

**Florida Gulf Coast ARMA Chapter
Approved Minutes for the
Board of Directors Meeting
January 21, 2020**



Meeting called to order at 10:18 a.m. at the City of Lakeland Training Center.

Members Present: Peggy Meinhardt, Michelle Crews, Susan Patterson, Chris Parker, Debbie Gantt, Kimberley Ingram, Eric Turn, John Levitt.

Minutes: November minutes tabled until the next meeting for approval.

Treasurer Report: Chris Parker presented the treasurer report through January 20, 2020. Chris stated the chapter did require two \$5000 CD's that mature in April. At that time, we can decide if we would like to do it again. The rate was 1.24%.

Membership: Peggy stated that our membership number was at 54. Peggy said she had received new member information from ARMA International. Peggy stated she had imported the data into Star Chapter. Motion made to accept made by Michelle Crews and seconded by Debbie Gantt.

Planning Education Schedule: Peggy stated that Kim had reached out to Top Golf. Peggy noted that Top Golf had given us prices based on ten attendees and a two-hour call package that includes drinks and food and golf play for a cost of \$115.00 per person. Peggy suggested having Technology Forum come and promote their products. Debbie asked if we wanted to have the vendors pay for their 15 minutes? Peggy said she would rather not have them pay; the chapter should pay. Hours would be 4-6 p.m. on March 19. Peggy asked if we wanted to keep the registration at \$18 and \$23? Unanimous Yes. Motion made to accept by Susan Patterson, seconded by Eric Turn.

Upcoming Meetings:

March 19, 2020, Top Golf

April 21, 2020, Bristol-Myers Squibb

Peggy asked if we wanted to have a One Day CRM Exam Prep Class, John Levitt, to check if the room is available for the whole day. Peggy suggested charging \$100 per person for the class. John Levitt questioning whether or not there is a market for an all-day prep course. Kim Ingram suggested sending out a survey to determine the interest in the class. Reggie suggested charging members the regular registration fee, and if they are outside, our chapter, the cost would be \$100. Peggy stated that if Bristol-Myers Squibb has a day available the first week of May, then we would take that day. John suggests using one of the smaller rooms at his facility all day. John will check this out.

May 19, 2020, City of Lakeland Training Center. Peggy mentioned the FRMA Conference being during this week.

Peggy suggested combining April and May meetings. Peggy suggested having fewer meetings due to attendance. John Levitt stated he thought we should look into having a breakfast meeting. Eric Turn asked if we wanted to have Eric Stavola speak again? Eric said the topic would be on Digital Transformation.

June 16, 2020, Bristol-Myers Squibb

Peggy stated she would like to have the chapters planning meeting earlier than August. Maybe in July.

Marketing: Debbie asked for feedback on the chapter's quarterly letter. Peggy also asked what we thought about the newsletter? Feedback was positive. Peggy mentioned that in Star Chapter software that it uses links on the main page to specific articles. Debbie stated she would be promoting Top Golf and also new recruitments for the chapter's board.

Regional Update: None.

Old Business: Peggy gave an update on the Sunshine Conference. She stated the committee is meeting weekly. Peggy also reminded everyone of the deadline for the hotel reservations to receive the conference rate. Peggy said that there are five sponsors and 58 people registered at this time.

Chris stated there was nothing new for Shred Day but would still like to have a big sponsor for it. Peggy said we are not going to change the venue spot at this time. Chris stated that we need to get a lot of advertising out. Community Boards, etc. Chris read a thank you note from past President Donna Read. Reggie said he would be retiring soon.

Meeting Adjourned at 11:11 a.m. motion made by Michelle Crews and seconded by Chris Parker.