

**ARMA Silver State Chapter
Strategic Planning Meeting Minutes**

September 24, 2009

Call to Order
4:25 p.m.

Board Members Present

Terri Robertson
Rick Hoshal
Jennifer Snyder
Maria Finney
Linda Hellow
LuFonda Cone
Bruce Bailey

I. Installation of Officers

Terri Robertson, President
Linda Hellow, Vice-President
Maria Finney, Treasurer
Jennifer Snyder, Secretary

II. Committee Chairs

Need for members to fill empty committee chairs

III. Chapter Goals

A. Engage Chapter membership

Solicit member participation by calling on them to support an event. They do not have to be a member of a committee to participate coordinating an event or activity. It merely gives members an opportunity to “get involved” with out having to commit to a role.

B. Diversify Meetings

Suggestions such as “brown bag” lunches to minimize costs and maximize Chapter revenue, utilize tools such as Survey Monkey to solicit feedback, and holding member workshop or 4 hour training sessions. Other suggestions included reducing price of meetings, attending member sponsored field trips and vendor sponsored events. Linda will research the \$500 speaker grant which the application form is available on the Pacific Region Website.

IV. Upcoming Events

Two-day Records Management Conference in conjunction with the State of Nevada and the ARMA Reno Chapter. This will bring revenue to the Chapter. Terri and Linda will distribute information as it becomes available.

V. Chapter Website

Discussion was held regarding the website maintenance, hosting, and posting of current information. A determination was made that LuFonda will send updates to the current website and Linda would then contact the Pacific Region to determine if they would be willing to host our website and moving forward she would keep it current. Linda would also contact Brian at Metro Web Development to determine who owns the web layout. It was determined Daniel would no longer be the Webmaster. If the Chapter continues to use Metro Web Development as the host site and the Webmaster, LuFonda volunteered to ensure all information was kept current on the site by setting deadlines for information to be posted and ensuring the Chapter is getting the services we pay for. The website is going to be the primary Portal for all chapter info. A link to the website will be placed on all communications to the members.

VI. No-show Policy

A draft No-Show Policy will need to be devised and once approved it should be posted on the website and sent out in e-mails. The no-show billing will be discretionary. An example may be, if someone is habitually absent after RSVP, or if the venue was pricey and the attendance dictated the venue/program, the no-shows may be billed.

VII. Treasurer's Report

This set of Meeting Minutes will be the official minutes presented to the Bank so we can change signatures on the checking account. Signees will be: Treasurer, Vice-President, and President.

VIII. Kick-off Meeting

October 20, 2009
Anita Ward, Presenter
Nevada Energy
Brown Bag
\$10 members, \$15 nonmembers

IX. Upcoming Meeting

October / Anita Ward
Dec / Christmas Event – to be combined with the local AIIM Chapter
February – Field Trip (possibly Mesquite)
April – e-Discovery / Sven (attorney)
June – Finale Social Gathering
Additional Ideas: Field Trip to City of Las Vegas and/or Mesquite

X. Member's Profile

Ask Board Members to provide a "Member's Profile" for the website to include photo, title, company, and primary responsibilities. Approximately 30 words.

- XI. Leadership Conference Attendance / Financial Sponsorship from Chapter
Limit funds - \$500 per person or less depending on the Chapter funds
New Board members are encouraged to attend
Solicit scholarship money
Discretionary attendance of all
This will be a budget item, contingent upon Chapter funds
Attendees will give a trip report upon their return
- XII. By-laws
Discussion re: the amendment of the By-laws to allow for electronic voting
- XIII. Vendor Sponsorship
Possibility of using sponsorship package from AIM (Platinum \$750, Gold \$500, Silver \$250)
- XV. Membership
Contact Trevor at ARMA International for Non-renewal member list
Greeters & greeting tables at meetings (1 + backup)
Review open positions to see if all of them are needed – or can some be combined
- XVI. Community Outreach
Give a raffle ticket for every can of food that is donated. A final drawing will be held at Social. LuFonda will call Four Square Charity.
- XVII. Action Items
Need to establish an ARMA group on LinkedIn
Jennifer will prepare a list of names of individuals who have offered to assist with Chapter in the past.
LuFonda has offered to be the Gatekeeper and to follow through on activities and events.

ADJOURNMENT

8:00 p.m.


Recording Secretary