



## ARMA Vancouver Island Board Meeting Minutes

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Thursday June 19, 2014, 5:15 pm  
CRD, 625 Fisgard Street

Present: Ken Oldenburger, Terrell Les Strange, Nancy More, Annette LaFave (via Skype),  
Chance Dixon, Jon Weston, Bruce Smith, Brent Hicks, Dave Young

Absent: Trevor Youdale, Stacie Barclay, Sharon Froud, Jim Phillips

### 1. Call to Order - Ken

- a) Agenda: approved.
- b) April 24<sup>th</sup> meeting minutes: approved.
  - Terrell requested verification of Sharon's role this year.
- c) May AGM minutes: approved.

**Action:** Chance to verify if Sharon will be Membership Co-Director or Member at Large.

### 2. President/President Elect Vacancies - Ken

- Ken is now too busy for president; however can still attend meetings and contribute.
- Jon's only reason not to be president is that he has been President twice already
- Bruce will consider position.
- Discussed also reviewing members list to see if there is anyone we could ask; or do a general call to the membership. Downside for anyone accepting position of president is that ARMA Canada Conference has already been held this year.

**Action:** Vacancies will be included as an item in the upcoming newsletter.

### 3. Financials - Ken

- a) Bank report: none.
- b) Budget: Reviewed 2013/14 budget and identified the following changes for 2014/15:
  - ASSETS:
    - Remove "Prepaid Education/Bursary".
  - LIABILITIES:
    - Remove "Education/Bursary payable".
  - REVENUE:
    - Adjust "Memberships" to \$1,225 (from \$1,400).
    - Adjust "Programs/Seminars/Workshops" to \$4,000 (from \$3,000); and add footnote this includes revenue from vendor sponsorships.
  - EXPENSES:
    - Leave "Contingency Fund" as a line item, but value will continue to be \$0.
    - Remove "Membership Recognition".
    - "Donations – AEIF etc.": no change (\$200).
    - "Bank Charges/Interest": increase to \$120 (from \$90).
    - "Awards": reduce to \$0 (from \$500).
    - Revise "Education/Bursaries" to "ARMA Conference Sponsorship"; increase to \$3,000 (from \$2,000).
    - Add "Member Education": \$1,000 (program to be developed to grant funds to member(s) to attend educational events, possibly tied to a requirement to deliver a presentation or newsletter report on the event).
    - "AGM": no change (\$100).
    - "Program Expenses-Events": increase to \$5,000 (from \$3,000).
    - "Regional Summit": reduce to \$800 (from \$1,500).

- "Admin/Publicity": increase to \$500 (from \$300) for additional marketing activities.
- "Corporate Registration": no change (\$25).
- "Website": reduce to \$120 (from \$150).
- "Skype": reduce to \$0 (credits will carry over).
- Delete "Board Meetings" (no expenses are incurred).
- "Mailbox": no change (\$160).
- Revise "Postage/Courier/PO Box" to "Postage/Courier" (mailbox is listed separately; no change to amount (\$50).
- "Records Management": revise to \$100 (from \$0).
- "Library": no change (\$100).

**ACTION:** Add books available for loan to the upcoming newsletter.

**ACTION:** Send out reminder to borrowers to return books; ongoing advise Annette when books are on loan/returned so that she can update the website.

**ACTION:** Terrell will check what books are on sale for possible additions to the library.

**ACTION:** Next board meeting vote on the budget.

#### 4. Membership-Chance

- a) Numbers: Sharon advised there were no changes to number of members (current should be 41).

#### 5. Programming – Chance

- a) Clive's:
  - Invite has been sent out for social event July 17<sup>th</sup>.
  - Seven non-board members have already indicated they will attend.
  - Discussion around offering drink coupons at events. Nancy and Terrell did not think we should do this; and Chance agreed not advisable for Clive's. For future events we may want to vote on the issue.

**Action:** Board to pass on invitations/information to encourage contacts to attend.

- b) 2014/15 Programming:
  - Locations are booked at different venue for the next six months for "Whining about Records" to be held the third Wednesday of each month.

**Action:** Chance will send information to Annette for posting to the website for July "Whining about Records" event.

- c) Postcard:
  - Jon previewed postcard.
  - September SharePoint event removed from postcard as this likely will not go ahead.
  - Gary Mitchell cannot give tour in February, but someone from BC Archives will be available.
  - Details for Rick Stirling event are flexible.

**Action:** Chance will confirm details with Rick Stirling and advise Jon.

**Action:** Once Chance confirms details, Jon will have the postcard printed at Island Blue Print. Jon will address postcards and mail out to members.

**Action:** If the postcard is ready, Chance will hand out at Clive's event.

#### 6. Marketing – Annette/Ken

- Website has had 5,182 hits (up 457 from May 6).
  - Gained 4 Twitter followers over last month.
- a) Alternative methods of communication:
    - Ken reported that at the ARMA Canada Conference there was lots of talk about social media/alternate forms of communication. As Gen-Ys take over alternate forms of media are taking priority. Ken is hoping more information will be coming from ARMA Canada on how to use social media, however this may not be until next leadership.
    - Ken advised we should probably set up an ARMA VI Facebook page; and then link everything together so that when we post on Twitter it posts to Facebook, etc. Bruce suggested we use Hootsuite to do this.

**Action:** Bruce will set up a Facebook account for ARMA VI, replicating the information from our LinkedIn account. Bruce to look at HootSuite.

b) Anti-spam law:

- We need to send out emails as soon as possible asking people for permission to email or contact them because the Canadian Anti-Spam Law takes effect July<sup>1st</sup>.
- Bruce suggested MailChimp. It has an unsubscribe button and one-click option.

**Action:** Annette will draft message and she and Ken will discuss best approach.

Membership survey:

**Action:** Annette to send out membership survey in September.

**Review of Items for the Newsletter:**

- Board member vacancies;
- Money for board positions to attend conferences;
- Anti-spam law update;
- Whining about Records in July
- Canada Cup and Clive's event (possibly "Come see the Canada at Clive's")

**7. Electronic Files to Server**

- a) Disposition processing: not discussed.

**8. Canada Conference Report – Ken/Jon**

- a) Jon reported for the first time the CGSB Electronic Documents as Evidentiary Standard is going before the courts. It involves a case of a Calgary intoxicated driver where there was testimony regarding records being scanned based on this standard. For more information go to a site that tracks cases in Canada and search "Uta Fox".
- c) ARMA Vancouver Island won Canada Cup Chapter of the Year award. This is the first year the cup was awarded and came with a \$1,000 award. ARMA VI were up against Ottawa, Calgary, & PEI. For the award. Ken showed off the cup to the board; and advised photos should go up on the ARMA VI website soon.
- Action:** Include article in the newsletter about winning the Canada Cup.
- Action:** Take photos of last year's board with the cup at Clive's.
- b) Jon went to an email auto-classification seminar presented by three professors from the Ottawa area. They reported rate was up to 91%, but that was just deciding if the email is of business use or not. Jon went to as many email presentations as possible, but for the most part the message was simply email is a problem and no solutions.

Jon also attended an entertaining presentation on retirement of a system by a records manager and IT person. In this case a bunch of stakeholders were not asked about the data, so it became necessary to keep it longer to get additional data sets out. However, there were problems because some of the underlying data was inaccurate because calculations were being done by system laying over it. They had to re-do the process.

Ken reported that the technology spotlight and Dr. Nick Bontis, one of the keynote speakers, was very good. He talked about how we have to pick our information absorption speed and exercise our brains.

Ken was assigned to 6 sessions as speaker's assistant because there were more streams this year, however he was not able to choose which sessions to attend.

Jon volunteered during pre-conference for RIM SharePoint.

The socializing was excellent, including the Ontario vs. Canada baseball game. The vendor room was also really good and connections were made with document recovery folks. A documentary recovery presentation may be good in future.

A couple ARMA International members approached Jon about participating taskforces.

## 9. Next Meeting

Date: July 24

Time: 5:15

Location: TBD