



**ARIZONA MUNICIPAL CLERKS' ASSOCIATION
COMMUNICATIONS COMMITTEE
MEETING MINUTES
April 7, 2021
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 10:03 a.m.

2. ROLL CALL

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

Absent: None

3. LIAISON UPDATES

a.) Education – Michelle Stine

Michelle Stine, Education Committee Chair, stated there were a few spots left for the upcoming Athenian Dialogue on April 13-14, 2021. She reported the Spring Best Practices would be held on April 22 and 29, 2021 with virtual attendance.

b.) Elections – Linda Mendenhall

Sheryl Rabin, Elections Committee member, noted the Committee was preparing for the Spring Best Practices session on April 22, 2021 which would include a panel of clerks discussing lessons learned from elections.

c.) Handbook & Constitution – Terri Roth

Terri Roth, Handbook & Constitution Chair, stated the Committee cancelled the April meeting but was working on recommendations of amendments to the Executive Board regarding the travel policy and the role of the treasurer.

d.) Legislative – Hilary Hiser

Sheryl Rabin, Legislative Committee Member, discussed the committee members' recommendation to the League of Arizona Cities and Towns to not cancel the Monday Legislative virtual meetings any longer.

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

Kara DeArrastia, Membership/Mentoring/Region Leaders Chair, stated the Committee met on March 11, 2021 for a robust discussion that included discussion regarding changes to the AMCA region map; changes were presented to the Executive Board by Apache Junction City Clerk Jennifer Pena. The group also discussed creating a subject matter expert list with topics including elections and records. The group also discussed creating a statewide Municipal Clerk manual and handbook and using examples from other states for reference. Kara also reported that the group discussed sending certificates of appreciation to AMCA mentors to thank them, noting no points would be associated with the certificates.

f.) Records Management – Ben Lane

Ben Lane, Records Management Committee Chair, reported the group would be meeting on April 8, 2021 to go over the AMCA Handbook and to consider Records Management changes and present to the Executive Board. He stated they would be revisiting the retention schedules that were relevant to the AMCA body.

g.) Scholarship – Crystal Hadfield

Communications Committee Co-Chair Fobar reported on behalf of the Scholarship Committee, stating the group awarded three scholarships but had one additional scholarship approved, for a total of four. The group was also discussing fundraising.

h.) Executive Board- Darcie McCracken

Executive Board Liaison Darcie McCracken read one of the recent Executive Board Summary emails that are now being sent to the Association to summarize the Executive meetings, adding the updates were a good effort started by AMCA President Rhonda Geriminsky.

4. OLD BUSINESS

a.) Discussion and possible approval of the February 3, 2021 minutes

Kara DeArrastia moved to approve the minutes of the February 3, 2021; Stacy Fobar seconded the motion. Motion carried to approve the February 3, 2021 minutes.

5. NEW BUSINESS

a.) Discussion of the League of Cities and Town's proposal to create a video for Clerks Week

Matt Lore of the League of Arizona Cities and Towns proposed the creation of social media video to promote Clerks Week while showing various roles and tasks that clerks do. The video clips would be submitted voluntarily by clerks from various municipalities, edited, sped up, and combined into one video with captions added. Matt stated there was a consultant who works with the League who could create the video.

The group consensus was that the idea should be pursued. Kara DeArrastia stated that Membership and Mentoring Committee was also pitching a video idea in coordination with the Annual Conference. She noted the video could have a TikTok or Reels type of format. Matt stated there could be a longer video done as well for their use. Stacy Fobar stated she could help find clerks and assign duties. Matt stated it may be best to assign subjects so that all clerks were not submitting the same type of footage. There was discussion about whether the video clips should include audio. Matt Lore stated the clips could include audio though it would not likely be utilized in the final video product.

The group discussed compiling a list of duties/tasks that Clerks perform and sending an email request through the AMCA Listserv requesting volunteers. The group brainstormed a sample list of tasks that included: candidate packets, minutes, council meetings, notarizing documents for Council, public records requests, agenda items, business licensing, liquor licensing, claims against the town/city, boards and commissions, passports, records management, training board and commission members, being the town/city historian and managing historical records.

b.) Discussion of ideas for the upcoming 2021 Summer Newsletter

Chair Stanley asked for ideas on the upcoming 2021 Summer Newsletter. Kara DeArrastia stated the newsletter should include Clerks Week celebrations. She stated members could share their experiences with virtual Athenian Dialogues, possibly with quotes and photos. The group identified the IIMC Annual Conference would be an opportunity to get shared experiences from the event. Stacy Fobar suggested information on earning certification points.

6. GOOD OF THE ORDER/COMMENTS FROM COMMITTEE MEMBERS

None.

7. NEXT MEETING DATE – May 5, 2021

a.) Assignment of Minute Taker for the May 5, 2021

Stacy Fobar volunteered to draft the minutes of the May 5, 2021 meeting.

8. ADJOURNMENT

The meeting was adjourned at 10:47 a.m.

Respectfully submitted by:
Judy Martinez