Metro New York City Planning Meeting Minutes
Kelley Drye and Warren, 101 Park Ave (27th Floor), New York, NY
July 19, 2011 -- 12:00 p.m. – 5:30 p.m.

Present:  Bryn Bowen; Melissa Dederer, CRM; Mark Kamien; Michael Landau; Frank LaSorsa, CRM; Ace Romar; Mary Sherwin; Eugene Stakhov, CRM; Jason Stearns, CRM

Absent: Donna Severino

Committee Members Present: Derick Arthur; Anita Castora, CRM; Darryl Harris; John Hong; Carol Trapano

President – Frank LaSorsa, CRM

➢ Call to Order at 12.32 p.m.
➢ Welcome and introductory remarks
  o Welcome to the new board and committee members as well as the returning/seasoned members
➢ End of year due dates (Awards, etc.)
  o Have been submitted to International
  o Newsletter of the Year
  o COTY
  o New Board member update form (including CLOTY and CMOTY)
  o Financials – Form 990 being completed (due August 1)

Region Discussion – Frank LaSorsa, CRM

➢ Request for financials – status update
  o Spend approximately $2,000-5,000/year supporting through assessment and additional contributions (sponsoring something at either the Region event or International). Asked for financials for past couple of years and received only last year’s.
➢ Region Concerns – discussions were held. Frank to draft a letter and speak with other region chapter President’s.

Executive Vice President – Jason C. Stearns, CRM

➢ Tentative ARMA @ Noon dates
  o Last Tuesday of the month: 9/27, 11/29; 01/31; 02/28; 04/24; 05/22; 06/26
  o Send reminders weekly, last blast by Friday before and close registration; non-registered attendees pay walk-in rate
  o Blast will include logo and link, as long as vendor has provided information; otherwise name only will be advertised
➢ Selection of evening meeting dates for 2011/2012 – discussed having 6 (including January and June events)
  o Tuesday, 09/20 at New York Life Insurance
Thursday, 10/13 – check with The Muse regarding date; joint with AIIM possibly
Wednesday, 11/16 – check with The Muse regarding date
Tuesday, 01/24 – (Member appreciation) - location to be determined
Wednesday, 04/18 – location to be determined
Tuesday, 05/15 – location to be determined
Thursday, 06/14 – (Awards, etc.) - location to be determined

- Selection of CRM workshop dates for Fall
  - Tentatively discussed 10/05 and 10/6 (CRM exam is 11/07 – 11/17)
- Spring dates tentatively
  - Wednesday, 04/04/11 and Thursday, 04/05/11
- March event
  - Tentatively scheduled for Thursday, 03/29/12
- Legislation and Regulations
  - Some items will be posted in the Newsletter; Website is updated
- Summer Survey
  - To be sent to membership and ask to evaluate any sessions they have attended
to let us know how we’re doing (which speakers they liked, any they can
recommend, any topics they can recommend, etc.). Additional questions will
include the January and June event locations to see what attendees prefer.
Constant Contact will be used.

- Exchange issue (year end)
  - Need material (3-4 sentences – vision for this year) from new Board members –
send by Friday. Also need Last Stop write up regarding June’s ARMA@Noon
event (Ace to write) and high-level overview of June’s Award event (John to
write)

Vice President – Treasurer – Michael Landau
Committee – Melissa G. Dederer, CRM; Carol Trapano

- 2010/2011 Finances – Balances as of 06/30/11
  - Chase Checking: $ 16,764.17
  - Dreyfus $ 11,965.80
  - Fidelity $ 41,726.02
  - Total: $ 70,455.99
- June 28th ARMA @ Noon – update:
  - Collected $950; food was $386.60; profit of $ 568.40
- 990 Form Due August 1 – update
  - Being completed now
- Quikbooks – update
  - Spoke with the Intuit Help Desk for assistance; we will be getting this updated
  and completed this summer and will distribute reports for the Board’s review
- Review of Finances
An outside accountant/comptroller will be engaged to review, clean up and audit our financial information.

Vice President – Secretary – Melissa G. Dederer, CRM

- June Meeting Minutes
  - Will conduct an email vote
- Leadership on-line training – status update
  - 100% participation – HQ notified awaiting confirmation
- Deadlines for 2011/2012 awards etc. – update:
  - Speaker Grants due 07/01; 10/01, 01/01 and 04/01
  - COTY due 07/01/12
  - Chapter Innovation due 07/01/12
  - Chapter Website form due 11/01
  - Chapter Dues due 05/01/12
- Distribution of current By-laws to all new Board and Committee members
  - Encouraged all to read and become familiar with them.

Vice President – Membership – Mark Kamien
  Committee – Lauren E. Barnes, CRM; Anita Castora, CRM; Karen Wagner

- Current membership levels – update
  - New Member Count as of 06/30/11 was 77, though only an increase of 25 because of loss of members
- Membership Drive 2011/2012
  - Will reach out by end of August and again in February through April to try to increase the current count of 333 to 380
  - Will continue Free Meeting (evening or Noon event)
  - Will offer Free Meeting to a member if they recommend someone who joins the chapter
- Tenure Pins for 2011 – update
  - Membership list recently updated and will have update by September meeting
- Committee Listing – need a list that could be part of the Welcome Letter (and used for other purposes); Mark will create an initial list and distribute to the Board for review

Vice President – Professional Development – Eugene Stakhov, CRM
  Committee – Derick Arthur; Lauren E. Barnes, CRM; Bryn Bowen; Sofia Empel, CRM; Fred Grevin; Jennifer Watters Farley, CRM; Donna Severino; Mary Sherwin

- Programs – update
  - Nineteen distinct programs
7 noon, 5 dinner, 2 social events, 4 CRM review sessions and the spring workshop
  o Facilitators – doing well getting them lined up
    ▪ Mark Barbee – dinner
    ▪ Noon – Workflow topic
    ▪ October – with AIIM
    ▪ November – with ECALSM
    ▪ Have a few left over sessions that we can use this year for dinner meeting and spring workshop

➢ CRM Review – update
  o Planning four sessions (two in fall and two in spring)

➢ Spring workshop – update
  o A Taxonomy hands-on workshop is tentatively planned
  o Other ideas: Resume tips/tricks; auditing a program; what can ARMA do for your; writing/speaking skills
  o Possibly have three tracks “themed” and find speakers who can fit in

➢ Contoural meeting
  o We have agreed to assist (have table and promote our Chapter) – date to be confirmed (no cost to the chapter; the vendor sponsors all costs)

➢ Draft of facilitator agreement – update
  o Draft agreement was distributed at the Professional Development committee meeting. He will send to the Board for review. Requesting samples to continue revising ours.

➢ “ASPIRE” program – update
  o Advancing Speakers, Presenting Issues in Records management Effectively
    ▪ Lauren and Gene working on program (still in beginning stages) – similar to Toastmasters, putting together a formal program for local speakers

➢ Speaker survey – update
  o Reinstating paper surveys – basic information, short survey. Have raffle for those who complete one. Will prepare one for first meeting.

➢ March seminar – putting together a Task Force – asking for volunteers

➢ Google Docs – update
  o Email sent to Board members regarding Docs and Calendar. Board members to respond as to any issues they may have.

➢ Venues 2011/2012 – update
  o Discussed the need for developing clear event objectives, “stickiness” of agreed dates of events, understanding our audiences, and developing plans for collaboration (i.e. cross advertising, cooperative benefits)
  o Will begin looking; needs to know what all prefer.
Metro New York City Planning Meeting Minutes
Kelley Drye and Warren, 101 Park Ave (27th Floor), New York, NY
July 19, 2011 -- 12:00 p.m. – 5:30 p.m.

- Ad Space ideas – discussion
  - Willing to accept ideas on how to promote events.
- Giveaways – discussion
  - Soliciting ideas for giveaways from everyone.
- Information Due Diligence – discussion
  - In the interest of full disclosure, Ace explained his past and current business background and experience to the Board.
  - Please let Ace know what you prefer – new venue? Happy with current venues? He’s open to any input. Buffet/sit down dinner preferred. Has ideas for April for “Going Green” (Earth Day and RIM Month).

Vice President – Advertising and Promotions – Mary Sherwin
Committee – Derick Arthur; Bryn Bowen; Marcel Rodriguez; Ace Romar

- 2011/2012 Sponsor Drive – update
  - Instead of Uptown, SoHo, etc. would like to go back to something more identifiable, such as Bronze (prize), Silver (Noon and Evening), Gold for “fancy” booth (Evening) and Platinum for uber sponsor as these are more easily understood (used by others, more common). Discussion was held and Mary will submit information to the Board for review/approval.
  - Rates considered for this year:
    - $595 regular evening meeting and March event;
    - $535 for discounted March
    - $1450 for regular meeting / discounted rate $1305
    - Discounted rate must be paid by January 1, 2012
    - Evening and ARMA@Noon motion made to be raised to $695 with a 10% discount for multiple meetings. Motion made, seconded and approved.
    - March event rates motion made to raise rates to $795 and $1695 with a 20% discount if paid by January 1, 2012 – motion made, seconded and approved.
    - March evening reception: rate last year was $3,000. This year we will offer a unique sponsorship at $6,000 that will include a premium table at the March workshop and sole sponsorship of the evening event following the March workshop at an upscale venue. Motion made, seconded and approved.
    - January event – sponsorship was $1,500 for one sponsor. This year we will try for 2-3 sponsors at $1,500 each. Motion made, seconded and approved.
    - Newsletter ads: committee will push the concept of newsletter ads. Current pricing per issue:
      - Full Page $150
      - Half Page $ 85
      - Quarter Page $ 60
- Sponsor brochure – update
  - Mary to prepare and submit sponsor pricing sheet for review by Board.
- Newsletter sponsorship – update:
Pitney Bowes produced our newsletter twice this year - we offered the back page for advertising at no cost. Derick will confirm to see if they will do the All-Day event brochure and a monthly printing (of about 100 newsletters).

Cvent, Constant Contact, Reg-on-line – status update
- Discussion held; further research to be conducted
- Newsletter transition and next edition info – update:
  - August newsletter will be first one produced
- Website – update
  - Met with Frank and Steve Ling; will work on getting a calendar up on our front page, highlighting the committees, and get our feeds up (Twitter, Facebook, LinkedIn, etc.)
  - Ace will work on setting up a LinkedIn account
  - Will add icons/links to various social sites on our home page

Tech Task Force
- Looking to consolidate all of our outlets and distribution lists and also look at advertising options (for the home page)
- Chapter calendar
  - Will be placed on the home page

ListServ
- Fred will post and Bryn will be the clearinghouse for all postings

ECALSM meeting – update
- Phone calls have been made; hoping to get Judge Peck involved in a presentation/panel discussion the Sedona Conference Cooperation Proclamation

SLA – update
- Donna is now President-Elect and meeting is under discussion

October Conference Awards Lunch – update
- Sunday, October 16 at 11:30; tickets are $30.00
Jose Rosado suggestion for High School RIM Program – discussion
  o He is willing to provide input if we come up with a program; provided handout for review/discussion purposes at a future meeting; could be a special project for our chapter

Chapter Pin
  o Form will be prepared and posted on web site and added to the next newsletter soliciting ideas for this year’s pin. Submissions must be received no later than September 2, 2011. The Board will review submissions the following week and vote so that the pin can be ordered in time for the October conference.

Payments at meetings
  o Credit card possibilities – VeriFone by Chase has set up fee, monthly fee and per use fee. Discussion held if events should be paid in advance or if we allow credit cards at the door. PayPal was also discussed. Further discussion tabled for now as other options for our web site are explored.

Meeting adjourned at 5:13 p.m.

Respectfully submitted,

Melissa G. Dederer

Melissa G. Dederer, CRM
Secretary