



London

# EXECUTIVE BOARD MEETING

04/04/2019

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**5:30 PM / 'GoodLife Home Office'**

## ATTENDEES

Kattie Forbes, Marek Kubow, Adina Chirita, Andrew Kaszowski, Megan Zinn, Fred Devries, Roxanne Beaubien, Kerri Loudoun, Jenna Fayad, Anthea Rowe.

## REGRETS

Robert DeLaet, Laura Dockstader

## NOTES

### Meeting minutes

Approval of March Meeting Minutes: Marek. Kerri seconded.

### Ruby Jubilee Report report - Roxanne

- A huge contribution from Fanshawe Corporate - \$2500
- Another event level sponsor Impression1, Andrew's company
- GoodLife sponsored \$1000
  - \$4000 overall bump since our last meeting
- Ticket prices reduced to \$75 for non-members, \$65 for members, \$40 for the Committee, students at \$35
- Website to be updated on Monday and London Inc is doing a story on us for the May issue
- Eventbrite to go live for ticket sales on April 8th, and start promoting the Jubilee on the 15th
- Still pursuing Rebecca for the speaker

### Finance Report - Megan

- A deficit year for 2019
  - Sitting about the same with projection with sponsorship that has come in

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- Directors liability insurance has been renewed
  - Sponsorships will be reflected in April
  - End of march is the end of the third quarter, megan will do a quick reforecast of the budget
    - We are going to hit about the same net that was intended
    - 2019/2020 we will start fiscal year with a good deposit because of the quarterly rebates for membership

**Motion to approve chapter financial policy put forth by Megan, and Marek seconds.**

### **Communications Report - Richelle**

- Connect newsletter content is due on April 10th, release on the 15th
- Richelle on vacation next week - Alex stepping in while richelle is off

### **Professional Development Report - Kerri**

- Good news we are able to utilize a credit with GoodWill Industries venue, which covers most of the hard costs for the April 30th event
  - Need to increase ticket sales - \$200 financial carry-over from the year before to balance account
  - Business leaders and strategists target
  - Commending the board for attendance sign up
- Need to reach out to tier 1 business leaders to attend the event
- Video and photo is covered, potential new volunteer as well for the PD team

### **Sponsorship Report - Andrew**

- Any sponsorship further is extra and great news!
- Currently closing contracts and giving recognition
- Leo is drafting thank you letter templates for the Board to use
- Laura has sent thank you emails upon confirmation of sponsorship

### **Membership Report - Adina**

- We did very well during Membership Month -22% growth in membership
  - Highest growth rate in the whole world
  - 39 new members
  - 12 lapsed
  - labc International sent a mentoring toolkit with best practices from all chapters for use

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- The Member Management Application is being replaced with a new system to track membership

### Awards Report - Andrew

- There has been a successful phase of feedback gathering with the think tank and survey
  - Julia and Robert are to meet to analyze the findings
  - Received feedback from chapters around the world as well
  - Presenting findings to review committee
- In early May, the group will come back together to bring recommendations to the committee in June for voting then we will figure out the direction for 2019-2020 Board
- Outstanding Communicator Awards
  - Nominations due on April 18th
  - We are asking the Board to provide suggestions

### President's report - Andrew

- Detroit Chapter called
  - Personally inviting us to go to Detroit - Heritage Region Conference
  - September 22-24, 2019
- Aaron Fowley speaking, and he is the Chief Storyteller for the city of Detroit
- Detroit is a vibrant downtown now and people are walking about, lots of sports and music venues, it's a cool place.
- Keynotes: Ink factory - visual notetaking to help people who attend events to remember things in a more visual way, using graphic design in a conference setting
  - Alison Davis - talking about being a superstar communicator
  - Closing keynote is going to be DT Energy to talk about being a leader in climate change communications from the perspective of an energy company
  - Blue Crest Shield - corporate branding
  - Break out session with Commcore Consulting covering hands on crisis communications workshop
  - Information at [labcheritageregion.org](http://labcheritageregion.org) or [labcdetroit.org](http://labcdetroit.org)
- Inspiration portion of our campaign will kick off
- Invitation from RGD to strike up a partnership to promote each other, maybe a job board and cross promotion
- Succession planning
  - Identifying the gaps currently at the Director level, and will issue an open call for Board Members

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- AGM
    - Suggestion to put AGM in September so the finances are presented as closed and final
    - Election happens electronically via email
    - Could tie the AGM to a PD event for next fiscal year

**Motion to move the AGM to september put forth by Anthea, seconded by Megan.**

- Bluewater Health got a Gold Quill Award

## **Adjournment**

- Motion was made by Roxanne and seconded by Megan to adjourn the April meeting of the board. The meeting was officially adjourned at 6:45.