SRMA Board Meeting

Date: 18 February 2020
Location: Zoom meeting
Time: 10:30 a.m. to 12:00 p.m.

Business conducted prior to the meeting: Emily sent an update about the costs of Hootsuite for social media management: Instead of being $75 a year for a basic account, it's now listing $29 a month ($348 annually). The board approved the new expense via email with more than a quorum participating.

Attendance: Patty Rettig, Nathalie Proulx, Heather Bowden, Kate Crowe, Emily Schwartz, Laura Hoff, Erin McElroy, Sean Babbs, David Fasman, Aaron Ramirez, Kalyani Fernando

Approval of minutes (Laura): Approved.

Treasurer Report (Patty):
- No appreciable change in balances
- $10,948.04 checking, $20,133.47 savings
- Lots of renewals coming in
- Question about when we can consider ourselves financially recovered?
  - Should have 2-year operating expense of balance in savings according to financial policies
  - Lost around $6k in the scam
  - Kate will put together a brief summary of what happened, what we’ve done to address, where we are now to document/share with membership

Program Director/Member-at-Large Report (Emily and Erin):
- Pushing WAM announcements through social media

Outreach (Emily):
- Outreach: we officially have Hootsuite and it is all set up
  - Social accounts are synced up and we can track analytics
  - Will start planning some more regular posts
  - Please send suggestions to Emily if you have them
  - Heather mentioned an announcement about membership renewal
  - Kate suggests DU, Student SAA, SRMA May workshop/happy hour resume review for graduating students
    - David, Emily, Kate will look at proposed dates and locations
    - Potentially at a coffee shop/bar with lots of options and space

Membership (David):
- 49 renewals so far since email on listserv; since October we’ve had about 69 renewals
• Should we send out reminders for renewals or have a policy?
• Membership management system--David sent out a report on Wild Apricot, Member 365, and others reviewed
• Wild Apricot seems to be the best
  ○ $530/yr for 240 members or $900 for 500 members
  ○ Members zone/forum, mobile app, unlimited emails, automatic invoicing/renewals, can move to rolling renewals rather than one-time
• Need a sense of if we can get reimbursed for existing services that have been paid for and if this works for our budget
• Next step: form a task force to map out what we want to do and how to transition, what the timeline and steps are and when they need to happen
• Some moving pieces: maintain same site or build out a new site while we are shifting
• Megan suggests Megan, David, and Sean as members of this task force along with anyone else who is interested; Patty should be consulted about budget/financial concerns
• Kate moves to adopt WA as CMS, seconded and approved
• Kate moves that we create a task force to assess timeline, next steps including timeline and benchmarks and planning, needed to move towards adopting Wild Apricot as a platform, and that is should include Membership Coordinator, Website Coordinator, President-Elect
• Megan seconds, no opposition or discussion, approved
• David will lead the task force

Preservation (Aaron):
• Some emails were routed through Sean for help on preservation related topics; users found that a lot of links were dead on the preservation section of the website
  ○ Connecting to Collections has changed and the info on our site is no longer accurate
• Spreadsheet for local archival consultants is out of date, broken links there as well
• Aaron suggests linking to SAA list of conservators rather than the list
• Added some disaster recovery links
• Will coordinate with Sean on updating links and share the Google Doc with Board

Newsletter (Nathalie):
• Thoughts on newsletter format moving forward
  ○ Keep it as PDF?
  ○ Can’t track use as an emailed PDF, know how many are opened
  ○ Can we post as a blog on the site
  ○ This could be integrated into WA--there is a newsletter tool included
    ■ The task force will roll this in to their discussions
• Need to send out a newsletter with the open positions according to the bylaws
• People from SRMA are presenting at WAM which would be good to include
  ○ Hasn’t been fully posted on the WAM site yet with speaker names and workplaces
  ○ Heather can get this info to Nathalie
  ○ Can incorporate SRMA participation in social media outreach as well
• Friday 28th deadline for content
Continuing Education (Craig):
● No update this month

Archivist (Kalyani):
● Working on updating the folders in Dropbox

Past president report (Kate):
● Ballots for WAM, nominating committee
● Reviewing updates to annual plan:
  ○ Conferences and education
    ■ Partnering with another professional association for a spring event
    ● Question for Craig
    ■ WAM: completed coordinating on WAM, planning fall meeting
    ■ Regional participation: Heather and Kate attended regional SAA group; people, especially new professionals, are relying more on local groups. It is a good opportunity to connect with other people involved in regional activities. Kate will reach out to those involved to see if there’s a way to connect in a more specific way to work together remotely in low-barrier ways as appropriate
  ○ Publications
    ■ JWA: done
    ■ Continue operating RMA on a quarterly basis—may review as part of WA assessment
  ○ Outreach
    ■ Meet-up events
    ■ Have a social media schedule set up
  ○ Preservation
    ■ Promoting pres kits happening
    ■ Will explore development of disaster recovery kit
  ○ Governance
    ■ Review bylaws with a committee with at least two other folks to be completed by May 2020 to be brought forward by the Fall meeting when we will meet in the region
  ○ Any issues from the Board? None raised.
  ○ Kate moves that we accept it as discussed and amended, seconded, no one opposed, approved.
● Long range plan
  ○ Re-invisioning last long range plan
  ○ Revised mission statement: emphasizing advocating for professionals/individuals in the region rather than organizations
  ○ Core values: revised to reflect currently approved documents within SAA and ALA; added statement on diversity and inclusion
  ○ Updating working with related organizations
○ Goals and objectives: updated WAM to reflect new name
○ Do we want to keep sending out membership directory to “Maintain accessible current membership directory for members”?
  ■ Incorporated some flexible language to account for Wild Apricot changes
○ Submitting to JWA
○ Myra Jo Moon collection--Kate will reach out to Karen Jones for more information
  ■ May need to be more actively maintained/weeded
  ■ Was a collaboration with conservators groups that merged with SRMA and DU
○ Proposed outreach plan was ambitious; is it reasonable to maintain every activity?
  ■ Archives Week
  ■ Materials for educational institutions and the public
    ● may have initially been geared to DU/archives programs rather than general.
      ○ Adjusted to reflect this
    ● We haven’t been involved in legislative activity
      ○ Haven’t stated stances on particular subjects (disagreeing with proposed retention schedules for example)
      ○ Can add “as needed” to reflect that this might not be a regular activity
      ○ Add federal in addition to CO issues?
      ○ Haven’t sponsored Home Movie Day, don’t necessarily have the specialized folks or capacity
      ○ Archives crawl/Open Doors Denver--need to keep? Removed
      ○ Day of Service program--haven’t done this yet either. Change to investigate options for this type of programming
      ○ Have been increasing the profile of SRMA with branding
  ■ Moved, seconded, and approved to accept this edited version
○ Financial policies
  ■ Added guidelines excluding money orders or PayPal as payments to avoid fraud issues
  ■ Updated to reflect new policies for credit card-holding board members
  ■ Reimbursement should only be through checks or debit cards
  ■ Kate moves to accept, Kalyani seconds, no discussion, approved
○ Heather thanks Kate for getting these changes together
  ■ Will be working on by-laws next

New business: 
  ● WAM updates
    ○ Program has gone out, will get names of SRMA members presenting for the newsletter
    ○ Scholarship? We are already sponsoring a scholarship to SAA
      ■ Would be $1500
      ■ Megan supports especially as it only happens rarely and is a good opportunity to see western colleagues, especially considering the topic of the conference
Can we afford both? We haven’t budgeted for it.
Patty mentioned we do have a local scholarship budget (although smaller), and thinks the budget can handle it. Will we make money on the meeting?
- Heather says probably not as it’s based on attendance, and we may need to pay into it depending on several factors. Can check in on how much this might be.

Heather supports WAM scholarship and maybe SAA anf WAM scholarships this year
Heather moves to provide $1500 scholarship for WAM, Kate seconds, approved
Need to form a scholarship committee with (usually) Past President and Treasurer and maybe someone else. Kate will chair it, Heather will participate.
Patty: website mentions a recent recipient should be on the committee.

- PO box
  - Mail is currently going to Kate but we need a general address
  - Challenge with what city should it be in, who would be responsible for checking it, what are the long-term plans for it
  - Patty mentions that the CO secretary of state requires a mailing address for our registration
  - We sometimes get membership checks in mail
  - Smallest mailbox is $100/3 months, varies by location, might be able to get notified when mail is delivered to it
  - We get our filing from SOS, membership, and bank statements in the mail as well
  - Central location? Convenience for rotating Board?
Patty: Need to file with SOS by the end of the month, but the paperwork there is easy to change. We could use the incoming President’s work address for a three-year term? Or the Treasurer’s address since the checks are the primary mail?
  - Patty will fill the filing out with her (Treasurer) business address, membership address can go with Membership Coordinator
  - Treasurer and Membership Coordinator can coordinate re: mail
  
  - Three positions to fill this year: VP, Secretary, Member at Large
    - Need to send out ballots by April 1st--Kate added a calendar invite for this
  - Next meeting will be at WAM

Adjourned: Kate moved to adjourn at 12:04 p.m., Heather seconded.