



## FLORIDA RECORDS MANAGEMENT ASSOCIATION

### BOARD MEETING

January 29, 2024

*Teams*

## MINUTES

- **Call to order**

The meeting was called to order at 9:33am.

- **Roll call**

**The following Board members were present:**

- Sean Eck, President
- Sea Shell Hannabass, President-Elect
- Peggy Meinhardt, Treasurer
- Crystal Rand, Secretary
- Archie Matthews, Director of Administration
- Isabel Hernandez, Director of Conference Programs
- Kimberly Ingram, Director of Education
- Venice Howard, Director of Membershi9
- Sara Loewer, Director of Public Relations

- **Non-Member**

- Lindsey Tozer

- **Approval of minutes from previous meeting.**

- Board Meeting Minutes from 09/21/23 and Special Meeting Minutes from 11/08/23.
  - Treasurer Meinhardt submitted corrections to Secretary for the 09/21/23 meeting just before today's meeting.
  - Director Matthews moves to approve both Minutes, Director Howard seconds with pending the corrections Secretary Rand will make submitted by Treasurer Meinhardt.

- **Unfinished business**

- FCRM Testing and Certification Committee Status.
  - Director Ingram is still in contact with the Universities; one person was ill, and the other was on maternity leave. She is working to setup a time to speak with the board. Once a meeting is scheduled, she will let the board know. Certifications with the universities is still undecided. The next FCRM Committee meeting is in February. Director Ingram will provide an update on that after the meeting. The previous meeting Minutes are not completed. The committee will add Secretary Rand to future meetings to take minutes and add Director Howard for membership questions.
  - Director Ingram is receiving a lot of calls related to members' credits. FCRM testing and membership status will be discussed in February. The FRMA website lists the last update

was on 09/2022. Director Ingram will work on the updates for this year. There are some members who state they never received their certificates.

- Director Ingram will send an email to the board to see if anyone has any questions to add to the test bank. The committee will use the same test from the previous year for the 2024 exam, and then plan to have new questions in 2025.
- New Member Meet the board time scheduling at the annual conference.
  - Should an official meet and greet be added to the agenda? Director Loewer mentioned in previous years there was a meet and greet of new members during the after-conference hours in hospitality. Some members may not attend or feel comfortable coming after hours. A couple of suggestions are to have the board available Wednesday night to go around to introduce yourself or have the board stand up during the opening ceremony for introductions. Having a way to identify new members or first-time attendees would also be helpful. Perhaps add a sticker or flag on the name tag or have a different color name badge or lanyard. We source a vendor to print the badges, we would need to reach out to the vendor to see if there is a fee to change the color of the badge or a different color lanyard.
  - Director Hernandez will not be able to print the agenda at her agency, Holly usually prints them. Director Hannabass has offered to print them and will get the number of copies to print from Director Hernandez.

- **Reports**

- **Sean Eck, President**
  - Nothing to report at this time.
- **Sea Shell Hannabass, President-Elect**
  - Working on the election schedule for this year, it is coming up in Feb. Will get a committee together. Nominating period begins in March and the elections run for the month of April. Will send out to everyone to have an update.
- **Peggy Meinhardt, Treasurer**
  - Treasurer's Report:
    - Started with a balance of \$118,513.31 on 09/19/23, activity through 01/24/24 was income \$43,421.98 and expenses \$1,095.65 with an ending balance of \$160,839.64.
    - The annual report for division of corporations has been filed in January.
    - In line with last year. Reports are two days before board meeting. Total membership for last year was \$56k. More membership after the report. Up to \$49k.
    - If annual income goes over \$200k can no longer file 990EZ. Last year over \$190k with the increase in membership fees and registration fees. Will most likely reach out to a professional to file the taxes.
- **Crystal Rand, Secretary**
  - Nothing to report at this time.
- **Archie Matthews, Director of Administration**
  - Nothing to report at this time.
  - Not notified of any bylaw amendments. If anyone has anything let Director Matthews know.

- **Isabel Hernandez, Director of Conference Programs**
  - 2024 Annual Conference Update:
    - Registration: received the registration link. Director Loewer will email the conference information to the members on 02/01/24.
    - Conference agenda: Started the draft, will send to the board after the meeting. Waiting on speaker information and a decision on the opening ceremony. Need to know how much time to add to the agenda for the opening ceremony.
      - Should there be a small or big ceremony? Would we reserve a color guard or choir? Should we allot 45 minutes?
        - Director Matthews does not like the choir suggestion.
        - Director Loewer mentioned giving the vendors an opportunity to speak and introduce themselves, roughly 10min is what has been allotted.
        - City government typically gives an update, or the tourist board, as a welcome. Nothing lengthy. Director Hernandez will reach out Holly to get the tourist board information. President Eck will reach out to the tourist board to see who can speak during opening ceremony.
    - Room list for speakers and vendors, for the FRMA master account. Waiting on the names from Director Loewer and Director Ingram. Director Loewer will send the vendor list once the registration opens.
    - Finalized the contract the 2025 and 2026. Baker Staging quote on both conferences, compared quotes to previous years, an increase in \$500 every year. Do we want to continue with them with for the next two conferences?
      - President Eck has not heard no complaints. Everyone agrees they are very professional and should continue to use them. Director Hernandez will send the quotes to the board.
      - Treasurer Meinhardt says they are booked for 2024 and the deposit has been paid.
- **Venice Howard, Director of Membership**
  - There is a surge in membership. Emails on asking for help to register. Currently working on assigning new members their new number.
- **Kimberly Ingram, Director of Education**
  - Working on the agenda for the speakers. Have almost all speakers in place, but a couple of the speaker's fees are high.
    - One speaker is requesting \$5,000 for two sessions with airfare and hotel. There is a speaker from ARMA requesting \$1,250.
    - Would like to give \$200 to two of the speakers who are consistent with coming to speak.
    - In the next month or so will confirm and finalize the speakers. Will send the information to Director Hernandez on what is confirmed to date.
    - It was noted FRMA has paid up to \$700 on a speaker in the past. Looking for speaker suggestions.
- **Sara Loewer, Director of Public Relations**

- Lindsey Tozer has been assigned to help with public relations. She will be handling the social media. She has great ideas on rebranding the social, helping members on where to go, creating a more dynamic platform. A new logo idea was sent to Director Loewer. Lindsey has an LLC she uses for branding and public relations. She is also the chapter president for FL Public Relations. Director Loewer will send the board Lindsey's ideas.
- Director Loewer's participation will be greatly reduced, not stepping down, but will be limited due to work restructure. Lindsey will have full authority to act on her behalf and to help make decisions. Director Loewer will not be running for re-election, will be at the conference, but will be traveling back and forth due to personal circumstances. Lindsey will be helping a lot.
- Vendor pricing, \$1,200 silver, \$1,500 gold, \$2,000 platinum with room, \$2,500 diamond. More vendors want to be diamond. 1 bedroom suite has 2 rooms. Suggest increasing the rates in 2025 due to demand; Silver to remain \$1,200, gold to \$1,700, platinum to \$2,500, and diamond to \$3,500. Director Matthews moves to approve, Director Hannabass seconded the motion, no objections.
- The past two years for sponsorship requests there has been no participation from the vendors. We will no longer have these requests.
- Registration for the vendors opens 02/08/24, a week after membership registration. This helps with the volume of registration.
- Hospitality arrangements have historically has been the responsibility of the President-Elect, however the work has fell on Director Loewer. President Eck can assist with purchases since he has the FRMA expense card. Treasurer Meinhardt was previously provided a suggested shopping list since she has a FRMA expense card and can assist. Director Hannabass can also assist with shopping if needed. President Eck will speak with Director Loewer offline to plan for this year. Director Loewer can provide prior year shopping lists.
- Gift cards and swag purchases need to be arranged. Director Loewer does not have the resource to make the purchases.
  - Treasurer Meinhardt will purchase the gift cards and Director Loewer will provide a list of cards.
  - Director Loewer will create an order for swag and Treasurer Meinhardt will log in to pay for it. The swag cannot be shipped to the hotel, so arrangements will need to be made.
    - Lindsay will submit a list of swag options.
    - Treasurer Meinhardt to provide what was spent in previous year. Historically it has been up to two pallets. Director Hannabass says the items can be sent to her organization and will store it. Will arrange for a transport company to ship it from her organization to the hotel.

- **New Business**

- FCRM credits for ARMA Sunshine conference and Speaker Bios Credit:
  - FCRM credits for the ARMA conference: Will there be hours approved for members who attend the conference? Other conferences assign 10 hours. Director Matthews moves to approve 10 hours, President-Elect Hannabass seconded the motion, no objections. 10 hours has been approved.
  - There is a vendor would like to speak for two sessions at the conference and would like a booth. They would not charge a speaker fee, but would like the vendor fee waived.

- The vendor would not get an attendee list and it cannot be a sales pitch.
  - Pending approval based on their presentation. The board will need to review the presentation in order to approve. Director Ingram will let the vendor know.
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- **Scheduling of next Board Meeting**
    - The next meeting should be held in mid to late April before the conference. Secretary Rand will send out a poll for the weeks of 04/08 through 04/19.
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- **Adjournment**
    - Director Matthews moves to adjourn the meeting. Treasurer Meinhardt seconded the motion. Meeting adjourned 10:52 a.m.