



ARMA Vancouver Island Board Meeting Minutes

Tuesday March 12, 2013, 5:00 pm
107-625 Fisgard St

Present: Chance Dixon, Pearl Wilton, Sharon Froud, Leonora Casey, Nancy More, Ken Oldenburger, Jim Phillips, Jon Weston, Annette LaFave, Emily Pike

Absent: Stacie Barclay, Ann Cummings, Terrell Les Strange

Call to Order

Agenda approved.

Minutes of February approved.

Board Educational Presentations

Finance

Treasurer report: Bank Balance \$12,063.70 at the end of February

HST recovery: the chapter treasurers will be meeting at the ARMA Canada conference in Saskatoon to discuss this so this is on temporary hold.

Electronic documents are on the newly-purchased external hard-drive.

Action: Ken will test sync'ing it with the ftp site using Synctoy.

Program Reports and Planning

Action: Jon update membership about the success of the brainstorming session and say that someone on the board will facilitate if someone wants to get something together.

Nanaimo Event:

- DATE: Monday, May 13
- Snacks/coffee in the morning: \$9/person
- Ken and Jon will pick a lunch: \$20/person (ish)
- **Action:** Jim will ask Pepsi in Nanaimo if they'll sponsor the afternoon refreshment break by giving us some pepsi or Gatorade
- **Action:** Jon will see if the VICC will allow Pepsi to sponsor (external beverage may be an issue)
- Cost: \$50 for members and \$60 for non-members. Speakers will be free.
- **Action:** Jon will ask Sandra Dunkin if she'd be interested in being part of the panel
- **Action:** Jon will ask Alyssa Meiner if she'd be interested in being part of the panel
- **Action:** Chance will ask View Royal if she would be free
- **Action:** Pearl will ask her lawyer if she can commit
- We'll need bios for the speakers
- **Action:** Ken will write a blurb

Denham Event:

- **Action:** Leonora will get Cara on the phone and try to get the commissioner up to 45 minutes speaking (not a deal-breaker, though, we can live with 30 minutes) and see if it's ok that we market the q&a aspect because it's a bit of a highly charged political situation and we don't want Ms Denham to be caught off-guard. Cara may have something to say about the marketing – what we can or can't say – she may want last word. This is fine with us.
- **Action:** we need a final blurb and title for marketing. Leonora will get this finalized with Cara as well.
- **Action:** Annette will do the preliminary media contact once we've got the go-ahead.
- We need to finalize the St Anne's booking. **Action:** Chance will finalize the booking for the afternoon of Apr 26.
- **Action:** Jon will finish the Eventbrite online registration listing once he has the marketing blurb.
- Media who get free passes will need to be setup in Eventbrite.
- Chance will help on-the-day registration. So will Jon.
- **Action:** Leonora will have the chapter rack-card ready for the event. The media blurb that we mentioned earlier (“we are ARMA VI ...”) will be ready to hand out to media.
- We are not providing coffee. Mention this on registration site.

Marketing

- Business Examiner might reprint a sample. Annette will follow-up with the author of the “BYOD” article and Business Examiner.
- Local newspapers are local news oriented and don't seem willing to print topical articles. Leonora suggested topics like personal information and identity theft. Local news seem unwilling to use outside writers so we'll have trouble controlling the content.
- We now have a well-developed list of contacts in the media. **Action:** Annette will let them know that we're available as subject-matter experts in case they have questions and we can use them to push out updates about upcoming events. **Action:** the board will send Annette a brief of exactly what we do so she can include those topics.
- If anyone from the media contacts us about Elizabeth Denham's criticism of the provincial government's “oral government” then we will make a statement. **Action:** Annette will tweet a link to the Huffington post article.
- Chamber of Commerce: **Action:** Jim will talk to people who have done an event and see what the cost is and explain to the Chamber what the value is. **Action:** Sharon Froud will explore the potential of marketing ARMA VI to the clerks and corporate officers meetings.
- There was mention of setting up an ARMA VI LinkedIn site but no one expressed interest in moderating it.

Membership

- 40 Members + 2 099
- We have submitted grant request for \$1000 to help get Trevor Youdale to Saskatoon
- ARMA Canada conference in Saskatoon
 - Trevor and either Ken or Jon will be going to Leadership
 - They're having a special treasurer meeting at the conference so Pearl will make sure Trevor gets included in those emails

- Ken and Trevor are both speaking at the conference so their registrations are covered.
- Jon will be a speaker assistant so his registration is covered
- We had budgeted \$5000 for conference expenses.

Motion: We will allocate \$3000 for three people from the board to attend the ARMA Canada conference in Saskatoon. Moved by: Pearl. Seconded by: Nancy. PASSED.

- AGM: May 23. 4 Mile Pub, 5:30pm.

Motion: we will spend \$70 on appetizers. Moved by Jon, Seconded by Ken. PASSED

Partnerships

Education

Communication

Other

Pending Action: Pearl, Leonora and John Bolton will work on the procedures.

Next meeting

Time: Thursday, April 18, 2013, 5:00 pm

Location: CRD main floor room: 107-625 Fisgard St.