



ARMA METRO NYC BOARD MEETING
Tuesday, May 15, 2012 – 3:00 p.m. – 5:00 p.m.
Kelley Drye and Warren
101 Park Ave, New York, NY
and Conference Call

Present: Bryn Bowen; Melissa G. Dederer, Darryl Harris; CRM; Frank LaSorsa, CRM; Michael Landau; Marcel Rodriguez (by phone); Mary Sherwin; Eugene Stakhov, CRM

Absent: Anita Castora, CRM; Ace Romar; Donna Severino; Jason C. Stearns, CRM

Committee Members Attending: Carol Trapano

President – Frank LaSorsa, CRM

- Meeting opened at 3:15 p.m.
- Distributions to other chapters from March 29, 2012 event - checks sent to two of our co-hosting chapters: NNJ - \$3,500; CNY - \$1,500; a check for the LI chapter (\$500) will go out this week
- Region leadership meeting – we are not sending members though they are encouraged to attend; Frank wants to sent a letter to HQ regarding our concerns
- Region position statement letter - Frank to update and send a new draft for the Board's review
- Summer planning meeting – Thursday, July 19, location TBD
- Ballot for next year's elected Board positions – so far a good response rate, though several did not receive it so a paper ballot will be handed out tonight and a deadline of Friday, May 18 (postmark if sending in)
- May ARMA@Noon cancelled but will have one in June (the 13th) - topic to be social media, if presenters are still interested, or another IT-related topic

Vice President – Secretary – Melissa G. Dederer, CRM
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- Approval of March 21, 2012 minutes – approved via email vote and posted to the website
- Approval of April 25, 2012 minutes – a quorum did not respond to the email vote; non-responding Board members to be contacted for their vote
- MER session of the month program – May's topic is now available to all Metro NYC chapter members: "The Action Imperative The New Role of RIM Professionals in the Emerging World of Legal, Business, and Technology Confluence." June's topic is "Cracking the Content Conundrum: A New Way to Apply Content Based Retention Periods to Individual Unstructured e-Records."

Vice President – Collaboration – Donna Severino - absent Committee – Gene Stakhov, CRM

- Next year's collaboration efforts - tabled
- Building a committee structure – tabled



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Vice President – Treasurer – Michael Landau
Committee – Melissa G. Dederer, CRM; Carol Trapano

- Account balances
 - Chase Checking \$ 37,110.78
 - Dreyfus 12,191.08
 - Fidelity 44,473.41
 - TOTAL \$ 93,775.27

Vice President – Advertising and Promotions – Mary Sherwin
Committee – Derick Arthur; Bryn Bowen; Marcel Rodriguez

- Unique sponsors this year = 37; also several repeated/multiple sponsors; 2 vendors have committed for next year's Spring event (one has paid and the other has been invoiced); if paying before the end of this fiscal year, they will receive a discount (as it is expected that the rates will be raised for next year's event)
- Tonight's event has about 50% attendees. 50% vendor guests
- Sponsor for June 13, 2012 event - Archive Systems might sponsor, Mary to send information for their review
- Sponsor for June 26, 2012 ARMA@Noon – still looking for a sponsor
- Tonight's event – PowerPoint presentation prepared honoring our vendor sponsors.

Vice President – Communications – Bryn Bowen and Marcel Rodriguez
Committee – John Hong; Jason C. Stearns, CRM; Karen Wagner

- New web site (Marcel) – want to have beta site up by late July/early August (preferably by our planning meeting in July) and have it ready to launch on September 1, 2012; two proposals have been received - one (ACT) is around \$3,000 but is an hourly work estimate for development and the other (MA Webcenters) is a flat \$3,000 for development; one is WordPress and the other is not; the MA Webcenters needs to provide a couple of more details so we can make a decision
- Next edition of Exchange (Bryn) – all featured articles are in, including one which is being leveraged as a potential sponsor; student articles have been received; only outstanding issues are on committee reports (they are being prepared and sent for the next issue)
- Registration for tonight (Marcel) - 69 registrants for this evening (and expect about 5 or 6 walk-ins)
- Constant Contact use for all Board members while we still have it (Bryn) - Bryn will send to those who need to know the login information



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Executive Vice President – Jason C. Stearns, CRM - absent

- Legs and Regs - tabled

Vice President – Membership – Anita Castora, CRM and Darryl Harris
Committee – Bryn Bowen; Lauren E. Barnes, CRM; Mark Kamien; Carl Schriefer; Karen Wagner

- Report on membership - 338 members as of May 2
- ARMA International Recruitment campaign - we have 20 new members
- Hospitality committee – no update
- Revised new member brochure - to be done post-elections (to add new Board)

Vice President – Special Projects and Events – Ace Romar - absent
Committee – Darryl Harris; Edie Mazullo

- July dinner possibilities - tabled

Vice President – Professional Development – Gene Stakhov, CRM
Committee – Bryn Bowen; Lauren E. Barnes, CRM; Fred Grevin; Mary Sherwin

- ARMA@Noon - one left (June event); see notes above regarding possible topics
- Next year professional development - a couple of hold-overs from this year are being considered for next year, both for regular meetings and for the March event

Immediate Past President – Melissa G. Dederer, CRM

- COTY – still progressing; next Task Force call is scheduled for Monday; pre-final version to be distributed to the TF in the hopes of finishing it by end of May so June can be sent tweaking it
- Leadership Skills - 4 Board members remain for us to reach 100% participation

New Business

Tonight's event is a cash bar event - the facility will offer us coupons and we will provide one to each attendee; the facility will bill us afterwards.

Meeting adjourned at 4:25 p.m.

Respectfully submitted,
Melissa G. Dederer
Melissa G. Dederer, CRM
Secretary