



**MEETING MINUTES**  
**ANNUAL GENERAL MEETING – 2016**  
**June 14, 2016**  
**5:00pm – 5:45pm**

TOPIC	DISCUSSION
Confirmation of Quorum	<p>Attendees Count: 25 members</p> <p>Proxies Count: Not offered this year</p> <p>Quorum Confirmed: Yes (21 needed, based on membership count this as of June 2016)</p>
Agenda	<p>Meeting called to order by: Catherine Pitman, President</p> <p>Change to agenda: move motion to pass financials to 5:30pm, after Q&amp;A</p> <p>Motion to accept agenda &amp; change:</p> <p>First: Phoenix Lap Phipps Second: Dana Higgins All in Favour: Carried</p> <p>Motion passed Yes</p> <p>Motion to pass Minutes: First: Lydia Tay Second: Catherine Ducharme No Opposed</p> <p>Carried/ Motion passed</p>
President's Report	<p>Catherine Pitman: Overall a good year Build on foundation of last year's foundation</p> <p>How do we stay relevant in shifting and unpredictable landscape? Getting back to basics was our goal, starting with PEOPLE and our member experience – extened to volunteer experience.</p> <ol style="list-style-type: none"> <li>1. Volunteers</li> <li>2. Members</li> <li>3. Operational effectiveness</li> </ol> <p>Our sponsors are critical to the chapter</p>



This year we looked at how to set our systems and infrastructure in place to be successful in future.

Financial revenue has changed, and we focused on keeping expenses as low as we can and creating new streams of revenue, where possible.

#### Five Strategies:

1. Get ahead of the curve – focused on setting up PD in the summer so we had a plan going into the year.
2. Be one IABC – aligning what we do with HQ, focused on connecting with other chapters as well and represent the full IABC offering from certification, CWR conference, and HQ offerings. Being international is a competitive edge to us also.
3. Do less better – Let's not do things that don't work or add value, most people are time-starved and in recent years we have uneven attendance at events and recruitment has been a challenge. We aimed to reduce vents from 14 to 10 events, including a combined CPRS event with us. We also started a volunteer pool.
4. Foster continuity – Looking for ways to create continuity from year to year, to support volunteer retention. We introduced Basecamp this year as a record system, board handover from last year was evolved this year.
5. Think beyond membership – numbers have been lower in last 3 years. Eg. We started allowing non-members come to SIGs, they have to pay though; and we opened up Jobline to all.

#### GOALS set at top of the year

1. Engage 20% of our membership in volunteering
2. Sustain our membership at 450 members
3. Sustain operational effectiveness by increasing revenue marginally while maintain expense levels

#### RESULTS

1. Volunteers 17% (73 volunteers)
2. Members: 430 (consistently at this level, recovering from dipping below 400)
3. Operational effectiveness: Revenue increased, and so did expenses (cost of business is just more expensive, vendors have increased costs and US exchange rates, and event liability was an unexpected cost no longer covered by HQ)

#### Highlights & Achievements

- Evolved SIG program, including adding topics, proved highly popular with sell out rates and we ended up generating \$1100 in revenue via non-member prices
- Reimagined Mentorship / Gift of Communications program, five (5) mentorship pairs paired with a local non-profit elevating practice of



	<p>communications in BC and mentees found it valuable learning</p> <ul style="list-style-type: none"> <li>- Held largest Gold Quill Blue Ribbon judging panel in the IABC system: thank you to Jennifer Wah and Gary Carr for coordinating.</li> <li>- Evolved Wave Awards Program – adding awards to Wave Awards umbrella</li> <li>- Strong chapter sponsorship &amp; advertising, including in-kind and cash sponsors</li> <li>- Implemented refreshed IABC brand this year to align with IABC HQ by end of June 2016</li> <li>- We received Chapter Management Award (Excellence) Financial Management in February 2016</li> <li>- Built on partnership with CPRS, included them in our signature spring networking/speaker event</li> <li>- Further developed #myIABCstory</li> <li>- Successful signature storytelling event</li> </ul> <p><b>CHALLENGES</b></p> <ul style="list-style-type: none"> <li>- International technology transition – we didn’t have current membership lists or renewals or joining from February – August 2015. Our numbers had dipped below 400 members by September 2015. We have recovered from this, for the most part.</li> <li>- Board transitions – we had 3 roles step down due to career/life transitions, including one who had to move away and continue to work remotely</li> <li>- Volunteer recruitment – took longer to get going on some of our projects</li> </ul> <p><b>TAKEAWAYS</b></p> <ul style="list-style-type: none"> <li>- Reimagining is a process – working in response to needs of members and communicators</li> <li>- Focus on what you can control – eg. proactive efforts during website issues, and when board vacancies occurred we worked to keep the lights on</li> <li>- Volunteers are vital</li> <li>- Varied, thoughtful PD works – including SIGs – we offered different formats to PD as well from panels to workshops, having lined up in the summer worked well for us</li> <li>- Systems need ongoing attention – technology has changed a lot since systems like CVENT were started in early 2000s, and we are thinking about evaluating our systems for our chapter and what that means</li> </ul> <p><b>THANK YOU</b> – recognizes current board slate</p>
<p><b>FINANCE Update</b></p>	<p>John Almond, presenting report in lieu of Patricia Zhou</p> <p>As of May 31, 2016</p>



	ACTUAL	BUDGET	VARIANCE
REVENUE	\$58,727.39	\$101,600.00	\$(42,872.61)
EXPENSES	\$54,593.96	\$107,600.00	\$(53,006.04)
NET INCOME	\$4,133.43	\$(6,000.00)	\$10,133.43

Variance is with sponsorship which will be added in the summer 2016.

Budgeted for a loss of \$6,000 at top of the year  
Currently have a net income of over \$4,000

Expected expenses in June:

- AGM and Wave Awards cost (volunteer recognition)
- Dare to Lead leadership conference
- Cvent pre-paid registration top-up

REVENUE:

- Membership revenue 19% higher than budget, via International fees
- Event revenue is currently 63% of budget
- Introduction of non-member registration fees for SIGs has netted +\$620 additional what we budgeted
- Jobline revenue has already exceeded budget by \$1,000
- Many expenses held in-line this year, given anticipated revenue levels. For example, venue budget spent was 30%, and 27% of speaker fee & gift budget was spent
- Unfavourable US exchange rate affected digital services and leadership development

**Q&A**

Q: Kirk – How much is CVENT top-up

A: Catherine P - We had to pay \$500 to get more registrations fees, we have completed the top up, charged based on number of registrations

Q: Lydia – Will there be a student portfolio & budget line next year?

A: Catherine P – We incorporated student element into career portfolio and reframed as new communicators. We found a lot of energy spent on just students, from extra newsletter and twitter, we wanted to have students working on our main channels. We held student events, reframed as new communicators, also had a SIG focused there. Adam Brayford was looking to continue this for next year.

Q: Maureen H – How much is in the reserves, and are we spending them down, on track?



	<p>A: John/CP – About \$50,000 in reserves, that is why we planned to take a loss, given landscape of this year (brand re-fresh, and low members) we still should have \$44,000 in reserves.</p> <p>Q: Venue donation for SIG events? A: Yes always. We don't charge money and don't make money. Thought Farmer sponsored and donated their space for Digital Strategy and SFU Continuing Studies also donated space for hosting SIGs</p> <p>Q: Maureen H - What was international's response to the debaical? A: CP – Many chapters at LI raised this issue, we received an apology, but we're not sure how much they understand how deep we were all impacted. We are not alone in the impact of the membership. In the US, there has been crazy decline in chapter numbers. No money back. From that low point we gained back 50 members, and we have been holding steady.</p>
<p><b>2014/2015 Financials</b></p>	<p>Motion to Pass Financials:</p> <p>John Almond Sarah Parker Opposed? None</p> <p>Approved</p>
<p><b>2016-17 Board Slate</b></p>	<p>Motion to pass new board slate for 2016-17:</p> <p>Catherine Ducharme Dana Higgins Opposed: None</p> <p>Approved</p>
<p><b>Incoming President 2016-17</b></p>	<p>Sarah Parker, President, remarks:</p> <p>Thank you to past president, Catherine Pitman, as a mentor to us and commitment to our chapter.</p> <p>Joined Edmonton board originally, and always looked to IABC/BC for inspiration and ideas. We are lucky to have a strong skillset in our chapter, from volunteers, to award winners, MCs, ABCs, past presidents, and beyond.</p> <p>Thank you for volunteers this year, it takes a village to make this chapter a success.</p> <p>Call for volunteers into 2016-17 year with many more opportunities to come.</p> <p>We are PEOPLE POWERED that is our number one focus</p>



	<p>We believe we are making inroads with International everyday, and is a focus for us going into the next year.</p> <p>We are going to continue to build on our success and deliver the best IABC/BC experience for our members.</p>
Motion to adjourn the meeting	<p>Motion to adjourn the meeting:</p> <p>First: Gail Pickard Second: Tori Klaussen All in Favour: Yes</p> <p>36<sup>th</sup> IABC/BC Annual General Meeting adjourned.</p>