



**ARIZONA MUNICIPAL CLERKS' ASSOCIATION  
COMMUNICATIONS COMMITTEE MEETING**

**Wednesday, October 7, 2020  
10:00 a.m.  
Teleconference at (800) 220-9875  
Participant Code: 23543649#**

Committee Members: Michelle Stanley, Chair; Stacy Fobar, Co-Chair; Fatima Fernandez, Kara DeArrastia, Judy Martinez, Sheryl Rabin, Terri Roth, Michelle Stine, and Darcie McCracken (Board Liaison)

1. Call to Order
2. Roll Call
3. Liaison Updates
  - a.) Education – Michelle Stine
  - b.) Elections – Linda Mendenhall
  - c.) Handbook & Constitution – Terri Roth
  - d.) Legislative – Hilary Hiser
  - e.) Membership/Mentoring/Region Leaders – Kara DeArrastia
  - f.) Records Management – Ben Lane
  - g.) Scholarship – Crystal Hadfield
  - h.) Executive Board- Darcie McCracken
4. Old Business
  - a.) Discussion and possible approval of the September 2, 2020 minutes (Attachment 1)
  - b.) Board response to the Committee's questions/requests brought up during the September 2, 2020 Communications Committee meeting.
5. New Business
  - a) Discussion of a Newsletter Survey to the membership.
  - b) Update and discussion regarding the weekly Facebook discussion prompts.
  - c) Update and review of Committee tasks for 2020/2021. (Attachment 2)
6. Good of the Order/Comments from Committee Members
7. Next Meeting Date: November 4, 2020
  - a.) Assignment of Minute Taker for Nov 4<sup>th</sup> meeting
8. Adjournment



**ARIZONA MUNICIPAL CLERKS' ASSOCIATION  
COMMUNICATIONS COMMITTEE MEETING  
MINUTES  
Wednesday, September 2, 2020  
10:00 a.m.**

Committee Members: Michelle Stanley, Chair; Stacy Fobar, Co-Chair; Kara DeArrastia; Fatima Fernandez; Judy Martinez; Sheryl Rabin; Terri Roth; Michelle Stine; and Darcie McCracken, Board Liaison

**1. CALL TO ORDER**

Meeting was called to order by Chair Michelle Stanley at 10:02 a.m.

**2. ROLL CALL**

Present via Teleconference: Michelle Stanley, Chair; Stacy Fobar, Co-Chair; Kara DeArrastia; Fatima Fernandez; Judy Martinez; Sheryl Rabin; and Darcie McCracken, Board Liaison

Absent: Terri Roth and Michelle Stine

**3. LIAISON UPDATES**

a.) Education – Michelle Stine

Michelle Stine, Education Committee Chair, was not on the call.

b.) Elections – Linda Mendenhall

Linda Mendenhall, Elections Committee Chair, reminded everyone that the final AMCA 2020 Elections Training session would be held on Wednesday, September 9, 2020, from 8:00 a.m. to 12:00 p.m., via Zoom. She said participants have appreciated the ability to attend online and future AMCA Elections Training sessions would likely offer an online option. Chair Mendenhall discussed how the Elections Committee would be working on better educating the membership on the AMCA Election Certification/Recertification Program application process and facilitating an easier way for members to track their progress towards achieving Election Certification or Recertification. The Elections Committee plans to meet in September to kick off FY 2020-21.

c.) Handbook & Constitution – Terri Roth

Terri Roth, Handbook & Constitution Committee Chair, was not on the call.

d.) Legislative – Hilary Hiser

Hilary Hiser, Legislative Committee Co-Chair, reported that the Arizona Legislature has not called a special session.

e.) Membership/Mentoring/Region Leaders – Kara DeArrastia

Kara DeArrastia, Membership/Mentoring/Region Leaders Committee Chair, stated the Committee would hold their first meeting for FY 2020-21 on Thursday, September 10, 2020, at 10 a.m., via Microsoft Teams. She said future Committee meetings would likely be held every two months on the second Thursday of the month at 10 a.m. Chair DeArrastia noted the Committee would be reviewing the FY 2020-21 goals assigned by the Executive Board and members would report on their progress towards achieving those goals at their meetings.

f.) Records Management – Ben Lane

Ben Lane, Records Management Committee Chair, stated the Committee planned to kick off FY 2020-21 in late September and would likely meet almost every month with the exception of major holidays. He said the Committee would continue working on best practices for social media retention; ways to motivate members who manage records but work outside the clerk's office; and, a strategic preservation policy for items gifted to municipal mayors or councils. Chair Lane noted the Committee would continue their partnership with the Arizona State Library and Archives and he looks forward to working with them this year.

g.) Scholarship – Crystal Hadfield

Crystal Hadfield, Scholarship Committee Chair, stated the Committee met in August 2020; a topic of discussion was ideas on fundraising for 2021.

h.) Executive Board – Darcie McCracken

Darcie McCracken, Executive Board Liaison, said she had nothing new to report since the Executive Board meeting on August 20, 2020.

**4. OLD BUSINESS**

- a. Discussion and possible approval of the August 5, 2020 minutes.

Kara DeArrastia moved to approve the minutes of the August 5, 2020 meeting; Sheryl Rabin seconded the motion. Motion carried to approve the minutes of the August 5, 2020 meeting.

**5. NEW BUSINESS**

- a) Discussion of the Strategic Plan objectives and Executive Board expectations for the Communication Committee

**Website:**

Some of the members offered to review the content of the AMCA website pages to verify the accuracy and timeliness of the information and ensure all the hyperlinks work. Any suggested changes or other feedback should be provided to Chair Stanley.

Chair Stanley noted the Strategic Plan's Goals to post a Brag Board page and a Clerks Wall of Fame on the AMCA website. She offered the idea to combine both features into a single "Year in Review" webpage at the end of the year. The Year in Review webpage would list all members who have earned CMC (Certified Municipal Clerk) and MMC (Master Municipal Clerk) designations, highlight brag-worthy stories throughout the year, and include other features.

One suggestion was made: instead of a Brag Board page, perhaps a Retiree Board page to highlight members who have retired or have contributed significantly to the association. Collaboration with the Membership/Mentoring/Region Leaders Committee to gather information about retired members would be needed. Chair Stanley said she would present the Retiree Board page idea to the Executive Board for consideration.

**Newsletter:**

Chair Stanley said instead of re-running the Election Recertification requirements article in the fall issue of the newsletter, Linda Mendenhall, Elections Committee Chair, would be revamping the article to run in the winter issue.

Chair Stanley stated the yearly survey of what the membership wants to see in the newsletter is scheduled to run in the winter issue.

Chair Stanley noted the Strategic Plan's Goal to publish Work Life Balance tips in the newsletter. As the members are looking for Best Practices articles, she asked them to share any work life balance tips they come across as well.

**New Tasks:**

Chair Stanley noted the Strategic Plan's Goal to create a Clerk's Week Celebration packet and said she would bring this goal back in January for discussion when it was closer to the Week's May timeframe.

Chair Stanley noted the Strategic Plan's Goal to provide volunteer opportunities that were not sponsored by the AMCA but were open to membership participation. A possible idea is to send out a Listserv posting asking for volunteer programs to advertise on the AMCA Facebook page or in the newsletter.

A program that offers first aid and CPR training for free throughout Arizona was mentioned by a member. Chair Stanley requested more information so she can send that out to the membership.

Chair Stanley asked the members to share more volunteer opportunities with her so they can be promoted out to the membership.

b) Discussion of possible ideas/volunteers to archive Listserv questions & answers

Chair Stanley led the discussion on ways to manually archive the AMCA Listserv postings and asked for ideas, solutions, and volunteers from the group. She said she would verify with the Executive Board if the intent is to archive all of the questions posted to Listserv and the corresponding answers provided to the author of the initial post.

The members discussed possibly including text at the bottom of the Listserv posting asking members to forward the responses they received to the Communications Committee. It is helpful when all the responses are collated in a single list or spreadsheet as opposed to the individual emailed responses.

Chair Stanley asked the members to provide additional ideas and inform her if they are interested in volunteering.

c) Request for volunteers to review AMCA webpages

See the discussion under agenda item 5a regarding the website.

d) Discussion of the Board's questions for the Communication Committee

a. How can we make serving on a committee fun?

Chair Stanley asked the members to provide ideas to help promote participation on the AMCA Committees.

One possible idea was suggested for consideration: highlight or showcase a particular committee each newsletter issue, to include interviews of the past or present committee chair, co-chair, and/or members regarding their experience, why they decided to join a committee, benefits or perks of serving on a committee, etc.

b. Should there be criteria for submissions to the newsletter?

Chair Stanley led the discussion on whether there was a need to develop formal criteria for newsletter articles to be submitted. The process by which sponsors submit articles for the newsletter was briefly reviewed. Currently, all submissions

are usually included in the newsletter. Chair Stanley asked if a specific issue prompted this Committee assignment. Board Liaison Darcie McCracken replied she was unsure if there were any issues.

Chair Stanley noted the difficulty to obtain sufficient material for the newsletter and expressed concern about making the submission process too restrictive with established criteria. She said she would ask the Executive Board for clarification on this assignment.

e) Review of the Fall Newsletter

Chair Stanley noted on the top of page 4, “Profession” should be changed to “Professional”, so the line reads: “Professional Designations & Certifications”. The members mentioned other formatting changes needed and noted they would provide additional feedback to the Chair. Chair Stanley suggested the members show their changes in red on their marked-up version.

**6. GOOD OF THE ORDER/COMMENTS FROM COMMITTEE MEMBERS**

Co-Chair Fobar noted the first installment of Conversation Wednesday (posted on August 26, 2020) on the AMCA Facebook group so far collected 16 comments and was seen by 80 people. The topic posted for Conversation Wednesday today, September 2, 2020, is asking for interesting election stories. Co-Chair Fobar asked the members to post comments or responses to help circulate the conversation and increase participation.

Chair asked if anyone would like to take the minutes for the next meeting, to please let her know.

**7. NEXT MEETING DATE: OCTOBER 7, 2020**

**8. ADJOURNMENT**

The meeting was adjourned at 10:40 a.m.

Kara DeArrastia  
Minute Taker

# AMCA COMMUNICATIONS COMMITTEE RESPONSIBILITIES

AS OF OCTOBER 2020

TASKS	ASSIGNED TO	DUE DATE
Survey questions to membership about what they would like in the newsletter	Everyone	Oct. 12 <sup>th</sup>
Review of the AMCA website <i>(to ensure information is up to date)</i>	Michelle Stanley, Stacy Fobar, Judy Martinez, and Sheryl Rabin	Oct. 16 <sup>th</sup>
Facebook posts for weekly discussion <i>(to foster a community of Clerks)</i>	<b>Stacy Fobar</b>  <i>Back-up support:</i> Michelle Stanley	Wednesdays
Listserv Archive on website	<b>Michelle Stanley</b>  <i>Open to volunteers</i>	Monthly
New CMC/MMC Designations Listserv, Facebook announcements.  <i>(to promote designations &amp; motivate Clerks to continue their education)</i>	<b>Judy Martinez</b>  <i>Back-up support:</i> Michelle Stanley	As needed
Best Practice article ideas for the newsletter	Everyone	On-going
Work/Life Balance article ideas for the newsletter	Everyone	On-going
Newsletter Design & Publication	<b>Michelle Stanley</b>  <i>Publisher support:</i> Stacy Fobar, Judy Martinez, Terri Roth, and Kara DeArrastia	quarterly
Clerks Week Celebration Packet on website for membership	<b>Looking for volunteers</b>	Jan 2021
End of Year Brag Board on the website	Michelle Stanley	July 2021
Retiree Honor Page on the website	<b>Looking for volunteers</b>	July 2021
Committee Forms and Succession Plans/Timelines for next Chair	Michelle Stanley	Before term ends