



## ARMA Vancouver Island Annual General Meeting Minutes

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Thursday May 22, 2014, 5:15 pm  
Four Mile Pub

Present: Ken Oldenburger, Jon Weston, Trevor Youdale, Terrell Les Strange, Chance Dixon, Jim Phillips, Stacie Barclay, Sharon Froud, Vivian Grace Ostan, Dave Young, Julie Luckevich.

### Call to Order

- Agenda: Moved Membership Report and Marketing Report below President's Report.

### President's Report

- The President's Report was distributed with the AGM agenda (ARMA Vancouver Island May 2014 Newsletter attached).
- Ken reported it was an awesome year thanks to an energetic board and enough people to get lots done. We should be in the running for a chapter award.

### Membership Report

- Sharon reported we currently have 41 members. The general trend continues upward. Last year we had 36 members. Ken advises that in 2010 we had only 26 members.
- Ken advised the focus last year was on education and programming. This year a focus on growing our membership would be good.
- Sharon advised city staff will be busy with elections July to November, so she will not have time for anything more than sending emails as membership director.
- General discussion on who we might promote membership to; and how to do it.

**Action:** Jim will contact the Construction Association regarding a notice in their weekly newsletter.

### Marketing Report

- Ken reported that Annette did an awesome job this year (Marketing Report attached).
- She wrote 12 articles for the *Business Examiner* and won an ARMA award for her effort.
- A number of website improvements were made; an event survey was created; we have been tweeting and twittering; and have swag available (new brochures, pens, bags).
- We have created a huge contacts list. It will need to be reviewed in light of the Canadian Anti-Spam Legislation (CASL) and hopefully ARMA Canada will provide direction.

### Treasurer's Report

- Trevor reported our financial situation is healthy (Treasurer's Report attached). Revenue was greater than expenses because of the Nanaimo event, while the Laurel Point event broke even. Revenue earned may allow us to experiment next year with programming and marketing.
- Ken advised that most attendees rated the cost of the Nanaimo event 5 out of 5.
- Stacie suggested we consider offering discounted rates if more than one person from an organization registers together. Jon advised that this is easy to set up in Eventbrite.
- The Treasurer's report was approved.

### Draft Budget for 2014/15

- Trevor advised the 2014/15 budget will be a tweaking of the 2013/14 budget.
- Jon suggested we increase the budget for marketing and publicity if we are going to focus on marketing. Trevor pointed out that some items may get rolled together (i.e. marketing costs may get rolled into event expenses).

- Ken suggested we consider offering free chapter memberships. Trevor suggested it may not be a good idea to give up the only stable source of income.
- Discussion on necessity of maintaining a PO Box since ARMA International now transfers funds electronically. Ken advised the *Society Act* requires us to have a mailing address.

**Action:** Next meeting we will talk about the budget in more detail, including the budget for membership promotion. We will revise, add, and remove lines at the meeting.

### Electronic File Server

- Vivian Grace Oston saved the folder structure to a USB and handed it over to Jon at the meeting. Vivian advised it is organized but it was difficult to break down folder by folder.

**Action:** Jon will go through the folders on the USB.

- Vivian Grace is stepping down from the board due to a change in her work role.

### Program Planning

- Chance reported a preliminary plan for 2014/15 has been developed with seven events; plus one social event and probably one whining about records (roundtable networking event). A program planning meeting will be held in early June to work out further details.
- Ken reported that before the end of summer we are hoping to send out to members a postcard listing the planned events for 2014/15.
- Chance reported Alyssa is stepping down as co-program coordinator due to other commitments. Chance would appreciate a new co-planner as joint planning seemed to work really well.

### ARMA International/Canada

- We will hopefully get more information about CASL from ARMA Canada.
- There have been lots of changes at ARMA Canada. Three board members are moving to ARMA International positions. Nicholas Fonseca is replacing Dierdre Bradshaw as Western Coordinator. Chapter Advisors are now taking on national programming as well as mentoring chapters. In future chapters may receive more direction on programming from ARMA Canada.
- Ken advised we have been asked to speak for 15 minutes at the Municipal Conference in the Okanagan. Either Susan Couture or Kimberley Gee should be able to do it if we cannot get there. Jon observed that if the event is at the same time as the Regional Summit attendance for a short presentation may work. We may also be able to have a table at the event.

### Elections

<u>Position</u>	<u>Board Members for 2014/15</u>
President (1)	Vacant
President Elect (1)	Vacant
Past President (1)	Ken Oldenburger (year 1 of 1)
Treasurer (2)	Trevor Youdale (year 2 of 2)
Secretary (2)	Terrell Les Strange (year 2 of 2)
Members at Large (2)	
Vice-Treasurer	Vacant
Vice-Secretary	Nancy More (year 2 of 2)
Marketing Director	Annette LaFave (year 1 of 2)
Membership Director	Trevor Youdale (year 1 of 2)
Program Directors	Chance Dixon (year 2 of 2)
CRM Liaison	Stacie Barclay (year 2 of 2)
General Members at Large	Jim Phillips (year 2 of 2) Jon Weston (year 1 of 2) Dave Young (year 1 of 2)

- Ken could possibly stay on as President, if someone would be willing to take on the position of President Elect. However, Ken may also be busy soon with another commitment.

- Julie suggested we put out a call to the membership for those interested in taking on positions. Also enquired about whether we have the membership vote on elections. We have not done so to date, but may in future.
  - Jon will possibly maybe take on position of co-Program Director with Chance. If Jon does not take co-position, Stacie will possibly maybe take on the position.
  - General discussion on setting up a strategic planning session for the board. Julie observed that we appear to reaching a new stage in our development and it may be worthwhile. The western chapter advisor may have advice. Sheila Taylor does strategic planning workshops.
- Action:** Ken's electronic records as President should go to the electronic drive for archiving.

### Brainstorming

- Discussed having an event at a new location such as the new Wellness Centre in Esquimalt.
- Program planning will be further discussed at a program meeting on Thursday, June 5<sup>th</sup> at View Royal Town Hall.

Approved: May 13, 2015

# ARMA Vancouver Island Newsletter - May 2014



## President's Report

Our large and energetic board has made this an amazing year. We meet about once a month with a focus on education and marketing. Board members who are unable to attend in person have the opportunity to attend via video conferencing.

Financially we had a great year. In fact, this is the first year that we have approved a bona fide budget and have tracked actual income and expenses to great effect. Although we decided at the beginning of the year that we were willing to take a financial loss in order to pursue a healthy and accessible educational program, it appears that we will actually have a profit by the end of the fiscal year! Trevor the Treasurer presents a report at each meeting and a annual treasurer's report will be sent out to the membership prior to the AGM.

With respect to education and networking, 2013/14 was a banner year for ARMA Vancouver Island: we recognized that we had a full board of exceptionally experienced and active members and we took advantage of this by making it a goal at the beginning of the year to have an incredibly active program. Our board, and especially co-Program Directors Chance and Alyssa, worked hard over the year and executed this goal to perfection; in the 2013/14 program year we matched the previous three years in events! Highlights were tours of two storage facilities, two networking meetings, a Half Day Conference and 10th Anniversary of ARMA VI Celebration on December 9, 2013 and our second One Day Conference in Nanaimo on April 14, 2014. Of all of the sessions, we only charged for three; all the rest were open and free. At our 10th Anniversary, we awarded one 25 year membership pin and three 10 year membership pins.

We have also made huge strides on next year's educational and networking events, with confirmed commitments from 10 speakers across Canada (PEI for example!) and locally, including the Provincial Archivist and Director, Gary A. Mitchell, CRM.

Promotions and Marketing was a major effort this year. Building on the extensive contacts lists created last year by our Annette the Marketing Director, we were able to intensively inform the community about our educational opportunities and events. This resulted in the majority of event attendees being non-members!

Annette, with the support and input of the board, published and is continuing to publish monthly Records Management articles in the Business Examiner ([www.businessvi.ca](http://www.businessvi.ca)). (She won an award for this from ARMA!) For the first time ever, the Chapter was invited to BC Provincial Government's Records Management Conference in order to give a presentation and to introduce ARMA and ARMA VI. This is a major breakthrough as the provincial government has not been very involved in ARMA VI despite Victoria being the provincial capital.

Vivian-Grace organized our electronic records from the past 10 years and we purchased a mini-server to act as a board resource.

We created a Vendor Pricing Sheet and had three vendor tables at the Nanaimo event.

We introduced a library page on the website to encourage book loans and are introducing Vendor Advertising for the first time to our website.

We created a LinkedIn group for ARMA Vancouver Island and our twitter followers have skyrocketed to over 70 at the time of this writing.

Next year we are hoping to meet or exceed this year's efforts. Come out to our AGM at Four Mile Pub on May 22nd to have some input, participate in the board (or on a committee!) and to celebrate with us.

## Celebrating ARMA VI 10th Anniversary

Right: John Bolton receiving his  
10 year membership pin

Left: ARMA VI Board Members  
with Dierdre Bradshaw



AGM May 2014

Submitted by: Annette LaFave, Marketing Director, ARMA Vancouver Island

Well, lots of good things have happened since the 2013 AGM Marketing report:

- Our articles are published in both the Victoria and Vancouver Island editions of the **Business Examiner** monthly newsmagazine: twelve columns, on various records management topics aimed at small business. We hope to continue to write for BE in the coming year, with alternating authors. The Vancouver Island edition has a circulation of 10,000 ; Victoria is slightly higher, with 10,400
- Our website keeps getting better and better:
  - o We've added a Careers page, where we post job opportunities and feature career resources. We've had positive remarks from other ARMA members about the latter, and have had several requests for posting job offerings, most outside of Vancouver Island (but jobs which would appeal to our Vancouver Island members)
  - o We've added to our Education page, and feature past articles from Business Examiner and a PowerPoint presentation on SharePoint. We should continue to add educational materials to our Education page.
  - o We've added links to our sister chapters within our Western Region: ARMA Edmonton and ARMA Saskatchewan
  - o We've highlighted upcoming events by adding an Events link to our website index
  - o We have a LinkedIn page
  - o We added a website traffic counter on July 29, 2013. We are now keeping a monthly count on website visits, and have access to website traffic analysis statistics. Here are the web traffic counts:

	Aug 13	Sept 13	Oct 13	Nov 13	Dec 13	Jan 14	Feb 14	Mar 14	Apr 14	May 14
Web Count	-	547	1032	1708	-	-	3428	3952	4532	4725*
Difference	-	-	485	676	-	-	1720	524	580	193*

\*at time of writing (May 6, 2014)

- We continue to grow our Twitter following. We are up to 72 tweets and 83 loyal followers, many who also help us in our marketing endeavours by retweeting our tweets:

	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Jan 14	Feb 14	Mar 14	Apr 14	May 14
Followers	51			72			76	77	82	83*

\*at time of writing (May 6, 2014)

- We have a promotional pen. It's a bit on the small side, but it fits really nicely in a pocketbook or wallet.
- In September we did a Chapter Survey of our membership. We obtained good feedback, and offered a Starbucks coffee card as a draw prize (the member who won it was very happy to get it)
- We created an Event survey. We now feature it at our larger events ; with the feedback provided, we can summarize and analyze feedback in order to improve our offerings
- Our media communications list keeps growing! To our email contacts we've added records officers from the BC Government, as well as First Nations contacts and records officers from local governmental bodies in the Victoria area
  - As of May 2014, we have 175 personal email contacts, 20 organization contacts, and post our events to at least 5 events calendars
  - We are represented on CivicInfo BC, as well as by LGMA and the ACA (Association of Canadian Archivists)
  - We continue to reach out to non-ARMA members, many of whom are interested in hearing about our events via email, and who are now regular attendees of our events

The goal for the 2014/2015 year is to expand to and amalgamate the communications list, and to keep reaching out to records professionals in the Vancouver Island region.

# ARMA VI AGM May 2014

## Treasurer's Report/Summary

Report date: May 19<sup>th</sup>, 2014

### Accounts

Business	7294.23
Savings	5000.00
Investment (USD)	1496.18
<b>Total</b>	<b>13790.41</b>

Accounts Payable 1564.00\*

<u>Total Assets</u>	12, 226.41
<u>Total Revenue</u>	8458.91
<u>Total Expenses</u>	5025.47

### Events

Laurel Point Inn - Anniversary	
Expense	3461.26
Revenue	<b>3475.50</b>
Nanaimo Conference Centre	
Expense	1564.00
Revenue	<b>3793.53</b>
ARMA conference - Saskatoon	2000.00
Regional Summit - Kelowna	556.47

\*reimbursement for payment to Nanaimo Conference Centre

Type	Description	Budget 2013-14	Actuals 2013-2014	Notes
<b>Assets</b>	Bank	<b>11,936.88</b>	<b>13,790.41</b>	
	Prepaid Education/Bursary	500.00		
	Undeposited Funds	240.00		
	Accounts Receivable	-		
<b>Liabilities</b>	Accounts Payable	-	1,564.00	I
	Education/Bursary Payable	500.00		
<b>TOTAL ASSETS</b>			<b>12,226.41</b>	
<b>Revenue</b>	Memberships (CDN\$)	1,400.00	1,109.26	
	Programs/Seminars/Workshops	3,000.00	7,349.03	
	Advertising/Portal Website	-	-	
	Bank Interest		0.62	
<b>TOTAL REVENUE</b>		<b>4,400.00</b>	<b>8,458.91</b>	
<b>Expenses</b>	Contingency Fund	-	-	
	membership recognition	-	-	
	Donations - AEIF etc.	200.00		
	Bank Charges/Interest	90.00	120.00	
	Awards	500.00		
	Education/Bursaries	2,000.00		
	Memberships	-	-	
	AGM	100.00		
	Program Expenses - events	3,000.00	5,025.47	
	Regional Summit	1,500.00	556.47	II
	admin/Publicity/	300.00	473.76	III
	Corporate registration	25.00	25.00	
	website	150.00	112.83	
	Skype	60.00	120.00	
	Board Meetings	-	-	
	Mailbox	160.00	157.50	
	Postage/Courier/PO box	50.00		
	Records Management	-	199.27	IV
	Library	100.00	57.50	V
<b>TOTAL EXPENSES</b>		<b>8,235.00</b>	<b>6,847.80</b>	

I - reimburse payment to Nanaimo Conference Centre

II - Kelowna

III - Pens, brochures, survey draw

IV - Synology

V - books bought by Ken Oldenburger