



# ARMA Vancouver Island Annual General Meeting Minutes

Wednesday, May 13, 2015, 5:15 pm  
The Four Mile Restaurant

Present: Bruce Norman Smith, Trevor Youdale, Terrell Les Strange, Ken Oldenburger, Jon Weston, Chance Dixon, Annette LaFave, Stacie Barclay, Dave Young, Jim Phillips, Tania Aldred

## Call to Order

- Meeting called to order at 5:45.

## Agenda

- Approved with additions under New/Other Business: (1) Chance to present draft programming survey for comments; (2) add Partnerships with Government and AABC.

## Minutes Previous Year's AGM

- Chance: revise View Royal City Hall to View Royal Town Hall on last bullet, of last page.
- Dave made **motion** to approve last year's minutes with above change. **Seconded** by Ken.

## Director/Portfolio Reports

### President's Report

- Bruce presented the President's Report 2014-2015 (attached).
- **Motion** to approve report made by Chance, **seconded** by Dave.
- Spelling of Jon's name is to be corrected under bullet 6.

### Treasurer's report

- Trevor presented Treasurer's Report Year To Date, to May 13, 2015 (attached).
- Fiscal year is not yet complete. Accounts to May 13, 2015: \$12,594.52. Forecast for year-end: \$8,096.19 (\$12,594.52 - \$4,498.33 for payables and grants to attend ARMA Canada Conference).
- Trevor reported amount owing for Nanaimo Event Centre should be \$998.50 not \$1,398.50.
- **Motion** to accept year-to-date Treasurer's report from Dave, **seconded** by Jim.
- Dave made a **motion** to move forward the elections before Stacie had to leave, **seconded** by Jim.

## Elections

<u>Position</u>	<u>Board Members for 2015/16</u>	<u>Year/Term</u>
President	Bruce Norman Smith	Year 1 of 1
President Elect	Dave Young	Year 1 of 1
Past President	Ken Oldenburger	Year 1 of 1
Treasurer	Trevor Youdale	Year 1 of 2
Secretary & CRM Liaison	Terrell Les Strange	Year 1 of 2
Members at Large		
Marketing Director	Annette LaFave	Year 2 of 2
Membership Director	Jon Weston	Year 1 of 2
Program Director	Stacie Barclay	Year 1 of 2
General Members at Large	Chance Dixon Jim Phillips	Year 1 of 2 Year 1 of 2

- Jim advised of an individual who would like to volunteer as a Member at Large. She can be added to the board at a regular meeting.

## Director/Portfolio Reports Continued

### Membership Report

- Ken reported there are 33 members right now. There are two or three more people who have recently joined or will be joining.

### Marketing Report

- Annette presented a Marketing Report for 2014-15 (attached).
- We have had 10,035 hits to our website and 124 Twitter followers. We also post news and events to our website and LinkedIn and added a classy mug to our swag bag.
- An annual chapter survey was sent out again and after each event survey responses were tabulated in order to plan next year's events.
- Last year the Canadian Anti-Spam legislation came into effect and 120 consent emails went out. One quarter responded with consent. Emails are sent to these persons regarding events and many have attended. All emails include the required opt out clause.
- **Motion** to accept Annette's report from Terrell, **seconded** by Dave.

### Programming Report

- Chance presented a Program Report for 2014-15 (attached).
- This was an awesome year with lots of events to attend. We came out close to break-even for most events.
- **Motion** to approve Programming Report from Tania, **seconded** by Jim.

### Awards

- **Motion** from Ken to nominate David Miller from Cube as Chapter Member of the Year. David spoke at an event, attended some of our Whining about Records events, and had a vendor table at events. **Seconded** by Bruce, and endorsed by the rest of the board.
- **Motion** from Bruce to nominate Chance Dixon as Chapter Leader of the year, **seconded** by Jim and endorsed unanimously by the rest of the board.

## New/Other Business

### Programming Survey

- A draft survey prepared by Stacie and Chance was presented. The group suggested:
  - Give prompts under questions regarding preferences;
  - Combine questions 5 and 7, or take out #5;
  - Ask what day of the week is preferred for sessions;
  - Ask how many events members are likely to attend in a year.

### AABC/Provincial Government

- AABC held several events the same week as our Nanaimo conference. There was a very high turnout for the Victoria presentation by a visiting professor, including from the BC government.
- Discussion around liaising/consulting with other organizations regarding their schedules; and marketing our events to government.
- Conversation to be continued at the next regular board meeting.

### Presenter of the Year

- Dave suggested we also have a Presenter of the Year award, with a small gift awarded.
- Everyone really liked that idea.

Meeting adjourned 7:00 p.m.

Approved: May 12, 2016

## President's Report 2014-2015

### Fall Report 2014

#### **Successes:**

- The chapter started the year off on the right foot with the reception of the Canada Cup! Congratulations to the previous board for this achievement.



- Our first official event of the year was October 14, 2014 in Victoria with Rick Stirling presenting on a variety of Information Management topics.
- We provided sponsorship to the international InterPARES Trust Symposium held at the University of Victoria on October 17. This was a great opportunity for interdisciplinary cross-pollination and reaching out to new potential members.
- We began running “Whining Wednesdays” which is our informal lunch hour “Whining About Records” networking event at various locations around Victoria.
- There was a strong turnout of ARMA VI board members in Vancouver for, “Managing Electronic Records with SharePoint” by Bruce Miller of RIMTech, on Sep. 18-19. This was a great opportunity for inter-Chapter relations with [ARMA Vancouver](#).
- Jon Weston represented ARMA VI at the Institute of Public Administration of Canada (IPAC) AGM on September 16, this should be a small step to understanding and strengthening our ties with the BC public sector.
- We sent out an email survey to our Membership with a due date of September 30, and plan to report feedback in October/November.
- Records have been migrated to a secured mini-server, and the Chapter classification scheme is in a draft state waiting for review and approval.
- The ARMA VI Summer Newsletter was published via email on July 16th including a call for volunteers/nominations for a new President, and

announcements to our Members of funding opportunities to attend Conferences or Educational sessions.

- A new President, Bruce Norman Smith was confirmed at the September 11 board meeting after making a number of calls to the Membership to ensure all electoral candidates had a chance to run.
- Early in the year the program committee created an attractive postcard that listed our events for Fall 2014 and Spring 2015 and mailed it out to our membership and circulated it at various events. We hoped this would help Members and other organizations coordinate schedules.
- We discussed and anticipated the new CASL, and have amended our email practices accordingly.

## Spring Report 2015

### **Successes:**

- We created branded coffee mugs to sell to Members (at a cost recovery price) and give out as speaker's gifts. See our [website for images of the mugs and get yours today!](#)
- Our November 17, 2014 event "Information Governance - The Next 10 Years" in Victoria was an informative and interactive event that gave Members a chance to network and engage in discussion with knowledgeable presenters. These included Hervey Simard (Computer Analyst for the Victoria Police Department) on "Social Media and Security", and the ever popular Stuart Rennie on "R. v. Oler Legal Case Study: Ruling on the Admissibility of Electronic Documents". See [Information Governance Next 10 Years on our website](#) for more.
- We also held a Members holiday social on December 17, 2014 at Clive's Classic Lounge in Victoria, which was well attended and a good time was had by all.
- The New Year started off with a ½ day event called "Hands On! (A Scanning Project)" on January 16, 2015. This practical session was very well received. See [Hands On Scanning on our website](#) for more.
- This was quickly followed by a free tour of the RBCM Archives on February 20, 2015. All spots were reserved for this event in record time, indicating the close connection between the RM and Archives professions. See [the Eventbrite description](#) for more.
- We continued to enjoy a victory tour and photo shoot with the Canada Cup! It's amazing how easy it is to give people an elevator pitch about Records Management when you're walking around town with a big shiny trophy.

- Chance Dixon (Programming) and Annette LaFave (Marketing) obviously deserve an enormous thanks for all their hard work and vision, as evidenced by our action packed programming outlined above.
- Our last official event of the year was Monday April 20 in Nanaimo for our annual full-day conference. Vendor tables include [Cube Storage](#) and [Gimmel](#). See the ARMA VI website for more details on this event.
- On May 4, 2015 we had 10,035 (that's over 10,000!) web traffic hits to our website and 124 Twitter followers.
- We also continue to run "Whining Wednesdays" which is our informal "Whining About Records" networking event at various locations around Victoria. We have been holding these during the lunch hour, but we recently decided to mix up the timing a bit and have some casual "5 a 7" evening events. We have also discussed in future introduce some 11am to 2pm meetings with topics and short 20 minute presentations to generate productive discussion.

## **Concerns**

- Membership renewals dropped a bit in August and September. The board discussed phoning lapsed members to ask if it this was just due to "busy-ness" or if there is more that ARMA and ARMA VI can do to help highlight the value of the membership fee (members' only publications, reduced educational fees, cheaper access to conferences, networking events, etc.). So if you hear from our Membership Director Trevor please let him know how we can serve you best.

The annual full-day Spring 2015 conference in Nanaimo did give us a little boost in Membership numbers. If ARMA Canada and International can continue to highlight the monetary value of the membership fee then we hope to maintain stable numbers.

- Competition amongst IM membership organizations tends to divide and scatter Membership attention. We all know the IM discipline (libraries, archives, records management, data management, knowledge management, etc.) need to support each other and help each other build bridges with other professional disciplines like IT, Legal, Communications, and so on. It would be nice to coordinate the efforts of ARMA and other IM groups, despite different philosophies, mandates, and the realities of on the ground volunteer work.
- We are always looking for better ways to engage our Members, truly listen to their needs, and effectively translate the information we've collected into program events. This is a challenge for any organization, and we're

constantly striving to improve our processes in this area. If you have ideas, then we want to hear them!

### **Ongoing**

- The ARMA VI Board continues to hold regular monthly meetings always manages to have a bit of fun while we're at it! Feel free to drop us a line and attend any meeting.
- Maintaining active board members is always a challenge, given our busy North American lifestyles. However good team spirit on the board always helps with recruitment and retention, and we have *tentatively* planned incoming Presidents through 2019! Members are encouraged to participate in the board, even in a part time capacity. It's a great way to learn the processes, have a bit of fun and add to your resume.
- In addition to updating our Chapter classification scheme the Board is also in the process of creating a local Chapter version of the operations manual. This should be a good tool for new incoming board members in the future.

Bruce Norman Smith, MLIS  
President of ARMA Vancouver Island  
<http://www.armavi.org>  
[president@armavi.org](mailto:president@armavi.org)

# ARMA VI

## Treasurer's Report – Year To Date

Report date: May 13, 2015

### Accounts

Business	<b>05486.38</b>
Savings	<b>05004.11</b>
Investment (USD)	<b>02104.03</b>
<b>Total</b>	<b>12594.52</b>

<u>Accounts Payable</u>	1498.33*
<u>Grants to be disbursed</u>	3000.00**

**Total Assets** **08096.19**

**2013-2014 Total Revenue** 8458.91

**2013-2014 Total Expenses** 5025.47

**2014-2015 Projected Revenue** 09050.00

**2014-2015 Projected Expenses** 09050.00

**2014-2015 Revenue YTD** 5741.59

**2014-2015 Expenses YTD** 8688.99

Note 1: Accounts as of 2:00 pm May 13, 2015

Note 2: Board voted for a balanced budget for 2014-2015 on Thursday July 24, 2014.

\*pending reimbursement for Nanaimo Event Centre (\$1398.50) and Internet Hosting fee (\$112.83).

\*\*disbursement for attendance at 2015 National conference yet to be determined by board.

Marketing Report for the 2014/2015 Year

It was an exciting and productive year for marketing activities within ARMA VI. Our website traffic passed the 10,000 mark: as of May 4, 2015, we have 10,035 hits registered on our web traffic counter, as well as 124 loyal Twitter followers. Our numbers have grown steadily, as this statistics sampling shows:

	May 2014	Sep 2014	Dec 2014	Jan 2015	Apr 2015	May* 2015
Web Traffic Count	4725	6319	7885	8345	9741	10035

\*at time of writing (May 4, 2015)

	May 2014	Sep 2014	Dec 2014	Jan 2015	Apr 2015	May* 2015
Twitter Followers	83	95	111	114	120	124

\*at time of writing (May 4, 2015)

Along with website postings of news and events, and Twitter tweets, we continue to utilize LinkedIn (thanks to the help of our Past President, Ken Oldenburger, who maintains the LinkedIn site).

This year we've added an excellent item to our "swag bag": a very classy mug, black on the outside with a choice of reddish-brown or yellow ochre on the inside. On the outside is our logo and the phrase "records management and information governance." The mugs travel with us to chapter events, and have proved to be a popular item.

We continue to send out an annual Chapter Membership Survey; the feedback we receive helps us analyze how well we are communicating our events, and where improvements are needed. After each paid event, we hand out an Events Survey to all participants; these surveys are then tabulated and analyzed, and are used in planning the following years' events.

Of course, the big news came in July 2014, when the new CASL (Canadian Anti-Spam Legislation) came into effect. This legislation aims to protect Canadians from unwanted emails from businesses and organizations (including non-profits like ours). On June 23, 2014, “consent” emails were sent out to all of our non-member personal contacts (about 120 individuals) ; about one-quarter of those contacts responded positively, with even a few “thank you’s” and “keep up the good work”. It is my belief that these consenters are people whose jobs touch records management or information governance in some way. It’s important to note that the majority of the consenting individuals were sought out by ARMA VI, and probably weren’t aware of our organization or our events—and now many of these consenters have attended one or more of our events. Hopefully in time many of them will see the value of becoming members. For those prior contacts who are no longer on our email list and wish to be reconnected, they can access our website and choose “email me updates.”

The CASL requirements were confusing at first, and still pose a challenge with regard to interpretation, but we feel that we are following the spirit of the law. Each email that gets sent out (now to members, as well as consenters) now has an opt-out clause. Our surveys show that most people still prefer email as the primary method of communication, and so we continue to use it but in a responsible way.

In the coming year, marketing records will be transferred to our new Synology server, which will aid board members who are assisting with marketing duties.

Respectfully submitted,

Annette LaFave, Marketing Director, ARMA Vancouver Island

**Program Report 2014 -2015 - Here are some of the highlights of the programs and events that ARMA VI hosted this year.**

There were a few more social meet-ups and whining about records mixed in including; a program brainstorming meeting at Swans and a meet-up at Veneto and the Dinghy Dock pub in Nanaimo.

A big thanks to all of the people who helped with, presented at and attended our events. You all worked to make them interesting, valuable and fun. We look forward to seeing you again next year!

Respectfully submitted,

Chance Dixon – Program Coordinator ARMA VI

**ARMA VI Event Schedule 2014 - 2015**

**July** – Social Networking

Topic: Records Management Meet up  
Location: Clive's Chateau Victoria  
Date: Thursday, 17th 5:15-7:00pm

**July** – Networking Lunch

Topic: Whining About Records  
Location: City of Langford  
Date: Wednesday, 16th 12:00-1:00pm

**August** – Networking Lunch

Topic: Whining About Records  
Location: University of Victoria  
Date: Wednesday, 20th 12:00-1:00pm

**September** – Networking Lunch

Topic: Whining About Records  
Location: Town of View Royal  
Date: Wednesday, 17th 12:00-1:00pm

**October** – Information Session

Speaker: Rick Sterling  
Topic: Another Information Management Subject to Understand? Will it Never End?  
Location: Ambrosia  
Date: Tuesday 14<sup>th</sup>  
Time: 1- 4:00pm  
Cost: \$40 and \$50

**October** – Networking Lunch

Topic: Whining About Records

Location: North Saanich

Date: Wednesday, 15th 12:00-1:00pm

**November** - Conference

Topic: Information Governance: The Next 10 Years  
Speakers: Hervey Simard, Marshall Oliver, Pat Acton, Stuart Rennie  
Location: Ambrosia  
Date: Monday 17<sup>th</sup>  
Time: 8:45am – 4:30pm  
Cost: \$80 and \$100

**November** – Networking Drinks

Topic: Whining About Records  
Location: Garrick Head Pub  
Date: Monday, 17th 4:45-6:00pm

**December** – Networking Drinks

Topic: Whining About Records  
Location: Clive's  
Date: Wednesday, 17th 5:15pm

**January**- Workshop/Presentation

Speaker(s): Juliana MacEwen, Ken Oldenburger  
Topic: Hands on - A Scanning Project  
Location: Ambrosia  
Date: January 16, 9:00am - 12:00am  
Cost: \$30 and \$40

**February** – BC Archives Tour/Talk

Speaker: Michael Carter, Katy Hughes, Chantaa Ryane  
Topic: Tour and Meeting  
Location: BC Archives  
Date: Friday, February 20, 1:00 - 3:00pm

**April** - Conference

Topic: Bridging Privacy, Information Governance and Records Management  
Speakers: Brad Weldon OIPC, Jane Morrison, Dave Young, David Miller, Julie Luckevich, Ken Oldenburger  
Location: Nanaimo Conference Centre  
Date: Monday 20<sup>th</sup>  
Time: 8:45am – 4:00pm  
Cost: \$120 and \$150

**May** - Annual General Meeting

Location: 4 Mile Pub  
Date: May 13<sup>th</sup>  
Time: 5:15pm