



ARMA Vancouver Island Board Meeting Minutes

Thursday November 18, 2010, 5:00 pm
548 Michigan Street

Present: Leonora Casey, Emily Pike, Jon Weston, Donna McLeod, John Bolton

Treasurer:

- \$2487.86 as of Oct 31.

Program Summary:

2012 Conference

- Call for chair (or co-chair) will go out to the entire chapter memberships next week. Jon and Emily will ponder their options
- Emily will ask Bernita Cogswell for the contract between ARMA Canada and the VICC.
- Brainstorm of ideas for booth at 2011 conference: take photos of delegates in a bathtub or with their heads through a plywood cutout or mask/snorkel. Also, get the seals costume from the Victoria Seals since they're defunct or else from the UVic theatre department or do something with surfing (tofino) or fishing (Campbell river) or whale watching. Cowichan valley, Rath Trevor park...Nanaimo bars...Nanaimo was a coal town and is on the Snuneymuxw First Nation lands. Elverna says we can get the Snuneymuxw FN flag for our booth as well as shells/rocks and ocean sounds. Spelunking/pirating/shooting-of-the-cannon. Mt Washington...Wild Play...Vancouver Island Boat Festival. Different pop-ups with different themes and you can have your photo taken in front of each: surfboard (tofino), native headdress (cowichan valley), empress/harbour (Victoria), Vancouver popup.
- Emily will "feel out" Elverna and let her know what we're generally after and see what VICC and Tourism Nanaimo can contribute and how much of the leg-work they'll do.
- ALCOHOL!
- 'Moo' cards that get stuck into the top of the Nanaimo bar with a trident that advertises the 2012 conference, to be given away in PEI.
- Corporate swag to give out (ie memory sticks shaped like surfboards) that is conference-specific. Jim will talk to NRI (in Kamloops) who distributes surf stuff for all north America about maybe providing something like that.
- Corporate sponsors that are not industry-specific such as a great brewery in Nanaimo (John B is trying to think of the name) and Victoria Gin and smoked salmon.
- Give sponsors deals like saying if they want to do a giveaway at the 2012 conference they get a cut-rate at the 2011 conference booth. Jim would like to be first in line for that.
- Social event: tour to Victoria: native friendship centre in Duncan, vineyards in Cowichan valley. Arrange for bus in morning and go down for the day.

Whining About Records

- Final conference numbers are just about in, but at this point we're expecting maybe even \$5000 profit for the chapter.
- There is talk about doing it again next year, the problem is that it conflicts too much with DC and also will pull away from Kelowna.
- Emily and Jon will write out what they did to contribute for the conference.

- The board regretfully directs that we won't recommend doing this again next year. The next likely year is 2014.

Marketing:

- Emily will think again about the Vancouver Island chapter brochure – she thinks she might have a preliminary mock-up.

Membership:

- The chapter compensated the chapter dues for three members on the 099 list: Mary Colack, Shannon Tait, Barbara O'Connell so that when they renew they will automatically renew into the chapter, virtually eliminating VI's 099 list.

Partnerships:

- Jon will send Sandra Dunkin an email asking if Vancouver wants to co-host an event in Nanaimo after April revolving around FN RIM.

Education:

- Board members will take the online leadership courses because the chapter can get grant money to go to ARMA Canada based on the number of board members who've taken the course in the last year. Ken and Emily have already taken them.

Other:

- Expense coverage for board members will be covered next time.
- Emily will do a generic 'moo card' for the chapter, as well as one for the 2012 advertisement.

Next meeting: Dec 16