Present: Frank LaSorsa, CRM; Melissa G. Dederer, CRM; Jason C. Stearns, CRM; Anita Castora, CRM; Darryl Harris; Bryn Bowen; Mary Sherwin; Eugene Stakhov, CRM; Ace Romar; Michael Landau; Donna Severino

Committee Members Present: Carol Trapano; Fred Grevin

President – Frank LaSorsa, CRM

➢ Welcome – meeting opened at 2:06 p.m.
➢ March 29, 2012 Event – sponsorships sold out and have a waiting list; have a breakfast and lunch sponsor; over 70 attendees so far; maximum attendance is 200 for space capacity; rooms can accommodate 50-55; Marcel has done a fabulous job with Cvent information (including hotel information) as well as keeping up with proper payments from registrants
➢ LegalTech – passed out information during this event and seems that we were able to attract a few people to the March event by doing so; also have a small Spring (June) event and will also distribute additional chapter information there
➢ New Board Position – discussion regarding splitting Communications into 2 positions: Newsletter/Website (Bryn’s current position) and Registration process person and lead a social media team (Donna’s current position); discussion to be continued

Vice President/Secretary – Melissa G. Dederer, CRM

➢ Approval of January minutes
➢ Report on region call – update – Darryl will be representing our chapter
➢ MER session of the month program – discussion was held and list of sessions to be sent to all to review; pick top 5 or 6 and we will pick 4 for posting over the next four months – open to all on our chapter website

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

➢ March 29 IG session – Risky Business: Take Old Records Off the Shelf Panel: Galina Datskovsky, CRM, Ron Hedges, Marcy Zweernick and Barclay Blair
➢ March 29 Gibbons session – legal heavy focusing on the Federal Rules of Civil Procedure – practical matters pertaining to this
➢ March 29 presentations due date – Task Force needs a couple of weeks to review so is asking members to reach out to speakers so they can get their presentations (which will be converted to our template)
➢ February ARMA @ Noon cancelled
ARMA METRO NEW YORK CITY
BOARD MEETING/CONFERENCE CALL
Friday, February 24, 2012 - 2:00 P.M.
Park Avenue, New York, NY (for in-person attendance)

- Future meetings – Evening: Electronic Health Records (in April with Sofia Empel, CRM speaking); Noon: Linda Pace (career development); a session regarding RFID; a social media session was also discussed by the Task Force (possibly Ace, Michael and Gene to present, unless outside speakers could be found)
- CRM Review Sessions – currently scheduled for April 4, 2012; Jason to obtain a preview slide deck from the ICRM, if possible, for our review, as that is now required by the ICRM for training sessions

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

- Account balances – as of 01/31/12
  - Fidelity          $42,150.18
  - Dreyfus           $12,121.47
  - Chase             $15,088.43
  - TOTAL             $69,360.88

- Investment Accounts:
  - Money Market      $14,063.64
  - Contra Fund       $28,086.34

- Cvent – sent bills that did not match our agreement; he has been in touch with them; suggested paying the amount we owe based on the agreement; Frank mentioned the payments to date have already been sent; Michael will coordinate sending the upcoming payment
- Suggested bank change from Chase. Carol presented research from Chase and Capital One; Capital One seems to have the best deal (including offering points on both checks and credit card use); Frank will get information next week and pass on to the Board for review
- Fees – we have statements showing several fees: $232 fees on $5000 of charges; Bank of America fees $85.11 and American Express fees $137; we will continue to look into changing banks and moving away from Cvent.

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

- March 29 sponsorship – several sponsors contacted us, one already registered as a Times Square sponsor (before contacting us) – we opened spot for them; have 8 Times Square and 13 Grand Central; a breakfast and a lunch; 2 open slots are for 2 breaks; logistical information has been prepared, including hotel information, and will be disseminated as needed; Iron Mountain will sponsor our after event Reception; LI contributed one sponsor and NNJ has been assisting as well.
- ARMA@Noon – none will be conducted in February so no sponsor needed
- Other events sponsorship – need finalized topics and speakers
Cvent registrations and report from Marcel

Vice President – Communications – Bryn Bowen
Committee – John Hong; Jason C. Stearns, CRM; Karen Wagner

- February Exchange – initially thought it would be a small issue but is growing; may hold over some information for the March edition; he will be sending out a draft in the next few days
- Website – updated with vendor information and legs/regs; implemented a “What’s New” page

Executive Vice President – Jason C. Stearns, CRM

- Legs and Regs – updated on the web site (Washington, Canadian and Global Briefs)
- March 29, 2012 – sponsor spots are being worked out; the logistics to be determined; Grand Central sponsors is 13 and they will be in the main room; Times Square will be in front and the last Times Square vendor will be in the back (all areas will have plenty of traffic); signage will be done by NY Life and Jason will provide budget numbers for the Board’s review/approval; evening reception to be in the same space as last year

Co-Vice Presidents/Membership – Anita Castora, CRM and Darryl Harris
Committee – Mark Kamien, Lauren E. Barnes, CRM; Bryn Bowen; Carl Schriefer, Karen Wagner

- Position Update – Mark has resigned and Anita and Darryl have been appointed, with the Board’s approval, as co-VPs; they will be having their first committee meeting on Monday
- Membership drive 2012 – this is their first initiative for the new VP’s and Committee and they will be getting this in place
- Students – they will also be targeting students during the membership drive and throughout the year; Fred is a professor at one of the local colleges and will share some information with the committee to help attract students

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

- Entertainment for first hour of March 29, 2012 reception – a harp player will be the evening’s entertainment
- June Event – Bourbon Street – Frank reported that they have a nice space and will provide Ace with the contact information for follow-up as they do have our anticipated date available
Vice President/Collaboration – Donna Severino
Committee – Gene Stakhov, CRM

- Social Media outlets – found that her SLA experience showed there was no concerted effort, similar to what we are currently facing; Communications committee was formed and now controls the dissemination (assigned various tasks and have back-ups as needed); since implementing this effort, they have noticed that attendance at their sessions has grown
- ECALSM Meeting (for next year) – trying to get an eDiscovery meeting organized with Judge Peck; will continue to work with them (also trying to get CLE credits and will also submit for CRM credits)
- SLA Events – probably plan a networking event, not a programming event as it is more difficult to get agreement on a topic; will continue to work on organizing a networking event
- ILTA – reached out to Derick to work with ILTA; they will continue to work on this as a possibility of having a joint meeting

Immediate Past President – Melissa G. Dederer, CRM

- COTY – Task Force had their usual monthly call; draft has been updated
- Online Leadership Courses – we have four Board members who need to complete in order to have 100% participation – one has completed 3 of the 11 sessions and one has completed 2. Deadline is June 30, 2011. Melissa will continue to send out regular reminders to those who still need to complete all 11 sessions.

New Business

- Frank suggests splitting a Board position and having one person in charge of the Registration systems and a Social Media position. Marcel is suggested as the one to step into the Registration position (because of his previous experience with Cvent and other tools, such as Constant Contact). Espresso is another tool to review before making any decisions.
- Melissa has been appointed to a Director position on the Board of Director’s of ARMA International. Her term begins July 1, 2012. Therefore, she will need to resign from the position of Secretary (she has one year remaining). Frank will work with her to find a replacement for her remaining term. She will also have to resign the Web Mistress role. Anita Castora will take this on as she is currently working with Melissa on the web site as a back-up person.

Meeting adjourned at 4:03 p.m.
Respectfully submitted,

Melissa G. Dederer

Melissa G. Dederer, CRM
Secretary