



London

# EXECUTIVE BOARD MEETING

06/09/2018

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**8:00 AM / 'London Police Headquarters'**

## ATTENDEES

Andrew Kaszowski, Anthea Rowe, Megan Zinn, Marek Kubow, Kattie Forbes, Fred DeVries, Adina Chirita, Kerri Loudoun, Jenna Fayad, Robert DeLaet, Roxanne Beaubien, Sonia Hota.

## REGRETS

Laura Dockstader, Richelle Lowry.

## NOTES

### Meeting minutes

Approval of September Meeting Minutes: Adina. Robert seconded.

Please note, minutes and agendas will be posted on the website going forward.

### President's report - Andrew

- A big thank you for everyone's hard work so far - communications have been amped up already this year and we are more alive online!
- Energy and connectedness is something Andrew wants to focus on in the next year, and wants us to get together in a social fashion more often. Also, a big focus will be placed on engaging stakeholders this year.
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### Moving the Board Forward - Andrew

- 2018-2019 strategic plan and measurable objectives are almost all in place for this year and an updated list will be sent out shortly. Portfolio goals are as follows:
  - Membership's goal is to increase membership by 10 per cent this year and to do research and recruit volunteers for next year's membership program.
  - Sponsorship's goal is to secure one major sponsor for a professional development event

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- Communication's goal is to integrate our communication processes into Hootsuite to streamline communications.
  - The Executive's goal is to iron everything out to run smoothly by:
    - Increasing revenue on the job board
    - Increasing overall revenue
    - Increase the total email subscribers
    - Increase total event attendance
  - Professional Development's goal is to host two tier one events, hold one tier two event, and two tier 3 events and measure the relevance appeal and value with audience through engagement.
  - Finance's goal is to see if we need to register as a non profit and do a Chapter audit this year.
  - Andrew will circulate the full communications plan for the year ahead for all portfolios.
  - Board Values Charter - thank you to all who have signed it.

## Action Items and Motions

- Thank you to efforts from Sonia and Adina! Agreements with Western Continuing Studies (WCS) students in the Public Relations Program will become IABC student members. We are working with international now to secure payments.
  - Adina had a teleconference with IABC international and Adina asked if their would be a discount if we bring on student members and she was told yes.
  - Now IABC International has changed their minds and will not provide a discount.
  - **Motion was made by Adina and seconded by Roxanne to follow through with the discount to subsidize the WCS membership by \$250 total. All in favour.**
- 2018-2019 Board budget and next steps
  - Megan has made a draft of the 2018-2019 Board budget.
  - The numbers aren't in yet for Virtuoso because of the review.
  - Due to our strong financial status, it will be a year of investments.
  - The proposed expenses have been reviewed and from an executive standpoint and they look reasonable.
  - There will be a review of awards program to create strategic direction and invest
  - We need to think of ideas for investment that are community and audience focused. For example, we could give out a scholarship to world conference, covering some people's membership cost, etc.
  - Suggestions will be provided next meeting on ways to give value back to our members and provide direction around investments to better member experience.

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- Megan would like to get quickbooks for our new book keeping software, which is \$17 a month.
  - **Motion was made by Roxanne and seconded by Kerri to to switch to Quickbooks. All in favour.**
  - Update on strategic planning for awards & celebration & 40th anniversary
    - Currently, Awards is doing a review on where we are at and how viable the awards program is for our chapter in order to deliver a program that our audience needs and wants.
    - IABC London has seen a decline in entries to awards program and this is not london specific problem. Therefore, we may need pause on the Virtuoso Celebration this year to improve our processes. This includes, doing proper research and audience analysis as we've seen steady decline in the entries for project awards over the last few years. We need to make sure that this is something everyone wants and because it is historic it deserves the timing and effort to look into whether it is viable.
    - In 2018, we sold out and clearly the celebration isn't about the winners, it's the one event of the year that a lot of communicators go to
    - If we did not go ahead with Virtuoso, the 40th year celebration would be the celebration for the year.
    - Robert is suggesting we strike a Ad Hoc Committee to do the review. Robert will be Chair, Roxanne a member and limit other Board member involvement as we need feedback from various stakeholders - a mixture of members, non members, former entrants etc.
    - **Motion was made by Robert and seconded by Marek to strike an Ad Hoc committee. All in favour.**
  - Update on strategic planning for awards, celebration & 40th anniversary
    - It will take place in late in May or June and if the awards celebration goes ahead, we will incorporate it into one event.
    - We will re-engage past presidents and bring together a group who has the history to put together input into the program.
  - Update on planning/preparations for September PD.
    - We had to cap registration for Board members to break even on the event.
    - All Board members who attend must buy a drink.
    - Goal to increase non-member registration a bit.
    - We need to work with own networks to encourage people to attend.
    - October 16th is a student member event - simple catering at WCS
  - The flow of communications

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- Send your communications to Richelle and urgent posts you can do yourself.

## **Adjournment**

- Motion was made by Megan and seconded by Anthea to adjourn the September meeting of the board. The meeting was officially adjourned at 9:05.

## **Action items**

- Board to send Roxanne their ideas on the 40th year celebration.