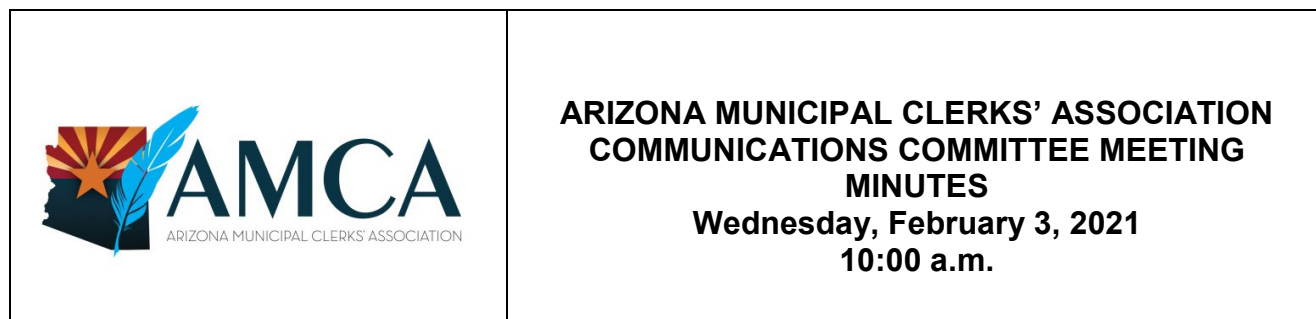
	<p>ARIZONA MUNICIPAL CLERKS' ASSOCIATION COMMUNICATIONS COMMITTEE MEETING</p> <p>Wednesday, April 7, 2021 10:00 a.m. Teleconference at (800) 220-9875 Participant Code: 23543649#</p>
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Committee Members: Michelle Stanley, Chair; Stacy Fobar, Co-Chair; 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/Sheryl Rabin
 - 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 February 3, 2021 minutes (attachment page 2)
5. New Business
 - a) Discussion of the League of Cities and Town’s proposal to create a video for Clerks Week (attachment page 7).
 - b) Discussion of ideas for the upcoming 2021 Summer Newsletter.
6. Good of the Order/Comments from Committee Members
7. Next Meeting Date: May 5, 2021
 - a.) Assignment of Minute Taker for 05/05/21 meeting
8. Adjournment



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 10:00 a.m.

2. ROLL CALL

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

Absent: Fatima Fernandez and Terri Roth

3. LIAISON UPDATES

a.) Education – Michelle Stine

Michelle Stine, Education Committee Chair, stated the Committee's subcommittees have been meeting to discuss and finalize the Athenian Dialogue, Spring Best Practice, Institute and Academy, and AMCA Conference for 2021. Recommendations from these subcommittees will be presented to the Executive Board for approval.

b.) Elections – Linda Mendenhall

Sheryl Rabin, Elections Committee member, noted the Committee last met in December, did not meet in January, and plans to meet in February to finalize a proposed change to their section of the AMCA Handbook.

c.) Handbook & Constitution – Terri Roth

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

d.) Legislative – Hilary Hiser

Chair Stanley said Hilary Hiser, Legislative Committee Co-Chair, told her that she had no updates.

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

Kara DeArrastia, Membership/Mentoring/Region Leaders Committee Chair, stated the Committee met on January 14, where the Region Leaders shared updates from their respective regions and discussed ideas for the AMCA 2021 Clerks Week Celebration Packet for consideration by the Communications Committee. The Committee plans to present proposed changes to their section of the AMCA Handbook to the Executive Board for consideration at their February meeting. The Committee will also be submitting two articles for the Spring 2021 issue of the AMCA newsletter – one will be on the benefits of participating in an AMCA Committee and the other will be on the benefits of being a Mentor or a Mentee in the AMCA Mentoring Program. Committee members are also working on reviewing and updating the *Welcome to AMCA* and *What is a Municipal Clerk?* brochures, and continuing discussions on ways to better promote the Mentoring Program.

f.) Records Management – Ben Lane

Ben Lane, Records Management Committee Chair, stated the Committee last met on January 14, and the next meeting would be on February 11, at 9 a.m. The Committee has been working on two big projects: 1) reviewing the Records Management portion of the AMCA Handbook to ensure it accurately reflected the duties of the Committee, and 2) revising the Retention Schedules used by the AMCA to manage their records to ensure they meet the State's retention requirements and updating the listing of Records Officers for specific types of records.

g.) Scholarship – Crystal Hadfield

Crystal Hadfield, Scholarship Committee Chair, noted the Committee last met in January. She noted February 26, 2021 is the AMCA 2021 Scholarship Application deadline. One scholarship would be awarded to one person in each category: AMCA Best Practices, Athenian Dialogue, AMCA Institute, AMCA Academy, AMCA Elections Training, and the IIMC Annual Conference. Crystal said she hopes to receive lots of submissions.

h.) Executive Board – Darcie McCracken

Darcie McCracken, Executive Board Liaison, stated the Board did not meet in January and will meet again on February 18, at 9 a.m.

4. OLD BUSINESS

- a. Discussion and possible approval of the January 6, 2021 minutes.

Co-Chair Stacy Fobar moved to approve the minutes of the January 6, 2021 meeting; Sheryl Rabin seconded the motion. Motion carried to approve the minutes of the January 6, 2021 meeting.

5. NEW BUSINESS

a) Discussion of social media prompts for weekly discussions.

Chair Michelle Stanley said posting a 'Conversation Wednesdays' topic to the AMCA Facebook group every week may be too frequent and suggested perhaps posting a new topic every other week. She noted the need for more ideas on different things to talk about. The question, 'What did you want to be when you were little and how does it compare to being a Clerk?', was the liveliest discussion so far.

Co-Chair Stacy Fobar said she agrees with posting a new 'Conversation Wednesdays' topic every other week. She noted personal topics seem to be the most popular. One suggestion would be to ask: What is your least favorite thing to do as a Clerk? Co-Chair Fobar said her answer would be filing. Chair Stanley conveyed support for this question.

Board Liaison Darcie McCracken offered additional questions for the Facebook group:

- When you hang your toilet paper, does the paper hang over (in front of) or under (behind) the roll?
- What has been your best vacation ever?
- If you had \$100,000, what would you do with it?
- What is going to be the hardest thing you will have to do when you return to in-office work?
- What is the most embarrassing thing that has happened to you at work?

Board Liaison McCracken explained how asking such personal or entertaining questions can give insight into the person answering them and answers show what makes us 'human' and unique. Funny stories and anecdotes are always interesting to hear or read. Kara DeArrastia agreed and also suggested including a blurb in the upcoming Spring issue of the AMCA Newsletter asking members to provide topic suggestions for the Facebook conversation postings. Chair Stanley conveyed support for this suggestion.

Chair Stanley suggested to Co-Chair Fobar to ask on today's posting if she did not already have one lined up: What would you like to talk about for Conversation Wednesdays?

b) Discussion of the Spring 2021 Newsletter – request for humorous stories.

Chair Michelle Stanley stated one of the write-in responses to the AMCA 2020 Newsletter Survey suggested asking members to submit short funny stories (a la Reader's Digest). In the Winter 2020 issue of the AMCA Newsletter, there was a new request for Funny Work Anecdotes (Think Reader's Digest Workplace Humor for clerks!). Chair Stanley said she had not received any Funny Work Anecdotes submissions yet for the upcoming Spring issue of the AMCA Newsletter.

Chair Stanley asked members to please email their humorous stories (anything that has personally happened to them, or they heard or read) to her for the newsletter.

- c) Discussion of the 2021 AMCA Clerks Week Packet.
 - a. Feedback from the Membership/Mentoring Committee.
 - b. Draft packet for review.

Chair Michelle Stanley noted the feedback received from the Membership/Mentoring Committee, which was included in the agenda packet.

Chair Stanley said she would include the *Welcome to AMCA* and *What is a Municipal Clerk?* brochures in the 2021 AMCA Clerks Week Packet. Kara DeArrastia replied she would email the brochures to her.

Kara suggested changing all occurrences of 'Clerk's Week' to 'Clerks Week' to match the title used by the International Institute of Municipal Clerks (IIMC). Chair Stanley agreed with this suggestion.

Chair Stanley discussed how she was contemplating including language in the 'What is Clerks Week and why you should celebrate?' document about how Clerk's Offices tend to have smaller budgets than other municipal departments and may be overlooked for increased funding because Clerks tend to avoid asking for more money at budget time. Perhaps if Clerk's Offices celebrated and promoted their profession more at their municipality, they could be considered as more prominent players at budget time. Kara shared comments regarding her budget experience at Tempe and said she would defer to the other Committee members for their input.

There being no further discussion on this item, Chair Stanley asked members to provide her with suggested changes to the 'Clerk's Week Proposal to Executive Board' and 'What is Clerk's Week and why you should celebrate?' documents included in the agenda packet.

6. GOOD OF THE ORDER/COMMENTS FROM COMMITTEE MEMBERS

Chair Michelle Stanley noted she planned to have a draft of the Spring 2021 issue of the AMCA newsletter ready for the March 3, 2021 meeting.

7. NEXT MEETING DATE: MARCH 3, 2021

- a) Assignment of Minute Taker for 03/03/21 meeting

Judy Martinez volunteered to draft the minutes of the March 3, 2021 meeting.

8. ADJOURNMENT

The meeting was adjourned at 10:31 a.m.

Kara DeArrastia
Minute Taker

From: [Matt Lore](#)
To: [Darcie McCracken](#); [Stanley, Harryette](#); [Stacy Fobar](#)
Cc: [Rhonda Geriminsky](#)
Subject: Video for City/Town Clerks Week: May 3
Date: Monday, March 29, 2021 1:28:02 PM

Hi Darcie, Michelle and Stacy:

I thought I would start with you three as the AMCA Communications Committee leadership. League staff meets each week to discuss and plan our social media/video/general communications for the upcoming months.

As the week of May 3 is Municipal Clerks Week we had an idea of having four or five clerks do a video of themselves in action with some day to day tasks (facilitating a meeting(s), elections stuff, general admin, etc. and then we would take the raw video from that and create a short video that would be something like the day in the life of a clerk (we would probably speed up the video so it would show in 3 minutes or so a bunch of these tasks.

I wanted to start with this group to get your input and if interested maybe we could do a quick meeting to choose four to six clerks who might be good candidates to get filmed (again, this can be using a video on a smart phone and then we would edit and make a seamless video with the footage) and possible topics to include. This would be part of Municipal Clerks week and would show all the different tasks clerks perform that most (including our elected officials and other municipal staff) are probably not aware that the clerks office even does.

Let me know if there is interest and we can discuss more.

Thanks,

Matt

Matt Lore

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