Attending: Bryn Bowen; Melissa Dederer; Mark Kamien; Michael Landau; Ace Romar; Frank LaSorsa; Donna Severino; Mary Sherwin; Eugene Stakhov; Jason Stearns

Committee Members: Fred Grevin; Carol Trapano; Karen Wagner;

Guest: Steve Lastres, Region Manager

President: Frank LaSorsa, CRM

- Welcome and introductory remarks

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

- Future meeting sponsorship: South Ferry $695 (noon and evenings); Grand Central (workshop) $795; Times Square (workshop) $1695
- Sponsorship collateral discussion: Mary to continue to working on brochures and sponsorship marketing material
- September 20 meeting: Archives Systems
- September 27 ARMA@Noon sponsorship possibilities: not yet completed
- October 13 sponsorship: not yet completed
- Sponsorship brochure: working on putting something together
- Newsletter sponsorship: working on putting something together

Executive Vice President: Jason C. Stearns, CRM

- Legs and Regs: to be updated on the website
- ARMA@Noon confirmation of dates: all currently seem good for 2011
- All Day Educational Event: looks good but not yet confirmed
- Tonight’s event: all set for this evening’s event; check-in is upstairs (needed for groups over 25)
- Selection of CRM review date after October session: ICRM is possibly working on putting together their own review courses; discussion held regarding what we should do for our review sessions; more discussions to continue at a later time
- Summer survey: used Constant Contact, had 54 responses (about \( \frac{1}{2} \) of those who opened it), evening educational sessions above average/superior for 60%; cost 46% average/above average; Top two rated evening sessions: Preservations and Legal Hold and Who Knew The Egyptians…; The Muse rates good/very good for about 50%; main reason people don’t attend is scheduling issues costs are 3rd (7.4%) and second is topic (12.9%). ARMA@Noon: 40% rated them at average/above average; 35% superior; top two sessions Nuts and Bolts of Taxonomy and Records Management in Entertainment Industry. 45%
excellent/superior for NY Life facility; not attending is a scheduling issue for most respondents. Workshop: 22% superior, 21% cost/value; comment compared to International – better than International’s conference. Highest rated Bridging Using GARP and second Train the Trainer. 25% rated facility as superior; scheduling is main issue for not attending and cost is second. Topics of interest: ERM, RIM and Legal Discovery; RIM Technology; Standards and Best Practices. Speakers preferred: Barclay Blair; Gene Stakhov; Jason Stearns; Fred Grevin – more chapter member names rather than “big” names were preferred.

- Coordination of e-mail and communication: firewalls block many messages; we need to coordinate who is sending what and when; Bryn should be notified before any blast goes out; proposes scheduling automated blasts for regular meetings; Tuesday events should be closed on Friday’s to allow time for setting up registration needs

### Vice President, Secretary: Melissa G. Dederer, CRM

- July meeting minutes: approved and posted to the web site
- Awards lunch: Sunday, October 16 at 11:30; cost is $30
- Speaker Grant due October 1: Frank will complete tomorrow
- Silent Auction: Jason will coordinate

### Vice President, Treasurer: Michael Landau

Committee: Melissa G. Dederer, CRM; Carol Trapano

- cVent phone call: trying to negotiate getting out of the contract or a modest payment if there are issues
- Bank balances:
  - Totals as of July 31:
    - Fidelity $41,726.02
    - Dreyfus $12,000.72
    - Checking $14,191.58
  - August: $63,018.33
- Suggestion for Board member rotation managing a meeting: suggest having a Board and Committee member to help with greeting – asking for volunteers
- Quikbooks: updated; using a CPA to help organize the database and review it in the future as needed

### Vice President, Membership: Mark Kamien

Committee: Lauren E. Barnes, CRM; Bryn Bowen; Karen Wagner

- Current membership levels: have 14 new members and is reaching out via phone calls to invite to a meeting;
Next pin ceremony for 2011/2012: will do in November
Membership Drive 2011/2012: discussion was held regarding communication methods, primarily utilizing phone calls and reviewing lists of those whose memberships are coming up for renewal, etc.

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

September 27: ARMA@Noon event all set; currently about 14-15 registered for "scanning" discussion; no sponsor yet though Mary is working on that
October 5: CRM review scheduled for Parts 1-5; Part 6 will be arranged at another time (only 1 or 2 are expected for this portion)
October 6: Contoural event (co-sponsored with our chapter; all costs covered by Contoural)
October 13: Barclay Blair speaking; cost is $2000 for both Northern NJ and our chapter (to be split in half) (he is speaking at NNJ a different day)
Future programs: AIIM moved to November 16 and topic and speakers to be determined; November 29 ARMA@Noon speaker Laura Hill (career coach) speaking about personal branding (for example, using social media)
Next Evening educational meeting: Sofia Empel, CRM, speaking about Electronic Health Records in April
March event: details being worked on; discussion regarding what to call the event; Stuart Brooks (from last year) may be back for this event
"ASPIRE" program: Advancing Speakers and RIM Effectively – providing a pulpit to get folks names out and to provide us with additional local speaker options; no update as to progress of putting the program in place
Speaker survey: Jason will prepare something for tonight’s event (just a few questions from previous surveys – not a critique of tonight’s event)
Facilitator Agreement draft: to be completed

Vice President, Special Projects and Events: Ace Romar
Committee: Darryl Harris; Edie Mazullo

Venues 2011/2012: The Muse will be our venue again this year for some of the events
Ace to set up LinkedIn, Facebook and Twitter accounts and announcements will be prepared for the newsletter and marketing to new members
Spring rooftop venues for 2012: searching for options
Name tags with large font for the visually impaired: put first name on a separate line with a large font, last name on second line and company on third line
Vice President, Communications: Bryn Bowen
Committee: Lucinda Donaldson; John Hong; Jason C. Stearns; Karen Wagner
Tech Task Force: Derick Arthur; Bryn Bowen; Michael Landau; Marcel Rodriguez; Ace Romar; Eugene Stakhov

- Contact lists: Karen will be working with Bryn to clean up all the lists that we currently have in Constant Contact and cVent so that most of our communications to go a larger audience and reserve our membership lists for members only communications; Fields to include: chapter member, International member (099 list), potential sponsor, meeting attending, etc.
- Newsletter transition: tasks have been determined as to what needs to be updated and how often; an email will go out notifying everyone of what is needed
- Newsletter: coming out after International conference
- Website: will continue with it this year while looking into other options (continue with ours but update or look for something new) and finding out about International’s option
- Chapter calendar: looking at possibility of putting it on the front page

Vice President, Collaboration: Donna Severino
Committee: Jennifer Waters Farley

- ECALSM meeting: Panel discussion sponsored by ARMA – discussions being held to try to finalize this and obtain CLE credits (Sedona Conference regarding eDiscovery) – moved to January 2012
- Other organizations: AIIM, ARMA, SLA – trying to coordinate a happy hour/networking event either October 25 or 26; trying to find a venue
- Future partnerships HIMANYC – not very responsive; asking if anyone knows of other organizations we might reach out to

Immediate Past President: Melissa G. Dederer, CRM

- Annual Pin: winning entry is the NY skyline and pins have been ordered; because of the theme (Never Forget), Frank suggested ordering 1000. Winner of submitting entry asked to remain anonymous (does not want a “free” meeting)

New Business

- Dinner at conference: suggesting Tuesday night because of the International schedule; we are looking at a restaurant across the street from the Conference – Frank will update as soon as possible
Ace is aware of some social events in the near future and is offering to work with Donna to coordinate getting information so can possibly reach out to new members and others.

Meeting adjourned at 5:15 p.m.

Respectfully submitted,

Melissa G. Dederer

Melissa G. Dederer, CRM
Secretary