



ARMA Metropolitan New York City Chapter
Kelley Drye and Warren
101 Park Ave (27th Floor), New York, NY
January 24, 2013 4 p.m. – 6 p.m.

Attending: Bryn Bowen, CRM; Frank LaSorsa, CRM; Darryl Harris, Jason C. Stearns, CRM, Michael Landau

On the phone: Anita Castora, CRM, Edie Mazzullo; Debbie Mevs, Eugene Stakhov (for part of the meeting)

Absent: Derick Arthur, Jennifer Best, Marcel Rodriguez, Mary Sherwin

Committee Members (in person): Lauren Barnes, Carol Trapano

President - Jason C. Stearns, CRM

- Board Meeting date for April set for April 18, 2013
- Ace Romar has resigned from his position as VP, Special Projects and Events

Executive Vice President – Bryn Bowen, CRM

- March All Day Educational Event – Bryn will be the Event Coordinator “Tsar of March”. Mary Sherwin and Jennifer Best will be coordinating the Event Space Logistics (more information on March in the Committee reports below)
- Legs and Regs – No report; only the Newsletter article that was printed.

Vice President – Special Projects and Events – Darryl Harris
Committee – Frank LaSorsa, Bryn Bowen, CRM, Jennifer Best

- Darryl Harris has moved from co-VP of Membership to VP, Special Projects and Events.
- Wednesday February 13, 2013 Evening Meeting will be held at Kelly Drye and Warren
- Tuesday February 26 ARMA @ Noon to be held – Location TBD
- Wednesday March 20, 2013 All Day Educational Event to be held at NY Life from 8 am – 5 pm. Jennifer Best and Lucinda Donaldson are our internal contacts there. They will assist us in coordinating the logistics from the inside.
- The evening networking reception on March 20 (6 p.m. -8 p.m.) will be held at a restaurant or hotel nearby NYL. Darryl and Bryn are reviewing possible event spaces for the reception. Currently under review: Dewey’s- Flatiron District
- Night before Event Dinner (on Tuesday March 19) – I Trulli, next door to NY Life.
- April Evening Meeting (Thursday April 11) will be held at NBC Universal
- April ARMA @ Noon (Tuesday April 30) location is To Be Determined
- May Meeting – Vendor Appreciation and Chapter Awards – Tuesday May 21st – contract signed for the Muse



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Vice Presidents – Advertising and Promotions – Debbie Mevs & Edie Mazzullo
Committee – Derick Arthur; Frank LaSorsa; Marcel Rodriguez, Mary Sherwin

- Committee Brainstorming call held December 18, 2012.
- Meeting sponsorship updates:
 - **March 20, 2013 All Day Educational Event** – 13 sponsors have committed. Payment for some of the vendors (i.e. RSD) are still outstanding.
 - o Times Square to date: Iron Mountain, Pro Libra, Recall
 - o Grand Central to date: Alix Partners, Allstate Information Management, CvisionTech, Gimmel, GRM, NRC, Paige Box Company, Trak Records and Library, RSD, UHY
 - As an added incentive, the 10% discount is in effect until January 31 (already in cVent).
 - Costs of sponsorship were discussed:
 - o Break fee proposed: \$1,250 – Board agreed this was too high compared to last year's \$300. Cost will remain the same as last year.
 - o Lunch fee proposed: \$3,500 – Board agreed this was too high compared to last year's \$500. Cost will remain the same as last year.
 - o Networking Reception - \$5,000 – still looking for one or two sponsors to cover this
 - Potential sponsors: GLC (John Solomon); Archive Systems (Rina Rodriguez)
 - Gene will reach out to his contacts at CTI (Mary already contacted them) to encourage sponsorship

Vice President – Professional Development – Derick Arthur
Committee – Lauren E. Barnes, CRM; Bryn Bowen, CRM; Sofia Empel, CRM; Fred Grevin;
Jennifer Waters Farley, CRM; Mary Sherwin

Upcoming Meetings:

- Wednesday February 13, 2013 Evening Meeting @ Kelly-Drye and Warren – Topic: Can TAR (Technology Assisted Review) be used to improve RIM – presented by Brendan Sullivan and Matthew Cohen
- Tuesday February 26, 2013 ARMA@ Noon – Bryn Bowen, CRM and Rudy Moliere –Bringing Conference Home Part II: *"How to establish an Information Governance team in your organization"*
- All Day Educational Event Wednesday March 20, 2013:
➔ **Action:** Derick, Frank and the Professional Development Committee are finalizing the Tracks (3) and Topics for the March Event.



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Vice President Webmaster and electronic communications – Marcel Rodriguez
Committee – Bryn Bowen; Eugene Stakhov; Michael Landau; Derick Arthur; Mary Sherwin

- **Website:** Marcel is finalizing the Website, with an anticipated “Go Live” date of January 28th. Liz Dederer was engaged for \$500 to assist in finalizing the work of the website.
- ➔ **Next Steps:**
 - Marcel to verify all changes have been made, transfer final information from the old site to the new site, test that all links are working, and inform the Board that the new site is up and running.

Vice President – Treasurer – Michael Landau
Committee – Carol Trapano, Lucinda Donaldson

- 2012/13 Finances – see the attached report.
- Summary of Accounts as at:

	<u>December 31st</u>	
Chase:	\$ 14,764.71	-
Dreyfus	\$ 44,833.91	
Fidelity*:	\$ 12,453.38	

Total:	\$ 72,052.00	

* Fidelity Municipal Money Market

\$14,065.15

Fidelity Contra fund

\$ 30,768.76

ARMA International Escrow: \$ 1,300

December Additional Bank Charges:

Bank of America: \$ 55.68 charges

Constant Contact \$48.99

Yahoo (for website account, not always used) \$34.95

AMEX \$7.95



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Vice Presidents – Membership – Anita Castora, CRM & Darryl Harris
Committee – Lauren E. Barnes, CRM; Fred Grevin

- Current membership levels – 315 (decreasing). 3 new members.
- Membership booklet almost completed and needs to be printed
- Mentoring project draft will be circulated to the Board members for comment
- Scholarship fund for students: the raffle for the Kindle Fire has raised \$330 of the \$1000 Goal to date.
- Membership Committee – guidelines are being written

Vice President – Newsletter– Jennifer Best
Committee – Bryn Bowen, CRM

- No report given

Vice President – Collaboration – Gene Stakhov (submitted via email)

- NYCPA - Joint Meeting:
 - April 11, 2013 meeting topic – The joint meeting with the NYC Paralegals Association is now confirmed. The meeting will focus on "Technology Aided Review vs. Predictive Coding": a panel "Battle Royal" of sorts. The session will be CLE-approved, and will consist of at least 2 panelists to present both sides of their respective arguments, and a moderator.
 - A suggestion was made by NYCPA to add another organization- the Paralegals and Legal Specialists (PALS).
 - The next step for us would be to chip in for suggesting (at least) one of the panelists, and to get formal agreement on pricing, cost and profit-sharing.
- Archivists Round Table of NY - Collaboration Brainstorming
 - They are interested in broadening their educational horizons by holding an "Information Governance 101"-type session, and we of course are looking to broaden our membership base. I proposed a two-pronged approach:

1- To satisfy their request for a basic RIM/IG offering, we can offer up some of our members' expertise by holding a basic RIM-specific session. This could potentially be jointly marketed to both camps, but would more likely be billed as an ART event, since a large segment of our membership is beyond the basics and looks for higher-level topics. We would select one or a few speakers who are qualified in the subject, who are local and who agree to waive any speaker fees. In turn, we would only ask for a chance to introduce ourselves as a chapter, and describe what we can offer archives professionals interested in the broader field of information governance. They apparently have a pretty packed calendar. I suggested we can accommodate a time slot for this year since it's not a full



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chapter event, but would certainly be available for next year as well. This is something we might be able to funnel ASPIRE graduates to!

2 - As per Jason's idea at the second-to-last Board meeting, Introduce ART to our membership at the Spring Educational Event. They could set up a small table or kiosk with materials and 1 or 2 representatives to answer questions about membership in their organization.

Immediate Past President –Frank LaSorsa, CRM

➤ No Report Given

Task Force Updates – Jason Stearns, CRM

➤ Sandy Response was discussed.

Region Discussion – Jason Stearns, CRM

- If you are participating in the Region Event, you are participating as an individual and not as a member of the ARMA Metro NYC Chapter
- Wendy McNally (ARMA Central NY Chapter) is coming from Buffalo to attend the All Day Educational Event.

Meeting adjourned 6:00 p.m.

Respectfully Submitted,

Mary W. Sherwin

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Secretary