ARMA Metro New York City Board Meeting Minutes  
Thursday, October 13, 2011 @ 3:30 p.m.  
The Muse, 130 West 46th Street – Lower Level, New York, NY

Board Members Attending: Bryn Bowen; Melissa G. Dederer, CRM; Michael Landau; Frank LaSorsa, CRM; Ace Romar; Mary Sherwin; Gene Stakhov, CRM (via phone); Jason C. Stearns, CRM

Committee Members Attending: Deborah Montana; Marcel Rodriguez; Carol Trapano

Board Members Absent: Mark Kamien; Donna Severino

President – Frank LaSorsa, CRM

- Welcome and introductory remarks
- National Conference in Maryland –leadership and region events – at least three Board members are attending the leadership and awards events
- ICRM reception – several mentioned they had registered for this event
- Contoural symposium exhibit table – very successful event; well attended and non-promotional
- CRM study session – Oct. 5 – had 6 attended and commented that it was very helpful; will schedule additional sessions for January (requested by several who attended and want another session)
- October/November expenses – numerous expenses without much income so hopefully we can start getting vendor sales for the March event and start generating some income to off-set our expenses
- Region – Frank will be revising the letter he drafted and will be preparing to send it to International

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

- Tonight’s sponsorship – Gibbons Law is sponsoring for the first time; we are also considering them for a future meeting regarding defensible disposition
- Future meeting sponsorship – special sponsorship package prepared and geared toward one sponsor (can be modified for others) for three different opportunities
- Sponsorship pamphlet – finalized and some have been printed so they can be distributed at the International Conference next week
- Future sponsorship options – discussion was held regarding pricing options and responses from vendors that have been approached; a task force will discuss and present options at a later time

Executive Vice President – Jason C. Stearns, CRM

- Legislation and Regulations – three Washington Briefs posted to the web; two were also submitted to the newsletter
Region speakers at conference – several members of the chapter will be speaking at the International conference, the list is being published in the newsletter and on the web

Coordination of e-mail and communication – be more conscious of scheduling email blasts so that we are not sending out too many

Vice President, Secretary – Melissa G. Dederer, CRM

September 20, 2011 meeting minutes – approved via email vote and posted to website

Awards lunch and other events at conference – Sunday, October 16 at 11:30 is the Awards luncheon, tickets must be purchased in advance (none sold at conference); Leadership follows the Awards luncheon and then followed by the Welcome Receptions (by Region).

Upcoming deadlines
  o November 1: Chapter Website Letter of Intent – Melissa will file
  o January 1, 2012: Chapter Speaker Grant application – Frank will file

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

cVent phone call – after several discussions, they will reduce our annual agreement by $1000 and cut the renewal to $500, due in January, 2012 and our fee will be $750/quarter; at a cost of $500 we can retain them for one more quarter; sales tax is due from 3 years ago to present (approximately $1000 due), and Michael will continue discussion with them regarding these fees; he recommends continuing with cVent for a couple more months (for approximately $500 and it provides ability to be more creative than Constant Contact does)

Constant Contact and using Paypal – cost is $15/month; features template capabilities and would use Paypal for registration; discussion was held regarding possible issues with Constant Contact being received by email systems and some people not being able to use Paypal

Paypal account – a proposal was submitted to set up an account and link it to our Chase checking for the purpose of accepting payment and sending the funds to our checking account; a motion was made, seconded and approved

Bank balances –
  o Chase        $13,013.55
  o Dreyfus      $11,931.04
  o Fidelity     $38,666.64
  o Total:       $63,611.23

Quikbooks – working with a CPA to get it properly set up
### Vice President, Membership – Mark Kamien - absent
Committee – Lauren E. Barnes, CRM; Bryn Bowen; Karen Wagner

- Current membership levels – tabled
- Next pin ceremony for 2011/2012 – tabled
- Membership Drive 2011/2012 – discussion

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

- November meetings – tabled
- Spring workshop – tabled
- Draft of facilitator agreement – tabled
- “ASPIRE” program – tabled

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

- Venues 2011/2012 – tabled
- Spring rooftop venues for 2012 – tabled
- Name tags with large font for the visually impaired - tabled
- Suggestion for Board member rotation managing a meeting – further discussion - tabled

### 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, CRM

- Exchange – will be printed in time for the International Conference (Frank will bring the printed editions); discussion was held regarding email lists and issues we may have
- Website - tabled
- Data issues – tabled
- Chapter calendar - tabled

### Vice President, Collaboration – Donna Severino - absent
Committee – Jennifer Waters Farley, CRM

- ECALSM meeting – tabled
- SLA – tabled
➢ Other organizations – tabled

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<th>Immediate Past President – Melissa G. Dederer, CRM</th>
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➢ COTY award – this year’s committee is just getting started and will be conducting their first conference call after conference

➢ Other reminders – Online Leadership courses – confirmed with Steve Lastres, Region Manager, that Board members from last year will already receive credit for this year. Therefore, we have already met the 50% criteria for the Chapter Merit Award. The five (5) new Board members will be provided the needed information so that they can take the 11 courses and we can have a repeat performance of last year – 100% participation (noting that we were the only chapter to accomplish this feat last year).

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Meeting adjourned at 5:35

Respectfully submitted,

Melissa Dederer

Melissa G. Dederer, CRM
Secretary