

**Florida Gulf Coast ARMA Chapter  
Approved Minutes for the  
Board of Directors Planning Meeting  
April 16, 2019**



**Meeting called to order at 10:15 am.**

**Members Present:** Peggy Meinhardt as President Pro Tem, Reggie Kekuewa, Chris Parker, Michelle Crews, Susan Patterson, John Levitt, Anita Castora, Eric Turn.

**Minutes:** Minutes of the March 12, 2019 were read by Michelle. Motion made by Susan to approve and seconded by Reggie.

**Membership:** John stated he had used ARMA International letter templates and created a letter for the Gulf Coast Chapter. The letter was then sent out to those on our membership list. Peggy suggested an incentive to come to the meetings, John suggested offer a come at no cost incentive. Peggy also suggested maybe a two for the cost of one. John suggested doing just one incentive first, being the no cost to attend. If that goes well or if not then try the BOGO. Peggy said membership count has dropped to 47 members from 51. John would like to stabilize the members we have before going to something else. Anita suggested the chapter promote the ARMA Membership drive. John asked if the chapter has an email address to send out letters, etc. Anita said she would do the promotion and Peggy said she would reach out to the Government offices.

**Treasure Report:** Chris handed out recap of monies in account. As of April 15, 2019 the balance was \$15,973.37.

**Social Media/Website:** Chris said the LinkedIn account is up and running. Peggy encouraged everyone to join on it. It was stated that the LinkedIn and FGCARMA would show on our Star Chapter. Chris stated that LinkedIn told him we could merge the two accounts if we had the

password for the old account. Chris reached out to the previous member but has had no response.

**Election Committee:** Anita said she had spoken with Lisa but has not heard back from her. Anita stated she would check her notes for the deadline. Anita stated there would be a Survey Monkey sent out. The nominees will be announced at the June meeting. Anita would like to set up new committee board positions. Anita stated that herself and Lisa have discussed the awards to be given and have a plan for doing so.

John asked if we have a bit of leeway with the food budget. Chris said the chapter likes to break even on the food. Chris said we will be able to handle the two for one meeting offer.

**Old Business:**

Shred Day Update – Chris said the event went well. Chris stated there was not as big of a turnout as we would have liked. Chris said there were about 70 cars total, they would have liked that many per hour. Chris suggested next time getting the media involved such as billboards, television spots, etc. Stevens and Stevens did a great job with four trucks and employees. Chris suggested next time to make sure no other business or companies were having one on the same day. Chris suggested also getting a better location.

Sunshine Conference Update – Peggy stated next year’s committee had already planned their first meeting for the 17<sup>th</sup> of April. Peggy said they would be looking for another hotel but still in the Orlando area. Peggy mentioned that the committee had put \$6000.00 from the proceeds of the Conference as a retainer toward next year’s conference. Peggy stated there was lots of positive feedback on the content of the conference. Peggy said the negative feedback was on the size of the meeting rooms. Peggy mentioned they were looking at something on International Drive near the Convention Center. Peggy stated there was a good turn out and the final count that attended was 114.

Star Chapter: Peggy stated that she is working with FRMA on Star Chapter since they are using it and she is the Treasurer for the Chapter. Peggy said that Star Chapter has online training for us once they have the site up and running. Michelle asked if they will bring over all the content from the old website. Peggy answered no not everything but we could pick and choose what we want to have brought over. Michelle asked how long the old website would be out there. Anita suggested archiving old digital content with Stevens and Stevens since Chris has it in paper content. Peggy stated she would find out about the old website retention.

Upcoming Monthly Meetings: Peggy stated she would like to have a plan by the time we have our planning meeting in August.

**New Business:**

Chapter Dues – Chris stated we need to let ARMA know if the Chapter wants to change the dues from \$40. Unanimous vote to leave the dues at \$40.

Peggy wanted to make everyone aware of the ARMA Educational Assistant Program. Peggy stated the International Conference would be held in Nashville this year. Peggy and John stated they would be going. Peggy suggested the Chapter send some of the members to the 2019 SW/SE Leadership conference. Peggy suggested also the Chapter pay for the Conference Registration but have the member pay for their lodging and food. Motion made by Chris and seconded by Susan. The members that would be attending are Peggy, John, Eric, and Chris.

ARMA International Awards – No update. Anita will check and that FGCARMA would submit award suggestions and to recognize people. The suggested month was June.

Meeting Adjourned at 11:15 am. Motion made by Peggy Meinhardt, Seconded by Reggie Kekuewa.