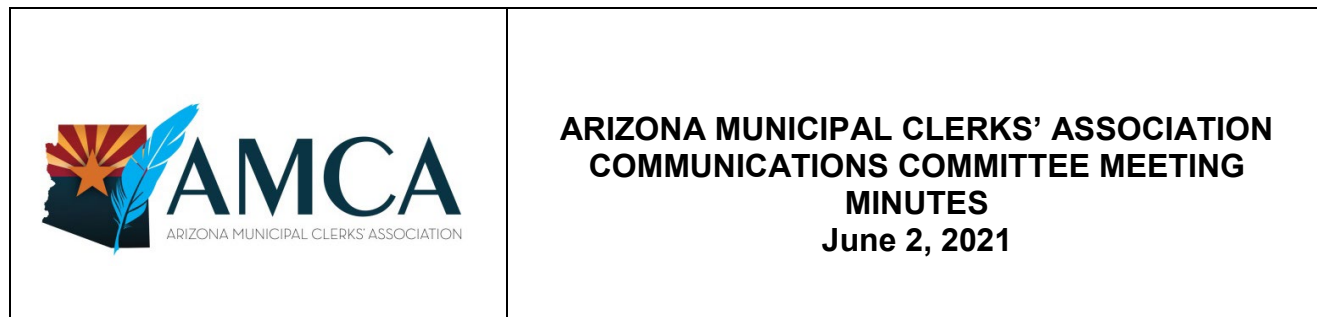
	<p style="text-align: center;"><b>ARIZONA MUNICIPAL CLERKS' ASSOCIATION COMMUNICATIONS COMMITTEE MEETING</b></p> <p style="text-align: right;"><b>Thursday, September 2, 2020 10:00 a.m. Teleconference at (800) 220-9875 Participant Code: 23543649#</b></p>
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Committee Members: Michelle Stanley, Chair; Stacy Fobar, Co-Chair; Anne Thomson, Fatima Fernandez, Kara DeArrastia, Judy Martinez, Laura Jara, Matthew McLean, Sheryl Rabin, Terri Roth, Whitney Juszcak, and Jennifer Pena (Board Liaison)

1. Call to Order
2. Roll Call and Introductions
3. Liaison Updates
  - a.) Campaign Finance – Lynda Bushong (*\*Whitney Juszcak*)
  - b.) Education – Laura Jara (*\*Terri Roth*)
  - c.) Elections – Linda Mendenhall (*\*Sheryl Rabin, Anne Thomson, Fatima Fernandez*)
  - d.) Handbook & Constitution – Byron Jones (*\*Anne Thomson, Laura Jara*)
  - e.) Legislative – Kelsea Holian (*\*Matthew McLean, Sheryl Rabin*)
  - f.) Membership/Mentoring/Region Leaders – Kara DeArrastia (*\*Fatima Fernandez, Michelle Stanley*)
  - g.) Records Management – Ben Lane (*\*Matthew McLean*)
  - h.) Scholarship – Crystal Hadfield (*\*Stacy Fobar, Terri Roth*)
  - i.) Executive Board- Jennifer Pena

*\*indicates Communications Committee members on other committees who may be able to provide updates if Liaisons are unable to attend a meeting.*
4. Old Business
  - a.) Discussion and possible approval of the June 2, 2021 minutes (Minutes attached pgs 2-5)
5. New Business
  - a.) Discussion of the Communications Committee’s responsibilities and request for volunteers of on-going projects. (Projects List attached pg 6 & Outstanding assignments attached pg 7)
  - b.) Discussion of the AMCA Newsletter (Newsletter Timeline 2021-2022 attached pg 8)
  - c.) Review of the 21/22 Minutes Rotation (Rotation List attached pg 9)
6. Good of the Order/Comments from Committee Members
7. Next Meeting Date: October 7, 2021
8. Adjournment



Committee Members: Michelle Stanley, Chair; Stacy Fobar, Co-Chair; Fatima Fernandez, Maria Hernandez, Nolette Hernandez, Judy Martinez, Kelsi Miller, Karen Norris, Sarah Siep, Michelle Stine, and Teresa Riza (Board Liaison)

1. Call to Order

Meeting was called to order by Michelle Stanley at 10:01 a.m.

2. Roll Call

The following members were present: Michelle Stanley, Stacy Fobar, Fatima Fernandez, Kara DeArrastia, Judy Martinez, Sheryl Rabin, Michelle Stine, and Darcie McCracken.

3. Liaison Updates

a.) Education – Brooke Painter

Ms. Stine reported that there was not a meeting in the last month but that the AMCA Institute and Academy schedules have been built. She added that there are 40 people registered for the Institute and 25 registered for the Academy. She reported that the Spring Athenian Dialogue was held April 13 and 14 with 24 participants and that an Athenian Dialogue will be held in fall but not summer. She added that the Virtual 2021 Spring Best Practices went well and was well attended and that there is not an official next meeting date at this time for the next committee meeting.

b.) Elections – Linda Mendenhall

Ms. Rabin stated that the May meeting was cancelled, and they are scheduling a new June meeting. She added that the committee is working on elections training for summer July 28 virtual and will be additional trainings offered after.

c.) Handbook & Constitution – Unknown

Ms. Stanley reported that Ms. Roth emailed her that the committee will have its last meeting of the year on June 10 and will be submitting changes to the Handbook to the Board for approval.

d.) Legislative – Sarah Siep

Ms. Stanley reported Hilary Hiser emailed her and read from the email “that the Legislature still has not adjourned because law makers are still negotiating the budget. The Flat Tax proposal is still on the table, but lawmakers seem to be considering the negative fiscal impacts on municipalities.”

e.) Membership/Mentoring/Region Leaders – Sherry Aguilar

Ms. DeArrastia reported that the final committee meeting was held May 13. They drafted a committee succession plan and one for region leaders which will be posted on committee

- web page on AMCA website. They discussed different ways to hold meetings since some regions are struggling with the four meetings a year and Ms. DeArrastia stated that they have seen some regions start in-person meetings again and the committee is working to boost participation to ensure that region members feel involved in the association. She added that the committee will work on the Municipal Clerks handbook which will be a large project that will be divided between members. She shared that other states have posted their handbook online and some are available to non-members and that there are some really good examples out there.
- f.) Records Management – Ben Lane  
Mr. Lane reported that the Records Management Committee will hold last meeting of fiscal year tomorrow at 10 am. Focus on retention schedule for AMCA. Goal to present revised scheduled to Exec Board in June meeting. Finished up changes to records management committee section of AMCA handbook and changes were approved.
- g.) Scholarship – Judy Martinez  
Ms. Hathaway emailed and update to Ms. Stine regarding the scholarships and fundraising and asked if the silent auction could be placed in the newsletter. Ms. DeArrastia asked if the email could be forwarded to the committee regarding the silent auction so that committee members could share it with their other committees or their departments.
- h.) Executive Board- Teresa Riza
- i.) Ms. McCracken stated that the board is working on policies focusing on the discrepancies between policies in handbook and the policies document. The Board is looking to create one location for all policies in the handbook. She added that AMCA did not receive any applications for Secretary and that the Board may discuss the Board makeup. She said that one suggestion was to have three board members and two people who were elected to serve just a year and that they need to think of how we want to proceed in the future. The question is why aren't people applying? Ms. Stine added that she doesn't feel qualified yet, so she hasn't applied. Ms. Fobar shared that her City Clerk wasn't applying because of the succession plan and that she wasn't able to commit to the time commitment at this time. Ms. McCracken spoke about her experiences with the Board. Mr. Lane asked if there was any talk about having at-large members and Ms. McCracken stated that there was some discussion on it. The question is would the at-large members then apply to move up? Ms. McCracken stated that there would be a plan as a part of that for succession. Mr. Lane has seen the at-large concept work well with other organizations. Ms. Stine added that the commitment of succession is intimidating. The date for the executive board meeting was be moved to June 24th in the afternoon because of the Academy.
4. Old Business
- a. Approval of April 7, 2021 Minutes  
Ms. Rabin made a motion to approve with correction. Seconded by Ms. Stine. Motion approved unanimously.
- b. Clerks Week After Action Review  
Ms. Stine asked the League to send a report on Clerks Packet. She stated that the report showed that the packet was accessed quite a bit in April and May. There were 14 pictures that were shared on Facebook and lots of comments of things people did like a coloring page. Ms. Stine asked if the committee thought there was anything that could be improved on? Ms. Rabin stated that there was a discussion at the last meeting

regarding a Clerk's week video with the League. She stated that her staff did it and it was fun and perhaps we could do another video next year. Ms. DeArrastia commended Ms. Stine on the packet and added that the social media presence and video were great. She stated that she hopes for more participation next year when things are more normal, and that Tempe wanted to do an open house and are considering it next year. She added that the League video was very last minute, so a little more lead time would be helpful. She also suggested creating little video shorts leading up to Clerk's week. Ms. Stine spoke about the baskets that a region gave away during Clerks Week. There was a group picture of them in the newsletter. Ms. Fobar suggested little videos of interviews of the clerks or with the staff leading up to Clerks week and suggested involving elected officials.

## 5. New Business

### a. Clerks Care Board Discussion

Ms. Stine discussed the decision of the Board on the Clerks Care Facebook page. She stated that the Board is fine with the group as long as there is a disclaimer that it is separate and not an official AMCA event. They currently have their own Facebook page and list volunteer opportunities. Ms. Stine will put a writeup in newsletter and Ms. DeArrastia shared the history of the group.

### b. Updates on Newsletter

Ms. Rabin sent in edits. Ms. DeArrastia asked about page five and said asked if it only covered updates from March through April or through present? Ms. Stine stated that she gets updates from the League. Ms. DeArrastia replied that she has a list of a lot more people who joined during March and April and she will send the list to Ms. Stine. Ms. Stine shared that there will be an article in the fall newsletter now on CMC and MMC points rather than the summer. She asked that anyone who went to the IIMC conference please send pictures and send suggestions for interviews.

### c. Final Committee Responsibilities:

- Retiree page – Ms. Stine will send info
- Instagram pictures – Ms. Fobar volunteered – Login is the same as Facebook login.
- Year-End Committee Report due June 18. Ms. Stine will email it to committee.
- Power-Point Presentation at Annual Meeting. Ms. DeArrastia asked what the PowerPoint is for. Ms. Stine stated that there is a PowerPoint slideshow that shows retirees and people receiving awards. Ms. DeArrastia asked if the meeting will be virtual or in-person? Ms. DeArrastia stated she can help since she has the whole day blocked off. Ms. Stine thinks it will be a virtual meeting, but she is not sure of the format. Ms. DeArrastia stated that she will help create

the presentation and can get a good part of the information. Ms. Martinez stated she can also help. Ms. Fobar also volunteered to help. It was decided that a subcommittee would be formed to create the presentation.

6. Good of the Order/Comments from Committee Members

None

7. Next Meeting Date: TBD

8. Adjournment

10:50 a.m.

Stacy Fobar

Minute Taker

## AMCA COMMUNICATIONS COMMITTEE PROJECTS

TASKS	ASSIGNED TO	DUE DATE
Review of the AMCA website <i>(to ensure information is up to date)</i>	Need volunteers	ASAP
Survey questions to membership about what they would like in the newsletter	Everyone	Group Discussion
Facebook posts for weekly discussion <i>(to foster a community of Clerks)</i>	<b>Stacy Fobar</b> <i>Back-up support:</i> Chair/Co-Chair	Group Discussion
Listserv Archives on website	Need Volunteers (2)	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> Chair/Co-Chair	As needed
Best Practice and/or Work/Life Balance article ideas for the newsletter	Everyone	On-going
Newsletter Design & Publication	Chair <i>Publisher support:</i> Vice-Chair style="background-color: #FFFF00;">Need Volunteers	quarterly
AMCA Board Secretary Elections	Chair/Co-Chair	February 2022
Clerks Week Celebration Packet on website for membership	Everyone	March 2022
Clerks Week Governor's Proclamation	Chair	April 2022
Annual Committee Report	Chair	June 2022
AMCA PowerPoint Presentation for Annual Meeting (work w/ President)	Will need volunteers when it gets closer	July 2022
Member Spotlight Year-End Page on the website (after Annual Meeting)	Chair	July 2022
Committee Forms and Succession Plans for next Chair	Current Chair	Before term ends

clerks to be comfortable with the platform and comfortable sharing a variety of posts with the membership.

#### OUTSTANDING COMMITTEE ASSIGNMENTS

Utilize different social media and other platforms for engaging the membership.

Encourage Board members to submit articles in order to increase awareness and engagement.

Make recommendations for what information on the AMCA website should be open for viewing and what information should be for members only.

Board request to highlight AMCA web pages in each publication.

#### PROPOSED FUTURE COMMITTEE ASSIGNMENTS

Update resources on the AMCA website with newer links (project for FY 21/22).

Expand the Clerks Week Promotional Packet (project for FY 21/22).

# 2021-2022

## AMCA CLERKS INSIDER NEWSLETTER CALENDAR

 Submittals accepted

 Submission Deadline

 Newsletter Published

July '21						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
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August '21						
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September '21						
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October '21						
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November '21						
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February '22						
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March '22						
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April '22						
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May '22						
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June '22						
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## **Communications Committee Minutes Rotation 2021-2022**

If you are unable to attend the meeting or take minutes for your assigned meeting, please let the Chair/Co-Chair know as soon as possible so that a substitute can be found. Thank you!

- September 2, 2021 – Michelle Stanley
- October 7, 2021 – Anne Thomson
- November 4, 2021 – Fatima Fernandez
- December 2, 2021 – Kara DeArrastia
- January 6, 2021 – Judy Martinez
- February 3, 2021 – Laura Jara
- March 3, 2021 – Matthew McLean
- April 7, 2021 – Sheryl Rabin
- May 5, 2021 – Stacy Fobar
- June 2, 2021 – Terri Roth
- July 7, 2021 – Whitney Juszcak

### ***Per AMCA Handbook pg 12***

The Communications Committee Chair/Co-Chair shall:

2. Assign a rotating list for members of the committee to take minutes of the meetings