Results: Using the Generally Accepted Recordkeeping Principles (“the Principles”) to Reduce Costs.”
  2. Sponsor - TBD
  3. Location - TBD (Kelley Drye and Warren or Proskauer)

### October
- **Evening Meeting Thursday 10/17**
  1. Speaker - Brian Schrader, BIA; Topic: Litigation Holds
2. Sponsor - TBD
3. Location - The Vanderbilt Suites

- **ARMA@Noon Tuesday 10/22**
  1. Speaker - Nathan Rosen or James Merrifield on social media/networking
  2. Sponsor - TBD
  3. Location - TBD (Kelley Drye and Warren or Proskauer)

- **November**
  - **ARMA@Noon - Tuesday 11/12**
    1. Speaker - TBD
    2. Sponsor - TBD
    3. Location - TBD (Kelley Drye and Warren or Proskauer)

- **Evening Meeting - Monday 11/18**
  1. Speaker - Kristen Mathews – Privacy; or the FBI on cyber-security, or Law Firm Information Governance Panel – Bryn, Frank, Rudy Moliere
  2. Sponsor - Iron Mountain is a possibility
  3. Location - The Vanderbilt Suites

**Vice President, Webmaster – Frank LaSorsa, CRM**

- The Website will be updated in the coming week to reflect the board changes.
- Frank has identified the people on the committee who will keep the updates going, and eventually will have the board members make their updates themselves.
- Currently we are far behind on updates. The focus will be on the high priority items first. The committee will use September to make the rest of the updates.

**Vice President, Treasurer - Michael Landau**

- Action: Michael will make his 3 proposals on reduced pricing for board members attending meetings and it will be circulated to the Board via email.
- Action: Michael will circulate the costs of the March 2012 event to the board by August 28th to use as a benchmark on how much money we will need to raise this year in a venue that we will have to pay for.

**Vice President, Secretary – Mary Sherwin**

- The July Planning meeting minutes were approved.

**Vice President, Newsletter – Jennifer Best**

- The deadline for the Board Reports and Kudos column is September 9. Articles should be written by September 2.
We have a new regular columnist: Anne Kershaw – current legal issues in RIM. Several authors from last year’s newsletter have agreed to commit this year.

No July/August Newsletter will be issued.

Per an email on 8/2 from Jen Best, here is the Newsletter schedule for this Chapter Year. “One reminder will be sent; columns and Board reports will be omitted if they are submitted past the deadline. In the past, I have been flexible (probably too flexible) and this approach consistently caused delays in the NL’s publication. Please share the deadlines with your Committee members as appropriate. Please call me directly if you have any questions. – Jen”

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Columns

- Bryn- Legs and Regs
- Gene- Tech Tidbit
- Frank- Uniquely NY
- Jason- Prez Letter

Vice President, Membership – Anita Castora, CRM

The internship program sub-committee has begun its meetings.

Vice President, Collaboration – Eugene Stakhov, CRM

Gene is still working on the setting the date and topic for the ART collaboration meeting. He proposed that we convert the Nov. 12 ARMA@noon to an ART event, and include speakers from ASPIRE or our more experienced speakers. Determined. ART is planning their Nov. 12 meeting to be an All Day Educational Event. The venue is still to be determined.

Action: Gene will write up his proposal and will be circulated by Jason to the group.

Other Updates – Frank LaSorsa, CRM, and Mary Sherwin
ASPIRE update - The ASPIRE committee meeting is scheduled for 8/23. The ASPIRE meetings have been set for one Monday per month. See the July planning meeting minutes for the dates. They will be held at Kelley Drye and Warren.

ARMA International update - Frank will check the Chapter Connections for the new calendar deadlines.

There was no new business.

The meeting adjourned at 3:32 pm.

Respectfully Submitted,

Mary W. Sherwin

Mary W. Sherwin
Secretary