



ARIZONA MUNICIPAL CLERKS' ASSOCIATION COMMUNICATIONS COMMITTEE MEETING

Thursday, January 6, 2022

10:00 a.m.

Teleconference at (800) 220-9875

Participant Code: 23543649#

Committee Members: Michelle Stanley, Chair; Stacy Fobar, Co-Chair; Anne Thomson, Fatima Fernandez, Kara DeArrastia, Judy Martinez, Laura Jara, Sheryl Rabin, Terri Roth, Whitney Juszcak, and Jennifer Pena (Board Liaison). *(FYI, Matthew McLean moved out of state).*

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 November 4, 2021 minutes (*attached*)
5. New Business
 - a.) Review of the Communication Committee's section in the AMCA Handbook (*attached*)
 - b.) Discussion of the 2022 Communications Committee Annual Survey (*attached*)
 - c.) Discussion to brainstorm ideas for the 2022 Clerks Week Promotional Packet. (link to [2021 Clerks Week online packet](#))
6. Good of the Order/Comments from Committee Members
7. Next Meeting Date: February 3, 2022
8. Adjournment



**ARIZONA MUNICIPAL CLERKS' ASSOCIATION
COMMUNICATIONS COMMITTEE MEETING
MINUTES
Thursday, November 4, 2021**

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

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

2. Roll Call

The following members were present: Michelle Stanley, Chair; Stacy Fobar, Co-Chair, Anne Thomson, Fatima Fernandez, Kara DeArrastia, Laura Jara, Terri Roth and Whitney Juszcak.

Absent: Judy Martinez, Matthew McLean, Sheryl Rabin and Jennifer Pena, Board Liaison.

3. Ms. Stanley asked Ms. Juszcak if there was an update to the Campaign Finance Ad Hoc Committee, Ms. Juszcak stated that there was no update at this time.

4. Liaison Updates

a.) Education – Laura Jara, Education Committee Chair, stated that the AMCA Fall Best Practices will be held on November 18, 2021 in Avondale, at the American Sports Center. The invitation was sent out from Matt Lore of the League of Arizona Cities and Towns, approximately three weeks ago. The Education Committee is working on the points structure for the Fall Best Practices and will begin working on the Spring Best Practices and the Annual Conference topics soon.

b.) Elections – Ms. Stanley received an email from Linda Mendenhall, Elections Committee Chair, she stated that there is not much to report. They had their first meeting to discuss annual training.

c.) Handbook & Constitution – Summer Stewart stated that the Handbook & Constitution Committee met last month, their next meeting is next week. There is nothing new to report.

d.) Legislative – Kelsea Holian, Legislative Committee Chair, stated that their first meeting will be December 9. The Arizona Legislative session begins January 10, 2022.

- e.) Membership/Mentoring/Region Leaders – Kara DeArrastia stated that they were going to have their second meeting on November 3, however the committee members all had busy schedules, and their meeting was rescheduled for December 1. Ms. DeArrastia stated that the October 26 Executive Board retreat went well. The updates for mentoring code materials were approved by the Board. Ms. DeArrastia wanted to remind everyone that the Mentoring Program is open to all AMCA members regardless of their job title. A mentor must have experience and mentees just need to apply. Ms. DeArrastia also stated that Region V were meeting in person for the first time since January 2020. The meeting will be in Fountain Hills.
- f.) Records Management –The Committee (I did not catch the name of the person who updated us.) met on October 21. The committee plans to review the records section of the AMCA handbook and a revision of AMCA records retention schedule.
- g.) Scholarship – No update
- h.) Executive Board – No update

5. Old Business

- a.) Discussion and possible approval of September 21, 2021 minutes

Ms. Stanley noticed a misspelling of Laura’s last name on the roll call and stated that she will correct the spelling.

Ms. Fobar moved to approve the minutes with the spelling correction, seconded by Ms. Roth. Motion carried to approve the September 21, 2021 meeting minutes unanimously.

6. New Business

- a.) Discussion of Communication Committee’s responsibilities following the Executive Board meeting.

Ms. Stanley discussed the responsibilities of the committee. Some of the responsibilities discussed included:

- Work on uncompleted projects such as:
 - Review of the AMCA website
 - Newsletter Design and publication
 - Review membership only content in agreement with what goes where
 - Review adding question of facebook to survey
 - PowerPoint presentation adding mentors to content and awards
 - Added people that volunteered to do specific things

b.) Discussion of Facebook prompt ideas for the year

Ms. DeArrastia informed the committee that January is Mentoring Month. Ms. DeArrastia asked if anyone had some questions to coordinate with mentoring month. Ms. Fobar suggested, "What are your best practices with agenda management and what are other duties do you perform as clerks"?

It was suggested that the Committee could send out a question the Monday before Thanksgiving. November 22, 2021. The Committee discussed that the question did not need to be work related, since there are not too many in-person meetings any longer, it would be fun to ask more personal questions. Some examples included:

- What are your plans for New Year's Eve
- Do you make any New Year's resolutions
- What are your personal resolutions and/or do you have work resolutions
- For Valentine's day - What do you love most about job
- Another Valentine's day question: What is your work love language

Ms. Stanley requested that if anyone thinks of anything after meeting to please email the questions to Ms. Fobar.

Some suggestions for December were:

- Are you an early shopper or late shopper?
- What do you buy on Black Friday?
- Do you stand in line or shop online?
- It is different in every town, what is your town like on Black Friday?
- How do you decorate town for holiday

Ms. Stanley reminded people that last year a poll was taken, and it was fun, Ms. ?? did not remember what question was but it was suggested we do the same thing this year:

- What is your favorite Thanksgiving dish

Ms. Fobar agrees and likes the suggestions.

c.) Discussion regarding Utilizing Difference Social Media Platforms

Ms. DeArrastia reminded the committee that AMCA has Instagram, but that it not used often. Ms. Fobar stated that Instagram is video and image heavy, there is not a lot of traffic on it. Ms. Fobar doesn't think that it is a good business platform. Ms. DeArrastia suggested that we could put videos on the Instagram page highlighting trainings, pictures of meetings, photos taken at Best Practices.

Ms. Fobar asked if AMCA had a Linked In page. It was suggested that we post articles that are not included in the Newsletter, or even put the Newsletter on Linked In. Ms. Stanley liked the suggestion about an AMCA Linked In page.

d.) Other Business

Ms. Pena reminded the committee that the Executive Board meeting must be rescheduled as it is on the same day as Fall Best practices.

e.) Discussion of the Upcoming Winter Newsletter

Ms. Stanley reminded the committee that the submission deadline for the Winter Newsletter is December 1, 2021. Suggestions for the newsletter included:

- What is the City Clerk's role.
- A funny anecdote.
- Ms. DeArrastia said that since Region 5 was meeting in person for the first time in a year, she will submit an article about the meeting.

Ms. Fernandez asked if there was a minimum number of pages that the newsletter was supposed to be, Ms. Stanley informed her that the Committee really did not a minimum of pages but the newsletter is usually no less than 16 pages. Older newsletters were too long, the Communications Committee tries to keep the newsletter less than 20 pages. Ms. Fobar suggested we add some clerks trivia or a crossword puzzle with clerks jargon to the newsletters. The Committee all agreed that this was a good idea.

7. Good of the Order/Comments from Committee Members
None.

8. Next Meeting Date – December 2, 2021.

Ms. Stanley reminded everyone that the minutes list was moved down since the October 7, 2021 meeting was canceled. Ms. Thomson took the minutes at the November 7, 2021 and Ms. Fernandez will take the next meeting minutes.

9. Adjournment 10:31 a.m.

Anne Thomson
Minute Taker



HANDBOOK & POLICY STATEMENTS

Revised June 2021

- ~~The filing officer shall render a decision within 120 days after the deadline for submitting a reply if a response was submitted, or within 120 days after the deadline for a response if no response was submitted.~~
- ~~If the filing officer's deadline to issue a decision falls within 30 days of an election in the filing officer's jurisdiction, the decision shall be issued within 30 days after the election.~~

Adopted May 2021

COMMUNICATIONS COMMITTEE

The purpose of the Communications Committee is to receive, gather and organize information for the membership, as well as share the information with the membership via available resources such as the AMCA website, social media, newsletter and email. The Communications Committee maintains social media efforts to ensure content is accurate and within AMCA guidelines.

Each standing committee chair or committee designee shall be assigned as liaison to the Communications Committee to facilitate the communication of news and information via available forementioned resources forementioned. The Communications Committee shall inform the membership about AMCA activities and encourage participation in those activities and aid in supporting and promoting the mission statement of AMCA.

Note: Duties of the AMCA Webmaster are coordinated through the League of Arizona Cities and Towns.

The Communications Committee Chair/Co-Chair shall:

1. ~~Schedule a minimum of four committee meetings during the year. The schedule of meetings is to be provided to the League of Arizona Cities and Towns for posting to the AMCA website calendar.~~
 - ~~Meetings may take place in conjunction with any AMCA meeting or via telephone conference calls.~~
 - ~~Agendas and meeting minutes are required for all meetings with all agendas and approved minutes posted to the AMCA website by sending an email to AMCAinfo@azleague.org.~~
2. Assign a rotating list for members of the committee to take minutes of the meetings.
3. ~~Mentor members and promote active committee participation; aid the AMCA Board in the support and promotion of AMCA leadership roles and the AMCA mission statement.~~
4. ~~Annually review the AMCA Handbook and policies; propose any suggested changes to the AMCA Board by January of each year.~~
5. ~~At least 30 days prior to the Annual Business Meeting each year, prepare and forward to the President an annual report of the Communication Committee for inclusion in the AMCA Annual Report. The annual report shall include the committee's efforts in support of the strategic plan goals, as applicable.~~
6. ~~Coordinate Board approved additions and/or changes to the AMCA website with the Webmaster. The Webmaster will maintain the website, update the calendar of events, and post all Board and Committee meeting Agendas & Minutes.~~
7. Maintain social media efforts to ensure content is accurate and within AMCA guidelines.

- ~~8. Ensure either the Chair, Vice Chair or designee attend monthly Executive Board meetings and annual workshops.~~
- ~~9. Submit updates and/or articles for inclusion in the Quarterly Newsletter.~~
- ~~10. Promote and demonstrate two way communication with Executive Board, Executive Board liaison, and between Chair and Vice Chair.~~

The Communications Committee shall:

1. Receive, gather and organize information for the membership, as well as share the information with the membership via available resources such as the AMCA website, social media, newsletter and email.
2. Distribute reminders to members via the [Listserv](#) regarding deadlines for submission of articles for [the AMCA Newsletter](#).
3. **Coordinate with the IIMC on new CMC and MMC recipients and create congratulatory notices for each recipient to be issued electronically to CMC and MMC recipients sent out through Listserv and Facebook.**
- ~~3.4. Identify effective ways (e.g. e-mail, forums, [Website](#), and other social media) to communicate with members.~~
- 1. Develop and maintain a Communication Committee succession plan [for use as a guiding document for the next committee regime](#).**
- ~~4.5.~~
- ~~5. Take minutes of the committee meetings for which they are assigned and provide their approved minutes to AMCAinfo@azleague.org. If a member of the committee is unable to attend the meeting they are assigned to take minutes for, the committee member is responsible for switching dates with another member or finding another member to take the minutes on their behalf.~~

EDUCATION COMMITTEE

The Education Committee's purpose is to develop, promote and provide innovative quality educational opportunities to ~~municipal clerk professionals members~~ on behalf of the ~~Arizona Municipal Clerks' Association~~AMCA. The Chair or Vice Chair of the Education Committee shall serve as the liaison to the Election Committee and the Communications Committee.

The Education Committee Chair/Co-Chairs shall:

- ~~1. Schedule a minimum of four committee meetings during the year. The schedule of meetings is to be provided to the League of Arizona Cities and Towns for posting to the AMCA website calendar.~~
 - ~~• Meetings may take place in conjunction with any AMCA meeting or via telephone conference calls.~~
 - ~~• Agendas and meeting minutes are required for all meetings with all agendas and approved minutes posted to the AMCA website by sending an email to AMCAinfo@azleague.org.~~
- ~~2. Assign a rotating list for members of the committee to take minutes of the meetings.~~

AMCA 2022 Communications Committee Annual Survey

The Communications Committee needs your input on the AMCA Newsletter! Our goal is to bring you articles of interest, helpful information, and relevant updates. Please take this short 5 question survey **by January 31st** and tell us how we are doing and what we can do better for the membership!

Sincerely,
H. Michelle Stanley, Chair
hstanley@paysonaz.gov

2020 Survey questions:

1. **Do you read the AMCA Newsletter?**
Yes, I read it cover to cover!
Yes, I skim it and look at the pictures.
On occasion, when I have time.
No, I do not read it.
2. **Please finish this statement: I would read the newsletter more often if...**
3. **What type of content would you like to see in the newsletter?**
4. **Do you want to see more pictures of members?**
Yes, I'd like to see more!
No, I think there are enough pictures already.
5. **Additional Comments:**

2022 suggestions:

If you are part of the AMCA Facebook Group, what types of posts and discussion would you like to see?