ARCHIVISTS ROUND TABLE OF METROPOLITAN NEW YORK, INC. BOARD MEETING
April 13, 2016

Present:
Laura DeMuro, Director of Communications Committee
Rachel Harrison, Director of the Education Committee
Alexandra Lederman, Director of the Programming Committee
Rachel Greer, Secretary
Janet Bunde, President

Calling in:
Michael Andrec, Treasurer
Dennis Riley, Director of the Advocacy Committee
Kerri Anne Burke, Vice President
Tiffany Nixon, Director of the Membership Committee

Janet called the meeting to order.

1. Board Dropbox Account
   • Board members should ensure access to, and post on the Dropbox account, any available manuals, as well as a basic list of tasks related to each position.
   • Any archival material should go to Rachel Greer.

2. June business meeting/elections scheduling
   • The board is seeking a location for this event. The bylaws require a quorum for the board elections which take place at the June meeting: 1/10 of active membership or 100 people, whichever is fewer. We must book a venue to accommodate this large of a group.
   • Potential options include the Center for Jewish History, the KJCC center at NYU, or a space at NYPL.

3. Programming updates
   • Alexandra presented a plan for a possible September field trip for archivists to Bell Labs which would require coordination of transportation since it is located in New Jersey. Alex will keep the group apprised of any updates.

4. Metropolitan Archivist update
   • Rachel will compile descriptions of MA positions and forward to Tamar and Laura.
   • The Board agrees that two year term limits for all positions are best. If volunteers would like to stay on longer than two years, that could be accommodated.
   • Rachel will check in with Ryan/Lindsay about the status of the layout designer.

5. Insurance update
   • Michael received a standard letter from alliance of nonprofits for insurance regarding our annual policy becoming due. It suggests the renewal policy may be slightly different from last year and includes a notice of terrorism insurance coverage, which seems unnecessary due to the fact that ART has no brick and mortar location.
   • Rachel G. will compare to last year’s policy. Janet and Rachel will look for former policies and keep the Board updated.

6. Advocacy letters/upcoming action items
   • The Port of LA letter was sent thanks to Dennis, Tiffany, and Tamar.
   • Dennis is working on a letter addressing a state law that occasionally recurs in the state legislature related to copyright of government records, and the ability to withhold them from the public should they carry such copyright.
• Dennis welcomes any and all feedback from Board members on any drafts of letters he sends out or campaigns he is involved in, since he wants this to be a board effort.
• Dennis’ board report offers more detail into the campaigns he is currently pursuing.

7. Website redesign: WA sandbox, Google analytics
   • The current theme is no longer supported and changing this theme will greatly affect the site—confirming the need to update and to use the sandbox or cloned site to test these issues.
   • Michael and Laura will push out changes gradually during times when the site is less likely to be used. They can notify members through social media.
   • The board agreed that Google Analytics would be useful for tracking usage of the site, without posing security risks to any users. Michael will create a board-wide Gmail address through which to funnel google analytics for the site.
   • Goals for the site include color and mobile usability.

8. NDSR symposium update
   • As of the date of the Board meeting, 169 people are registered. Rachel H. will pass along any requests she gets for volunteers at the event.
   • The board agreed not to give the speakers an honorarium for the event.
   • A.R.T. is will provide wine for the event.

9. Outreach event brainstorming
   • Brooklyn Historical Society has offered space for the Death Records event scheduled for July 13 and 14th.
   • The event will be two hours in length.
   • Tiffany will pass along any information she has about this event as it comes up.
   • An oral history event is also on the table. This event needs a venue to be solidified.
   • Tiffany welcomes any ideas or participation of other committees.
   • Alex offered the help of the programming committee.

The meeting adjourned.

Attachments: Board Reports, Financial Report

Respectfully submitted,

Rachel Greer, Secretary of the Board
Board of Directors Meeting Agenda

Date: 13 April 2016
Location: Center for Jewish History, 15 W. 16th Street
(Room TBD)

Discussion Items:

1) Board Dropbox account/role documentation (5 min.)
2) June business meeting/elections scheduling (KAB and AL will co-lead) (15 min.)
3) MA update (RG will lead) (5 min.)
4) Insurance update (MA and TZ will co-lead) (5 min.)
5) Advocacy letters/upcoming action items (DR will co-lead) (5 min.)
6) Website redesign: WA sandbox, Google analytics (MA and LD will co-lead) (15 min.)
7) NDSR symposium update (RSH will co-lead) (5 min.)
8) Outreach event brainstorming (TN will co-lead) (5 min.)
Advocacy Director Board Report

Date: April 13, 2016
Name: Dennis Riley
Title: Director of the Advocacy Committee

Open Issues and Discussion Items:

- **Police Body Camera Legislation:** The committee is considering a possible response to legislation introduced in the State Assembly regarding the status of police body camera footage. Bill A07682 is sponsored by Assemblyman Nick Perry (Brooklyn - East Flatbush). Furthermore, it was referred to the Judiciary Committee, which is chaired by Helen Weinstein (Brooklyn - Flatlands, Sheepshead Bay) and has nine other members from NYC (out of 21 total). The full text can be found here: [http://assembly.state.ny.us/leg/?default_fld=&bn=A07682&term=2015&Summary=Y&Memo=Y&Text=Y](http://assembly.state.ny.us/leg/?default_fld=&bn=A07682&term=2015&Summary=Y&Memo=Y&Text=Y).

- **Advocacy Website:** Miranda Mims is working on adding a page of resources related to funding and grant opportunities which were compiled earlier this year by Mike Montalbano.

- **Advocacy Budget:** I would like the Board to consider the following budget requests for advocacy issues in 2016-2017:
  1. $500 – to hold 1-2 advocacy related programs during the year
  2. $150 – to contribute to RAAC’s proposed membership in the National Coalition for History. FYI, an even split of the $4,000 Sustaining Membership level among all of RAAC’s member organizations would be approximately $87.
Date: April 13, 2016
Name: Laura DeMuro
Title: Director of Communications

Open Issues and Discussion Items:

1. There was a conversation that we should put in place Google Analytics before we go forward with re-organizing the website. What information would we want to capture? Do we need board approval to go forward with this?
2. Michael made a free Wild Apricot account for us to work on.
3. Twitter chat will start next month.

To post items from the list-serv without board approval they must conform to the one of the following
Director of Communications Board Report

- Sent by a archival professional organization (such as SAA)
- Promotion of a scholarship for archivists or archival continual education
- Sent by academic department with a focus on archives promoting class or event
- Events whose primary audience is archivist specific
- Articles on archives or related subject from trusted source

We don't want to post anything that promotes a discount or rate for NY ART members without board approval
Date: April 13, 2016
Name: Rachel S Harrison
Title: Director of Education

There are currently around 160 people registered for the NDSR symposium on April 28. The Center for Jewish History will be holding two events for Preservation Week, a lecture by Erica Blumenfeld on Tuesday evening, April 26, and a lunch-time tour of the Conservation, Digital and Preservation labs on April 27. Information about these two events will be added to the A.R.T. calendar soon.

The Education Committee is excited about the idea of a NYAW Education symposium on some aspect of elections/government/politics. We will start planning soon. It is always easy for me to have the symposium at CJH but I am certainly also open to suggestions of other locations that would be good, perhaps somewhere that would tie in well with an election or politics theme.

In terms of projected expenses for the upcoming Educational programming year, the symposium is the biggest expense. If we continue to hold it at CJH, our only expenses are videography, video editing, and slates for the videos. Altogether, I believe this was around $1200 last year, and photocopying costs, which were around $200. I estimate that the Education Committee will also need $400-500 for additional programs and workshops.
Outreach Committee Board Report

Date: April 13, 2016
Name: Tiffany Nixon
Title: Director of Outreach

Outreach Committee Status:

Committee met on March 23 to discuss action points and AEI.

AEI Update:

We’ve settled on the topic of “elections” and have created a first-pass list of participants to reach out to. This year we’re planning to keep the event structure as it was last year (round-robin) but with fewer presenters so that participants have more time to interact with the materials. Committee member Lindsay Anderberg is investigating better ways to reach educators through listservs previously unknown to us.

Death Records Event/Oral History:

Committee member Lindsay Anderberg reached out to colleagues at Brooklyn Historical Society and Brooklyn Public Library to discuss collaborations around death records (and oral history - two separate events) – both were open to possibilities. Moving forward with BHS, we’re investigating potential event days and will begin to flesh out the panelists/schedule as soon as possible. Our plan is to use existing “field day” budget to cover this and/or the oral history event. A different contact was provided for Green-Wood archivist to double check their interest in participating.
President Board Report

Date: April 13, 2016
Name: Janet Bunde
Title: President

Open Issues and Discussion Items:

- Advocacy: Submitted letters
- Board documentation: Board Dropbox account
- Bylaws: Updated language for review
- NYAW: Scheduling
- Programming: Business meeting location
- RAAC: Representative selection update
- President budget: No anticipated changes to the President’s budget.
Date: April 13, 2016  
Name: Rachel Greer  
Title: Secretary

I’m having trouble coming up with position descriptions for Metropolitan Archivist and will be contacting Ryan Donaldson to see if he has any further information in order to get those positions posted. We have no confirmed volunteers for positions yet.

I will be attempting to transfer our archives to the Philharmonic at some point in the near future.
Vice President Board Report

Date: 4/10/16
Name: Kerri Anne Burke
Title: Vice President of the Board

- Board Elections – what is the timeline for upcoming election. I know one of my tasks is to create the nomination form.

- June Meeting – Need location and/ or event for that meeting

- Documentation – I mentioned at the last board meeting that I’d like everyone to create a simple bullet point list of each task they do as part of their position and add that to your manual.

- RAAC – any updates or nominee for our RAAC representative?
Date: 4/10/16
Name: Mike Andrec
Title: Treasurer

Last month, the question arose about the frequency of financial reporting. The Treasurer manual left to me by Lindsay indicates the following:

- Financial Reports in Metropolitan Archivist – published December and June. I usually reach out to the editor once I see the call for submissions, and ask when she would like the report (otherwise, they’ll be asking you the night before layout).

I also had a question about insurance. Back in February Tamar sent a scan of a letter from Alliance for Nonprofits Insurance with a “Notice of Terrorism Insurance Coverage” about accepting or declining terrorism coverage when we renew our policy. Our current policy expires on May 10, and I just want to make sure we’re ready.

In regards to the website redesign:

- Wild Apricot provides no site analytics data, not even the most rudimentary visitor counts and page views. This means that we have no idea how many people are visiting the site currently or which pages they are looking at. This is a major impediment to any site restructuring, as we would be “flying blind” with respect to understanding our site’s user base, and would have no way of knowing if the changes that we’re making are actually having any benefit.
- To provide site analytics, the Wild Apricot help pages suggest using a third-party provider such as Google Analytics (http://help.wildapricot.com/display/DOC/Tracking+website+traffic). To do this, we would need to register the nycarchivists.org domain name with Google Analytics through a normal Google account login (the same kind that is used for Gmail and Google Drive). Google Analytics is a free service.
- Google Analytics uses cookies that allows it to track which pages each visitor views, in what order they view them, and how much time is spent on each page. It does not log any personally identifiable information. The cookies are not used to serve advertising, and are not the “third party tracking cookies” that cause ads for items that you’ve looked at on a retailer’s site to follow you around the web.
- The Scribd plugin that displays the Metropolitan Archivist on our homepage is already using Google Analytics (for the benefit of scribd.com, not us…).

I would recommend that we make use of Google Analytics to help us understand our site’s audience, what visitors are looking for, and how we can better serve them.

Does anybody know if we already have nycarchivists.org registered with Google Analytics? In the nyart.treasurer@gmail.com account, I came across an email to the board from December 2011 in which Ryan Donaldson writes: “ART Board: Do you feel that images have a place on the homepage of our site? I believe they do, which is why I included the Carnegie Hall image. It used to be on the site in roughly the same spot. It would be interesting to look at Google Analytics to verify that people click on the blog postings.” This makes me suspect that we’re already signed up. Is there an ART-wide Google account (such as for Google Drive) that might have been used to set up Google Analytics?
## Cash Summary

**Archivists Round Table of Metropolitan New York, Inc.**

For the month ended 31 March 2016

**Excluding Sales Tax**

### Income

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<tr>
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### Less Operating Expenses

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**Total Operating Expenses**

$103,851.40

### Operating Surplus (Deficit)

$905.16

### Sales Tax Movements

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### Net Cash Movement

$905.16

### Summary

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<td>$905.16</td>
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For the month ended 31 March 2016
### Assets

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<th>31 Mar 2015</th>
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<td>Petty Cash</td>
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<tr>
<td><strong>Total Cash and Cash Equivalents</strong></td>
<td><strong>$54,168.69</strong></td>
<td><strong>$50,971.24</strong></td>
</tr>
</tbody>
</table>

| Total Assets                      | **$54,168.69** | **$50,971.24** |
Treasurer Board Report

I have created a temporary “30-day free trial” account with Wild Apricot under my personal email address that could be used to test different menu configurations. I will also email the Wild Apricot folks about creating a “staging site” which would be a near-clone of our current site, much like the one that Ryan had set up a while ago but which has since expired.

Laura and I will hopefully have a chance to test the switching of site themes. If that goes well, the we should be able to do a “live demo” during the board meeting, if that would be of interest.