



MEETING MINUTES
ANNUAL GENERAL MEETING – 2017
June 22, 2017
5:00pm – 5:45pm

TOPIC	DISCUSSION
Confirmation of Quorum	Attendees Count: 32 Proxies Count: Not offered this year Quorum Confirmed: Yes (22 needed, based on membership count this as of June 2017)
Agenda	Meeting called to order by: Sarah Parker, President Change to agenda: move motion to pass financials to 5:30pm, after Q&A Motion to accept agenda & change: First: Brad Tollefsen Second: Gillian Hobbs All in Favour: Carried Motion passed: Yes Motion to pass Minutes: First: Kirk Grayson Second: Catherine Pitman All in Favour: Carried (no opposed) Motion passed: Yes
President's Report	Sarah Parker: This Year's Focus: <ul style="list-style-type: none">● Providing high-value, fulfilling experiences for volunteers● Offer members valuable experiences● Be a leader and innovator● Sustain and evolve our operational effectiveness Our chapter begins and ends with our people: Volunteers: <ul style="list-style-type: none">● Engaging them in open dialogue; identifying roles that suited them



	<ul style="list-style-type: none">● Creating valuable experiences for volunteers, members and business community <p>Members:</p> <ul style="list-style-type: none">● We recognize we are here because of our members● Everything we do is to serve our members <p>Sponsors:</p> <ul style="list-style-type: none">● Sponsors are key to what we do <p>Overall:</p> <ul style="list-style-type: none">● We are a leader in the industry● We were proud of the PD and leadership opportunities available for board● We were able to leverage content from IABC International (case studies, training opportunities, etc.) as well ● Moving forward, we are looking at opportunities to ensure we are effective● Old revenue streams are not generating as much money as they used to, so we are managing costs to ensure fiscal responsibility <p>Goals:</p> <ul style="list-style-type: none">● Engage 20% of our membership in volunteering● Sustain our membership at 430 members● Sustain operational effectiveness by increasing revenue marginally while maintaining expense levels <p>Results:</p> <ul style="list-style-type: none">● Volunteers 14% (60 volunteers)<ul style="list-style-type: none">○ Found roles very suited to their skill sets○ They were committed and felt they got a meaningful experience● Membership currently at: 415 (4th in Canada) ● <i>Operational effectiveness:</i><ul style="list-style-type: none">● revenue increased<ul style="list-style-type: none">○ Sponsorship and advertising ● ...and so did expenses● US Dollar affected our costs for:<ul style="list-style-type: none">○ Leadership institute (USD)○ Hootsuite (USD)
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- IABC International stopped offering general liability insurance, so we had to cover the additional cost

Highlights & Achievements:

- SIGS continued to be a success – we are an innovator and leader bringing these to our members
 - More will be offered next year
- Hosted new communicators speed networking event with CPRS
 - New volunteers; good for new communicators and experienced communicators
- Grew mentorship/Gift of Communications Programs
 - Grew from 5 to 7
 - Mentors/mentees/non-profits glowing reviews
- Offered the CMP exam to three participants in May
 - Conducted a survey to gauge interest
 - Multi-channel advertising campaign
 - Three new CMPs in chapter!
- Held the world's largest Gold Quill Blue Ribbon Panel for the second time
 - Angela Wilson and Jennifer Wah for organizing event
- Continued to see strong sponsorship and advertising gains
 - \$27,273.00 Jobline revenue
- Implemented refreshed *Connect* newsletter
- Received two chapter management award (excellence) and for financial management at international level
- Built on partnership with CPRS
- Successful signature storytelling event
 - Shared excellence
 - Linked to IABC International's theme – going above and beyond no “alternative facts”
- Held the Canada West Region ‘Dare to Lead’ Conference in May 2017
 - 80 chapter leaders
 - Discussed best practices and leadership training

Challenges:

- Board transitions and vacancies
- Scaling back on offerings due to low resources
- Volunteer recruitment – 60 volunteers for the year, continued to be challenging; some initiatives took longer

Takeaways:

- Focus on what you can control
 - Be proactive and resilient



	<ul style="list-style-type: none"> ● Volunteers are vital <ul style="list-style-type: none"> ○ So important ○ Offer volunteer opportunities with different levels of commitment ○ Social campaign during international week ● Mix up SIG and PD format ● Systems need to evolve with the changing landscape <ul style="list-style-type: none"> ○ We moved to MailChimp for newsletter ○ Picatic will be rolled out for events after subscription to Cvent expires <p>THANK YOU – recognizes current board slate</p>																
<p>FINANCE Update</p>	<p>John Almond</p> <p>As of May 31, 2017</p> <table border="1" data-bbox="469 911 1451 1064"> <thead> <tr> <th></th> <th>ACTUAL</th> <th>BUDGET</th> <th>VARIANCE</th> </tr> </thead> <tbody> <tr> <td>REVENUE</td> <td>\$119,067</td> <td>\$95,000</td> <td>\$24,067</td> </tr> <tr> <td>EXPENSES</td> <td>\$106, 536</td> <td>\$95,330</td> <td>\$11,205</td> </tr> <tr> <td>NET INCOME</td> <td>\$12,530</td> <td>(\$1,965)</td> <td>\$12,862</td> </tr> </tbody> </table> <p>Expected expenses in June:</p> <ul style="list-style-type: none"> ● Dare to lead revenue share with CWR: \$2500 ● AGM & Wave Awards ● Board Strategic Planning <p>Highlights:</p> <ul style="list-style-type: none"> ● Membership revenue 19% over budget ● PD revenue \$453 not \$6900 (only 2 events this year) net revenue ● Jobline exceeded budget by 30% ● Dare to lead conference in Vancouver had a profit of over \$5000 – BC’s share is \$3000 ● Expenses lower or close to budget in all portfolios ● \$46,950 in sponsored services and \$750 cash <p>Results for Board Year: July 2015 to June 2016</p> <ul style="list-style-type: none"> ● year-end financials were reviewed by Smythe CPA ● loss of 2,053 vs. budgeted loss of 6,000 <p>Cash reserve - \$48,000</p> <ul style="list-style-type: none"> - Approx. 50% of operating budget 		ACTUAL	BUDGET	VARIANCE	REVENUE	\$119,067	\$95,000	\$24,067	EXPENSES	\$106, 536	\$95,330	\$11,205	NET INCOME	\$12,530	(\$1,965)	\$12,862
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	<p>Revenue: Motion to pass amendment 1) Brad Tollefsen 2) Amanda Dahler All in favour – motion passed</p>
Q&A	<p>Q: Catherine Ducharme – students – chapter demographics (established) is this going to be a focus? A: New board slate – new communicator and SIGs ; refocusing next year; great relationships with SFU + UBC</p>
2014/2015 Financials	<p>Motion to Pass Financials: 1) Gary Carr 2) Jeanette Opposed: None</p> <p>Approved</p>
2016-17 Board Slate	<p>Motion to pass new board slate for 2016-17: 1) Brenda Lee Brown 2) Lydia Tay Opposed? None</p> <p>Approved</p>
Incoming President 2016-17	<p>Jeanette LeBlanc, remarks:</p> <ul style="list-style-type: none">● I joined in March 2010, and my first role was as a member of the PD committee, managing the AGM. Little did I know that seven short years later, I'd be here as the incoming president of IABC/BC.● Being part of this tribe is so rewarding● All the past board members are such a wealth of knowledge● I have learned so much from outgoing board members and I am looking forward to working with this new board. <p>Highlights:</p> <ul style="list-style-type: none">● Engagement is our continued focus● Added students and new communicator portfolio● SIGs new portfolio – great value add for members● Aligning with IABC HQ, Stephanie Doute recently said that IABC International is focused on doing better; we have similar goals.● We know where we're strong● We're currently at the end of the second year of a three-year plan● Working with new structure from international



International Association
of Business Communicators
British Columbia

<p>Motion to adjourn the meeting</p>	<p>Motion to adjourn the meeting: 1) <i>Lydia Tay</i> 2) Catherine Ducharme All in favour: Yes</p> <p>37th IABC/BC Annual General Meeting adjourned.</p>
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