

FLORIDA RECORDS MANAGEMENT ASSOCIATION  
IN-COMING BOARD MEETING  
June 1, 2007

APPROVED MINUTES

Ritz Carlton Hotel, Sarasota, Florida

The meeting was called to order by President Gloria Lewis-Hutchinson at 1:40pm. Those attending included Gloria Lewis-Hutchinson, President, Jo Ann Mixon, Immediate Past President, Debra Doré-Thomas, Treasurer, Julia Jones, Out-going Director of Membership, Kim Ingram, Director of Public Relations, Archie Matthews, Director of Administration, , Patrick Mudd, Vice President, Pamela Luckie-Latimore, Director of Programs, and Sandy Brophy, Secretary.

**OLD BUSINESS**

**2007 Annual Conference**

Some members raised concerns regarding the lack of swearing-in of the new Board. Board members were introduced but were not formally sworn in. Director Matthews stated that a formal swearing-in is not called for in the by-laws, but we may need to address the issue. Other issues to be addressed that may necessitate a change to the by-laws include what to do in the event that no nominations are received for a position, and what to do in the event that a nomination is received after the deadline has passed. Director Matthews will work on the by-law revisions and will have them in place after the 2008 Annual Conference, to be voted on at the 2008 Annual Conference. Director Matthews stated that our operating procedures are outdated and in need of update.

Some members were also concerned because there was no formal acceptance of the Nominating Committee report.

Secretary Brophy noted that the 2007 Nominating Committee was not honored as the 2006 Nominating Committee was. The 2006 Committee members received a gift and the 2007 Committee members did not. We need to be consistent with how we handle this.

Director Ingram will work with Treasurer Doré-Thomas on setting up a pay pal account on the web.

Director Ingram offered to chair a Conference Site Committee. She has received information from the Tradewinds and from the Renaissance Biscayne in Miami. Director Matthews stated that the Grosvenor is now under new ownership and management, and might be worth looking into once again.

**Membership**

Former Director Jones stated that the function of the Membership Director should be more clearly defined. Liz does most of the work, so the delegation of responsibilities should be clearly defined. Director Matthews stated that Liz had volunteered to maintain the data base, but clarified that this is not required. The Board and Liz will need to address this. Former Director Jones also reported that postage for mailing membership confirmations has gone up. It was suggested that the Board should either reimburse Liz's municipality, or issue reimbursement quarterly from petty cash.

### **Newsletter**

Director Ingram asked all officers to have their Officers' Reports to her for publication in the newsletter by June 15, 2007.

### **Mid-Year Conference**

President Lewis-Hutchinson stated that she wanted to finalize date, time, place, and theme for the 2007n Mid-Year Conference today. President Lewis-Hutchinson stated that she wants to re-distribute conference duties among all of the officers. Possible areas are: facilities and food, education, networking, and publishing. Former Director Jones stated that any committees need to be set up and ready in advance. She stated that one of the problems with the 2007 Annual Conference was the lack of brochures, and that things were dropped due to the lack of a quorum at the February 2007 Board Meeting.

The Board recessed for lunch at 2:17pm.

The Board re-convened at 2:46pm.

### **Mid-Year Conference**

An area of concern is the clarification of our contractual obligations with UCF.

The Board tallied the 2007 Annual Conference evaluation forms in order to determine the membership's preference for a one day or two day Mid-Year. The difference between the two was statistically insignificant (89 favoring a 2 day event, 71 favoring a one day event, and 13 no response). Director Matthews stated that a one day event would be more economical for members to attend. Director Matthews made a motion for a one day Mid-year Conference for 2007. The motion was seconded by Treasurer Doré-Thomas. It was unanimously approved.

It was suggested that the Mid-Year conference should take place in November 2007. We will shoot for October 26, November 12 or November 19. November 8 was eliminated from consideration as it conflicts with the ARMA - Jacksonville Chapter conference, featuring Mark Langemo. Director Ingram stated that October 26 is fairly close to the ARMA International Conference (October 3 - October 10), so attendance at an October 26 event might be adversely impacted. November 12 is a holiday weekend. Director Luckie-Latimore stated that we should try to avoid scheduling conferences around holiday weekends, as hotels are

generally more expensive around a holiday weekend. A Saturday conference was suggested. Director Ingram cited issues with overtime, and Secretary Brophy stated that attendance might be adversely impacted because many members might not want to give up personal time to attend a weekend conference. Director Matthews stated that Mid-Year has taken place in January before. Proposed dates were January 11, January 18, or January 25. Former Director Jones pointed out that membership might be an issue with a January conference, as our annual membership dues are due in January. This would have to be worked out.

The Board tallied the 2007 Annual Conference evaluation forms in order to determine the membership's preference for a conference location.

The top three locations were:

1. Tie between Orlando and Key West
2. Ft. Lauderdale
3. Tampa

Director Matthews made a motion to hold the 2007 Mid-Year Conference in Central Florida. The motion was seconded by Past President Mixon, and was unanimously approved.

President Lewis-Hutchinson stated that planning of Mid-Year details will be left to the Program Committee (Director Luckie-Latimore and Vice President Mudd). She stipulated a format with three concurrent sessions, session time to be set as 9:00 - 12:00 and 1:30 - 4:30.

#### **UCF Education Requirements**

Director Ingram asked if we need to check with UCF regarding education requirements before scheduling our conference sessions. President Lewis-Hutchinson stated that UCF has been pretty liberal so far with allowing us to schedule our own hours. Past President Mixon reviewed the educational requirements set forth by UCF. They are:

1. Basic sessions must be included.
2. Personal growth courses must be included.
3. Technical courses must be included.
4. Members may take up to 3 years to complete the FCRM curriculum.

It was determined that attendance at two Annual conferences and one Mid-Year conference would give members enough credits to complete the FCRM curriculum. We now need to expand Mid-Year offerings to include basic, advances, and core curriculum courses. Director Matthews stated that we need to advertise conference content, along with CEU value.

We can select from a speakers guide maintained by UCF. UCF will accept outside speakers with proper credentials. Panel discussions were suggested. President Lewis-Hutchinson stated that UCF could not approve panel discussions for credit, as the content of the discussion could not be controlled. Secretary Brophy suggested that panel discussions could be offered without educational credit for those who are not pursuing the FCRM certification, or for those who have already met their certification requirements.

Director Matthews suggested adding a Board position to be entitled "Director of Education", responsible for dealing strictly with certification requirements. He stated that this would require an amendment to the by-laws, and could not be put into place before the 2008 Annual Conference. Director Matthews will draft a proposed amendment.

### **Future Conferences**

Director Ingram suggested that new members should be recognized by offering a new member function event during future conferences, perhaps assigning an existing member to mentor each new member. President Lewis-Hutchinson suggested a new member reception. President Lewis-Hutchinson also stated that she would like to see more media outreach activities for future conferences, such as banners, bill boards, hotel marquees welcoming FRMA, and newspaper coverage. Past President Mixon stated that she received no response from her attempts to get press coverage for the 2007 Annual Conference.

Treasurer Doré-Thomas stated that she would like to see a check off list for each conference. Director Ingram stated that such a check list does exist, and she will look for the old template.

Past President Mixon pointed out that we have a hearing impaired member. We need to make sure conference hotels have a receiver available, and we need to make sure we request the receiver for use during our events. All agreed that we need to make our speakers aware if we have special needs members in attendance

### **UCF Contract**

Areas of concern include clarification of expectations

### **Role of Past President**

Past President Mixon stated that she is unclear as to what her role should be. Director Matthews stated that the Past President acts as the advisor to the President. The attendance of the Past President at Board Meetings is expected during the first year, but is optional during the second year. The Past President is still in line to assume the presidency if the president is unable to serve.

The Board recessed at 4:25 pm in order to review the hotel bill with Ritz Carlton staff.

The Board re-convened at 5:00pm.

### **Mid-Year Wrap-Up**

1. Director Luckie-Latimore will be primarily responsible for the Annual Conference. Vice President Mudd will be primarily in charge of the Mid-Year Conference. They will work together and back each other up on both conferences.

2. President Lewis-Hutchinson will retain the educational function for both conferences.
3. President Lewis-Hutchison wants "media contact" added to the duties of the Director of Programs. She reiterated that media outreach is important in order to have our conferences advertised and noticed.
4. Networking activities will be included in conferences, including vendor activities, mini-sessions, industry-specific topics, and town hall meetings.
5. The Board will provide their contact information so we can get in touch with each other in case of emergency. Secretary Brophy will compile the list.

#### **Closeout of 2007 Annual Conference**

1. The Hyatt bill totaled \$13,564.10. We will know the final attrition bill on Tuesday. Worst case scenario would have us owing the Hyatt around \$5,000.00 in room attrition costs.
2. The Bill for the Ritz Carlton is around \$34,330.90. Audio visual equipment was \$10,080, food came to \$22,680.00, and board rooms and valet totaled \$1,570.90. We are still due a credit for 3 rooms. The final bill will be delivered to Treasurer Doré-Thomas or President Lewis-Hutchinson tomorrow.
3. The band that performed the night of the banquet was paid for by Recall.
4. JoAnn Constantini has not been paid. We need an invoice.
5. We still have an outstanding invoice of \$450.00 for the awards and engraving.
6. It is too soon to know whether or not we made money on the conference.

#### **Next Meeting**

The next meeting was set for Friday, July 20, 2007, at the conference hotel. From 10:30am until 2:30pm.

The meeting was adjourned at 6:10pm.

Respectfully submitted,

Sandra Brophy, CP  
Secretary