



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

**Thursday, November 4, 2021
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, Matthew McLean, Sheryl Rabin, Terri Roth, Whitney Juszczak, and Jennifer Pena (Board Liaison)

1. Call to Order
2. Roll Call and Introductions
3. Liaison Updates
 - a.) Campaign Finance – Lynda Bushong (**Whitney Juszczak*)
 - 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 September 2, 2021 minutes (pgs 2-4)
5. New Business
 - a.) Update and discussion of the Communication Committee's responsibilities for 21/22 (pg 5)
 - b.) Discussion of Facebook prompt ideas for the year. (A list of past and current prompts are attached on pg 6)
 - c.) Discussion regarding utilizing different social media and other platforms to engage the membership. Example: Board had suggested creating a Brag Board last year.
 - d.) Discussion of the AMCA Winter Newsletter (pending list pg 7)
6. Good of the Order/Comments from Committee Members
7. Next Meeting Date: December 2, 2021
8. Adjournment



**ARIZONA MUNICIPAL CLERKS' ASSOCIATION
COMMUNICATIONS COMMITTEE
MEETING MINUTES
September 2, 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

Present: Michelle Stanley, Chair; Stacy Fobar, Co-Chair; Anne Thomson, Fatima Fernandez, Kara DeArrastia, Judy Martinez, Laura Jara, Matthew McLean, Sheryl Rabin, Terri Roth, and Whitney Juszcak

Absent: Jennifer Pena, Board Liaison

3. LIAISON UPDATES

- a.) Campaign Finance – There was no update.
- b.) Education – Laura Jara, Education Committee Chair, stated the first Committee meeting was September 1, 2021. The Committee discussed future plans for a Fall Best Practice and Athenian Dialogue in late October or early November. Laura noted the Board had expressed a desire for the Committee to explore a possible hybrid option via Zoom.
- c.) Elections – Fatima Fernandez stated the Committee had recently completed the 2021 Elections training. Fatima noted the annual AMCA conference typically combined with the annual Elections training. Sheryl Rabin, Elections Committee Co-Chair, added that the Committee had not met yet having just completed its successful summer training.
- d.) Handbook & Constitution – There was no update.
- e.) Legislative – Kelsea Holian, Legislative Committee Co-Chair, stated that although the Committee had not met yet, they were working on a survey for committee members to establish a meeting schedule. The Arizona Legislative session will start January 2022.

- f.) Membership/Mentoring/Region Leaders – Kara DeArrastia, Membership/Mentoring Committee Chair, stated the first meeting would be Tuesday, September 14, 2021 at 9:00 a.m. via Microsoft Teams. Kara noted there were new Region Leaders and returning ones this year and explained that the Committee met every other month in order to allow Region Leaders to meet with their respective regions.
- g.) Records Management – Ben Lane, Records Management Committee Chair, stated the first meeting would be in late September to set goals for the year and continue projects from the last session.
- h.) Scholarship – Michelle read an update from Crystal Hadfield, Scholarship Committee Chair, stating that the Committee had raised \$2,357 for next year's scholarships.
- i.) Executive Board- There was no update.

4. OLD BUSINESS

- a.) Discussion and possible approval of the June 2, 2021 minutes

Terri Roth requested a correction to Section 3, Item C marked "unknown" in the Liaison Updates and stated she was the liaison. Michelle noted the change would be made.

Judy Martinez moved to approve the minutes of the June 2, 2021 meeting with the corrections Terri suggested; Kara DeArrastia seconded the motion. Motion carried to approve the June 2, 2021 minutes.

5. NEW BUSINESS

- a.) Discussion of the Communications Committee responsibilities and request for volunteers for ongoing projects.

Michelle reviewed the Committee's list of responsibilities throughout the year and facilitated group discussion. Kara, Terri, and Judy volunteered to help with the AMCA website review. The group consensus was to send the annual newsletter survey out to the membership at the beginning of the year. Co-Chair Stacy Fobar agreed to continue running point on the Facebook discussions and the group consensus suggested posting every other week. Stacy requested help with ideas for prompts and Michelle indicated it would be added to the next agenda. Kara proposed including questions about the Facebook discussions with the newsletter survey. Whitney requested a list of previous Facebook questions be included on the next agenda to assist the discussion. Terri and Anne volunteered to assist with the Listserv Archives. Judy agreed to continue doing the CMC/MMC Designation announcements. Whitney and Stacy volunteered to help with the newsletter formatting in Publisher. Sheryl offered to write an article on redistricting for the Winter Newsletter. Kara offered to submit a recap of her experience at the IIMC Region 8 Conference in Utah. Michelle noted the Committee list would change based on the Board direction at the Executive Board Retreat in October.

- b.) Discussion of the AMCA Newsletter.

Michelle explained she had adjusted the timeline this session to give people more time for submissions and the committee more time to review.

c.) Review of the 21/22 Minutes Rotation

Michelle reviewed the minutes rotation schedule and indicated she would send a reminder and template out before each meeting.

6. GOOD OF THE ORDER/COMMENTS FROM COMMITTEE MEMBERS

Terri commended Michelle on doing a good job as chair and Kara agreed with her sentiment. Michelle thanked everyone for being vocal and making it a good first meeting.

7. NEXT MEETING DATE – October 7, 2021

8. ADJOURNMENT

The meeting was adjourned at 10:35 a.m.

Respectfully submitted by:
Michelle Stanley

DRAFT

AMCA COMMUNICATIONS COMMITTEE PROJECTS 21-22

TASKS	ASSIGNED TO	DUE DATE
Review of the AMCA website <i>(to ensure information is up to date, *update old links/sources, & *review membership only content)</i>	Chair, Judy Martinez, Kara DeArrastia, Terri Roth	ASAP
Survey questions to membership about what they would like in the newsletter <i>*add questions about Facebook group to survey</i>	Everyone	January 2022
Facebook posts for weekly discussion <i>(to foster a community of Clerks)</i>	Stacy Fobar <i>Back-up support:</i> Chair	Twice a month
Listserv Archives on website	Anne Thomson, Terri Roth	Monthly
New CMC/MMC Designations Listserv, Facebook announcements. <i>(to promote designations & motivate Clerks to continue their education)</i>	Judy Martinez <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> Stacy Fobar, Whitney Juszcak	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/Co-Chair	June 2022
AMCA PowerPoint Presentation for Annual Meeting (work w/ President) <i>*add slide for mentors to PPT</i>	Chair/Co-Chair <i>(Will ask for volunteers when time)</i>	July 2022
Member Spotlight Year-End Page on the website (after Annual Meeting)	Chair	July 2022
Committee Forms and Succession Plans for next Chair	Chair	Before term ends

20/21 AMCA Facebook Prompts

- How has your city used or will use your CARE funds?
- How do you feel now that the election is over?
- Does your municipality have a plan to reopen to the public?
- What is one of the most unexpected “duties” you have as a Clerk? (*Mine is probably being the building’s unofficial copier/printer/postage machine whisperer. I don’t know why but I’m the good at fixing these things lol*)
- Poll – do you prefer online or in-person classes? Tell us why in the comments. (*Tracie likes online and I prefer in-person so this might be interesting to see*)
- What did you want to be when you were little **and** how does it compare to being a Clerk? (*I wanted to be a writer, and now I get to write pages and pages of minutes with no creativity required haha*)
- Do you have “Disposophobia” - the fear of throwing stuff out – when it comes to Records?
- What’s your least favorite thing to do as a Clerk?
- When you put your toilet paper on the roll, is it over or is it under?
- What was your best vacation ever?
- What would you do with \$100,000?
- What’s going to be the hardest thing for you when we get back to “real life?”
- Will your municipality go back to full-time work in the office?
- How do you take mental health breaks during your day?
- What’s your favorite weekend activity?
- What’s your favorite activity to do as a Clerk?
- What’s the most embarrassing thing that happened to you in your professional life as a Clerk?
- What would you like to talk about for Conversation Wednesdays? Put your suggestions here.

21/22 (Every other week) Facebook posts for weekly discussion:

- What was your biggest takeaway from Elections Training? – Sept 8
- What changes has your organization made in the past two years that you find useful? – Sept 22
- Hybrid meetings? Headache or Child’s Play? – October 6
- It’s almost Halloween. What is your favorite Halloween memory? Pictures encouraged! – Oct 20
- What’s the most you ever spent on a holiday present and what was it?
- Most unusual Thanksgiving dish?

AMCA Winter Newsletter – submission deadline December 1st

- ✓ Region 1 meeting article & pictures (one page – *Thank you Fatima!*)
- ✓ Region IV meeting article (short)
- ✓ *Best Practice article – Time Management (*thank you Kara!*)
- ✓ *Work/Life Balance article – several choices (*thank you Rhonda!*)
- ✓ City Clerks Role in Legislative Process article by Sarah Siep (*inadvertently left out last year - had good info before Jan session begins*)

*President's message

*Committee Updates

*AMCA/educational training

*New Member spotlight

*IIMC News

League News/ SOS elections news

*Website feature

potential Redistricting article by Sheryl Rabin

potential Utah IIMC conference recap by Kara DeArrastia

potential article by Lisa Garcia (either IIMC Conference pics or about her campaign bid)

potential Campaign Finance Committee article by Lynda Bushong

potential Mentoring program article by Kara DeArrastia (mentor/mentee perspective)

potential Clerk from one municipality to another transition article by Ben Lane

potential Retirement article from Mary Ellen Dunn of Clarksdale

potential CMC feature of Denise Tapia of Bensen

potential Sponsor article

**Board directed content for newsletter*