



ARMA Metropolitan New York City Chapter
Via Conference Call
February 6, 2013 4 p.m. – 6 p.m.

Attending: Derick Arthur, Jennifer Best, Bryn Bowen, CRM; Anita Castora, CRM, Darryl Harris, Frank LaSorsa, CRM; Michael Landau, Edie Mazzullo, Debbie Mevs, Marcel Rodriguez, Mary Sherwin, Eugene Stakhov, Jason C. Stearns, CRM

Committee Members: Lauren Barnes, Fred Grevin, Carol Trapano

President - Jason C. Stearns, CRM

- Upcoming Board Meetings were confirmed as:
 - Wednesday March 6
 - Thursday April 18
 - Tuesday May 21
 - Tuesday June 4
 - Thursday July 18th – All Day Planning Meeting
- The Possibility of a walkthrough at New York Life after the March 6 board meeting was discussed but not confirmed.

Executive Vice President – Bryn Bowen, CRM

- March All Day Educational Event – Bryn is the Project Coordinator. He discussed the Project Plan that was distributed in advance and attached to these minutes. [March Logistics information under various committee reports (below).] Note: the Tab on the project plan that was added for Budget which is based upon last year's budget.
- Game Card and Raffle: Mary will produce the Game card (visits to all vendors and requiring a stamp in order to participate in the Raffle). The main raffle will be held immediately following the close of the Educational sessions. An additional Raffle will be held at the Reception.
- Legs and Regs – No report; only the Newsletter article that was printed.
- By- Laws Update Current Status – will meet on Friday Feb 15 – to circulate to Board for final decision by Friday Feb 22.

Vice President – Secretary – Mary Sherwin

- January Minutes have been circulated for approval. An email vote for approval will be taken.
- Leadership On-Line Training – Everyone was reminded to take the training
- ASPIRE curriculum development postponed until after the March 20 Event. One session during the Event will be conducted by Mary, Frank and Lauren Barnes.



ARMA Metropolitan New York City Chapter
Via Conference Call
February 6, 2013 4 p.m. – 6 p.m.

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

- Wednesday February 13 Evening Meeting – to be held at Kelley, Drye and Warren
- Tuesday February 26 ARMA@Noon – Location – NBCU
- Tuesday March 19 Speakers Dinner before the All Day Event – locations being determined by Frank, Darryl and Bryn. Budget is \$750.00
- Wednesday March 20 All Day Educational Event – NY Life
- March 20 Networking Reception – NY Life is not available for the Reception. The Committee is exploring venues near NY Life. The least expensive option is Blue Smoke (\$12,000); SD26 (\$11,600). A spreadsheet with all options will be circulated for a vote by the board within the next week.
- Thursday April 11 – Chapter Evening Meeting – to be held at NBC Universal Brand New Facility Studio 90
- Tuesday April 30 ARMA@Noon – Location required
- Tuesday May 21 – Chapter Evening Meeting – Vendor Appreciation and Awards – The Muse
- Thursday May 30 ARMA@Noon – Venue TBD

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

- Wednesday February 13 – Total Records
- All Day Educational Event Wednesday March 20, 2013
 - Mary Sherwin is coordinating the Sponsors for the Event.
 - Exhibitors - We have filled most of the positions except the booth in the back near where the attendee bags will be handed out.
 - Meal & Break Sponsors - Breakfast is being sponsored by the 7 Past Presidents of ARMA Metro NYC and Lunch is sponsored by TechLaw. There are 2 breaks sponsorships still open - to go possibly Polygon or Inception – both leads from ARMA NNJ.
 - Co-Networking Reception Sponsors – Gimmel and Iron Mountain for \$6000 (\$1000 above asking price because we have to provide them with 2 Times Square booths. We will also provide them the use of a room in the back near the attendee bags for consultations and the ability to send out an email invite to a Web seminar.
 - Printing will be done by Pitney Bowes – for the Event Brochure, the newsletter and the new member booklets - Derick will coordinate
 - Focus now turns to asking for Prize Sponsors.
 - All Logos of Sponsors are posted on the Website upon commitment.
- Additional sponsors for the rest of the year have not yet been found.



ARMA Metropolitan New York City Chapter
Via Conference Call
February 6, 2013 4 p.m. – 6 p.m.

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

- Evening Meeting February 13 – Technology Assisted Review to be presented by Brendan Sullivan of Alix Partners
- Tuesday February 26 ARMA@Noon – Bryn and Rudy – An Information Governance Law Firm Case Study
- All Day Educational Event Wednesday March 20, 2013
 - The speaker/topic program to be final March 5, 2013
 - Budget – Most speakers are local so we do not have a large budget. Those flying in know to keep the costs modest.
 - Jason – will invite Fred Pulzello, ARMA International President-Elect, to the Event.
 - Session Descriptions are being finalized by Frank
 - Speaker Bios and Speaker Agreements – Derick, Michael, Frank, Fred, Gene will work on completing

Vice President Webmaster and electronic communications – Marcel Rodriguez

Committee – Bryn Bowen; Eugene Stakhov; Michael Landau; Derick Arthur; Mary Sherwin

- The New Website launched on January 28, 2013, after the final tasks were completed with assistance from Liz Dederer for a cost of \$500.
- A few dead links will be fixed by the end of the week.
- Marcel will obtain the membership list from ARMA International, load them, and create logon ids and passwords for the Members-Only portion of the site.
- The New Website is a great marketing tool for the March 20 Event as all Sponsor Logos are posted on the Main Page for all to see
- Jason will draft an email letter officially launching the Website on Monday February 11 (?) and encouraging people to volunteer on Task Forces
- Social Media updates – Gene/Fred will make social media posting/ Listserve notifications as needed regarding our Events for publicity

Vice President – Treasurer – Michael Landau

Committee – Carol Trapano, Lucinda Donaldson

- Summary of Accounts as at:

	<u>January 31, 2013</u>	-
Chase:	\$ 20,483.72	
Dreyfus	\$ 12,467.87	
Fidelity*:	\$ 46,333.39	



ARMA Metropolitan New York City Chapter
Via Conference Call
February 6, 2013 4 p.m. – 6 p.m.

Total: \$ 79,284.98

* Fidelity Municipal Money Market

\$14,065.27

Fidelity Contra fund

\$ 32,268.12

ARMA International Escrow: \$ 1,440.00

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

- Current Membership Levels - 319, 4 new since last month
- Increasing Membership – the Committee will provide a promotion at the March 20 Event similar to one done last year.
- All Day Educational Event Wednesday March 20, 2013
 - Committee will man a “New Member” table where attendees are able to register on the spot via iPads (WiFi access will be requested)
 - New Member booklets will be printed and handed out at the Event.
 - The Membership committee will organize the staffing of the March 20 Reception desk – 5 people
 - The Committee will meet with all Event volunteers to determine logistics including Nametags
 - Event Brochure: Anita is coordinating its production in cooperation with ARMA CT and Mary (for the Sponsor logos). They have been able to recreate the look and feel from previous years.
- Mentor Program Guidelines - Fred, Lauren and Anita have been hard at work developing the Mentor Program.

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

- Current issue - President and Derick’s report outstanding. Once received, it will be issued within next week or so.
- Anita will provide a write-up for the Mentor program.
- There is a question regarding which sponsors are paid up for ads, Jen and Frank will figure it out after this meeting.
- Paige would possibly like to sponsor an Ad (Edie will reach out again)
- Exchange Special Issue for March 20 – Jen will reach out to the Presenters and Sponsors to request substantive articles. Mary will provide the email addresses for Sponsors. Derick/Frank will provide the contact information for the presenters.
- Deadline for article: March 6.



ARMA Metropolitan New York City Chapter
Via Conference Call
February 6, 2013 4 p.m. – 6 p.m.

- March 20, 2013 Event Logistics – Jen and Lucinda Donaldson are the main Points of Contact at NY Life. Mary is working with them on the Sponsor logistics information sheet and deadlines. All Materials should be shipped to NYL by March 15 and requests for WiFi and Power also received by then. Jen and Lucinda will request WiFi and Security Access upon receipt of the information from Mary.

Vice President – Collaboration – Gene Stakhov

- The Joint April 11 Meeting with NYCPA Event will include PALS
- The Archivists' Round Table (ART) has requested a presentation on RIM 101. This will be addressed in the next Chapter Year. This is possibly something new speakers from the ASPIRE program could do.
- ART will be given a space by the Bag Handout on March 20 to speak to attendees about their organization.

Immediate Past President –Frank LaSorsa, CRM
--

- The Chapter of the Year Committee (COTY) continues to meet and update our submission. The format may change due to possible reorganizational activities at the International Level
- A project to submit for the “Special Project of the Year” ARMA International Award is currently being identified by the Committee.
- The June Regional Meeting will be held in Buffalo, NY, in June, and is being organized by Wendy McNally from the Central NY Chapter.
- Frank has been participating in the planning
- If Board Members choose to attend, it will be as individuals, not as Board Members representing our Chapter.

Task Force Updates – Jason Stearns, CRM

- Jason will announce the new website with a call to participate on the following Task Forces:
 - DR Planning
 - Sandy Response
 - Event Locations

Meeting adjourned 6:00 p.m.

Respectfully Submitted,

Mary W. Sherwin

Mary W. Sherwin
Secretary