



ARMA Vancouver Island Meeting Agenda

Thursday June 20, 2013, 5:15 pm
Saanich Municipal Hall (770 Vernon, Committee Room 1)

Present: Chance Dixon, Leonora Casey, Stacie Barclay, Ken Oldenburger, Sharon Froud, Chance Dixon, Jim Phillips, Trevor Youdale, Jon Weston, Annette LaFave, Vivian-Grace Ostan

Absent: Ann Cummings and Terrell Les Strange

Call to Order

Agenda approved.

Minutes of AGM approved.

Board Educational Presentations

Annette LaFave:

- a) LinkedIn: What is it? How is it different than FaceBook?

LinkedIn is a social media site for professions, boasted as the world's largest professional network. ARMA Toronto and ARMA Saskatchewan each have a LinkedIn page. It may be a useful marketing tool for us, to set up a company profile and redirect people to our website for more information. Annette may ask some US Chapter for feedback. An interesting feature of LinkedIn is that it has an events update tool. Leonora requested if it's a push-out or pull-in tool. Twitter allows you to push-out information and people follow you. Jon has posted ARMA VI events on his LinkedIn page in the past.

Annette printed off and passed around ARMA Saskatchewan's LinkedIn front page. She will wait to receive feedback from other ARMA groups.

Finance

Trevor Youdale:

- a) Bank Report
- b) ARMA Canada Leadership

Leadership money will be distributed equally between Jon, Ken, and Trevor.

- c) Nanaimo Event financials
- d) Other action items from AGM minutes

Ken is authorized to access the postal box.

Trevor submitted the report to the registry society.

Trevor has arranged for signing authority document for Ken and Jon.

Postal box change is complete.

Marketing

Annette LaFave

- a) Website

Annette is still working on the media blurb. She has sent an email to the editor of the Business Examiner and is still waiting for a response. The contact information has been updated, including emails. The emails are encrypted. Include list of responsibilities.

- b) Social Media
- c) Survey of Members for Spring program planning

Annette will have the draft copies of surveys done for next week.

- d) Swag

Pen research, went to Accent Inns for info. Island Business Print Group Ltd. 500 @ 69cents/pen with \$30 set up fee. These pens are environmentally friendly as they can be recyclable. Annette spoke about Perfectpen.ca, a promotional pen business, just to give an idea of what is out there. Preference is to deal with someone local.

Action Annette – to get a quote for pens with blue ink; sort out responsibilities of board members

Ken has a box of ARMA pins and passed it around to the group.

Marketing tips reviewed. For future event, we should let chapter members know first, ARMA Int'l events calendar, do a mail out of postcards with information of the event.

Action Jon – to do the event postcards and mail-out information to members.

Membership

Ken Oldenburger:

- a) Numbers *36 members – numbers have gone down*

Membership numbers have gone down from last year. Current count is at 36.

There are three people on the 99s list. The definition of the 99s list are people who have international memberships, who live in Victoria, but are not a chapter member. These include: John O'B., Lynette L., and Alice S. Alice is a federal government employee who ARMA VI will offer a free chapter membership.

John O'B – declined

Annette

Alice (federal government employee) – offer a free chapter membership

MOTION to offer free membership – Ken/Trevor (2nd)

Action Ken: call Alice regarding free membership.

- b) Contacts (new and expired)

No comment.

Education

ARMA Canada Conference (Ken, Jon, Trevor and Stacie)

All attendees agree that this conference was the best one for networking. There were more relevant topics and had more forward-looking sessions. All agree the facilities were excellent and the vendor area layout was great.

The Pender Island bowls had quite a few bids, up to \$60.

Trevor did a lot of networking at the conference and he received 74 evaluations for his session. And congratulations to Trevor for completing his post-graduate degree.

Partnerships

ARMA Western Region (Vancouver Island is now lumped in with Alberta)

There are changes to the financial processes, ARMA Canada executive positions, etc.

Western Regional Summit

Two possible set of dates for the session: September 7 & 8 or September 28 & 29 The last Summit cost about \$800/person. Vivian-Grace, Ken, and Jon are willing to go. The feedback on dates is needed by the end of June.

Questions: should the chapter provide full subsidy? How much revenue do we have?
Suggestion by Annette: Advertising blocks on our website to increase revenue/budget.
Action Ken: to put the suggestion made by Annette on the agenda for the next meeting

Other

- a) President (Ken Oldenburger)
 - i) Review and comment on Job Description on ARMA International website – Ken agrees that all is reasonable for the president.
 - ii) Library – Ken has 4 books, created a list, post library on the website. Ken gave receipts for books to Trevor
 - iii) Approve expenditure for books – no comment.
- e) Past President (Jon Weston)
 - i) Status of ARMA VI as of June 30 – Jon has provided feedback on the job description to Ken. Jon will provide mentoring for a while. Jon reviewed the metrics, specially looking at members and the numbers are down from last year. Bank balances at AGM we were at 6K now at 11K. Educational events – Denham 21 seats, Nanaimo 25 seats.
1st ARMA Canada Chapter Year Award (a cup and \$1K)– ARMA VI is very well poised to get chapter of the year; our main competitor is Ottawa. The criteria is not set, so Ken is trying to gather the metrics from the previous year. We would make our own argument – “look what we’ve done!”
Action Ken - to get numbers from webinars
- f) Treasurer (Trevor Youdale)
 - i) Review and comment on Job Description on ARMA International website – Agrees the job description is reasonable.
- g) Secretary (Vivian-Grace Ostan)
 - i) Update Chapter Position information (also Ken)
 - ii) Review and comment on Job Description on ARMA International website – Agrees the job description is reasonable. Item #3 in the job description is all paper files, 2 boxes (Trevor has one, one at ACCESS).
 - iii) ARMA VI 10 year history (perhaps find another ARMA member to help?) – Ken called ARMA Int’l of a list that we’ve achieved; Jon and Ken have some of the awards.
Action Ken – to scan the certificates he has.
Action Jon to scan what he has. Jon has the trophies. Compiling a page/timeline of what has happened over the last 10 years.
 - iv) Clean up electronic files (perhaps find another ARMA member to help?) – The electronic files are stored on Ken’s computer. A classification and retention schedule do exist. Need to find a means of amalgamating and storing all of our electronic files. Perhaps upload information to the website or set up a Google drive.
Action Vivian-Grace - research Cloud, search for central repository options. Email Chance to ask about the mini server, stand-alone box, runs all the time.
- h) Marketing Director (Annette LaFave)
 - i) Review and comment on Job Description on ARMA International website – Agrees the job description is reasonable
 - ii) Update website with new chapter positions
 - iii) Update website with new list of responsibilities for positions
 - iv) Post library offerings on website
 - v) Communications plan for upcoming events - Communications plan for events needs some tweaking.

- i) Membership Director (Ken)
 - i) Review and comment on Job Description on ARMA International website – Ken removed out what didn't apply to us.
 - ii) Contact new members – Sharon Froud will welcome new members.
 - iii) Contact expired members – **Action** do up a template
 - iv) Review new membership levels
Everything else gets managed by ARMA Int'l. Three levels: student, associate, and full/privileged.
- j) Program Directors (Chance Dixon and Alyssa Meiner)
 - i) Review and comment on Job Description on ARMA International website – raising for ARMA members and public. Everything looks good otherwise.
 - ii) Short survey for post event feedback (Trevor has a sample) – 4 questions simple, from Chance and gave to Annette and Jon. A very general survey.
Action Chance – to create a thank you/update to people who attended the Nanaimo event. Include information about respect to the First Nations people in the Nanaimo area.
Action Annette – to create an event survey to give out and collect at events.
- k) CRM resource (Stacie Barclay) – It is Stacie's goal to be a CRM this year. She has offered to be a resource/mentor for members of our chapter, to guide them through it. Position: CRM Liaison

2) Programming (Chance Dixon and Alyssa Meiner)

- a) Plan for the year
 - i) Educational (see below for suggestions)
 - (1) 2 brainstorming sessions
 - (2) 2 webinars
 - (3) 2 lunch and learns
 - (4) 2 full day events
 - (a) Victoria in December
 - (b) Nanaimo in May
 - (c) Vendor sponsorship
 - ii) 10th anniversary party in December (join with one day event?) - Pearl Wilton, Stacie Barclay, and perhaps Ann Cummings may be willing to help with this.

Ken: *webinars/brainstorms* simple – 2 and 2. L/L need to find speakers. Full day events are money-makers. Celebrate our 10th anniversary in December. Denham – 4x/yr L/Ls.

Action Chance - to coordinate our events with Denham. Jon/Ken to give email of Denham's assistance so Chance can contact her. Need to find out if Denham's L/Ls cost money.

Action Alyssa/Chance – to create a program planning meeting – brainstorm ideas, dates, money, outreach, etc. Figure out a date to meet. Will email times/dates.

Primary FOCUS – programming meeting

Secondary FOCUS – budget

Next meeting

Time:

Location: