



London

# EXECUTIVE BOARD MEETING

31/01/2019

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**5:30 PM / 'London Police Headquarters'**

## ATTENDEES

Andrew Kaszowski (Chair), Roxanne Beaubien, Adina Chirita, Robert DeLaet, Fred DeVries, Marek Kubow, Alex Leonard (Liaison), Megan Zinn

## REGRETS

Jenna Fayad, Kattie Forbes, Kerri Loudoun, Richelle Lowry, Anthea Rowe, Laura Dockstader

## NOTES

Andrew asked for any additions to the agenda. Roxanne requested the addition of a Celebrations (Ruby Jubilee) report.

## Meeting minutes

It was moved by Marek Kubow, seconded by Fred DeVries, to approve the January 3, 2019 minutes.

## Budget adjustment

Andrew shared a discussion around the need for additional funds for the Awards portfolio. It has been determined that a “think tank” event is needed to gather as many stakeholders in the room as possible for discussion around the future of the awards. This was not included in the approved budget.

Discussions took place with Adina regarding the \$500 budgeted for the Mentorship program. It was agreed that, while there is significant support for building a mentorship program in the near future, it is unlikely to materialize this fiscal year due to the volume of activity underway by the chapter. Adina agreed that the \$500 can be re-purposed and used for the Awards program think-tank. All directors present were supportive of this approach.

Awards portfolio update was moved to this part of the agenda. Robert shared that the plan is to hold the think tank event in March – they are currently researching potential venues. A digital survey will go out to gather feedback online – this should launch next week. Direct outreach to past winners/submitters is underway, as well as building a database of communicators who are not affiliated with our chapter. The

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committee is doing an historical analysis of the awards program A peer review is under way with other chapters being invited to complete a survey about their awards programs.

Recommendations will be developed in April and brought forward to the board in May.

The Outstanding Communicator and student awards will be presented at the Ruby Jubilee. TMD is developing design assets for the awards and they are sponsoring the graphic design award.

The call for nominations will launch in mid to late February, following the invitation for the celebration.

Gold Quill judging event – 12 or 14 judges from across this part of Canada will be coming to London. Evaluator training is being offered online and may be released to chapters.

We have been approached by the Edmonton chapter to judge their Capital Awards – Robert is in touch with them to see if it's reasonable for us to take this on during this transition period.

## **Sponsorship Portfolio Update**

Andrew shared that there is currently a \$2,500 gap for sponsorship for the Ruby Jubilee and there is some urgency to identify new prospects. Andrew has approached two VPs at London Life and is waiting on a response.

Andrew asks that if anyone has ideas for a company to approach for a \$2,500 sponsorship, please bring it forward. Another option is to look for a number of event level sponsors that would equal \$2,500.

Celebration Portfolio update was moved to this part of the agenda. Roxanne shared that after meeting with Culinary Catering about logistics, the start time for the event has been changed to 5:00pm. The colour scheme will match the “ruby” theme for the event. The marketing team has put together a marketing/communications plan. It is expected that the “save the date” materials will drop the week of Feb. 11 pending TMD design. The goal is to launch ticket sales on April 1. At this point, pricing information is not being shared as it may still change.

## **President's Report, Executive Items**

Andrew thanked board members for completing the mid-year survey. He and Marek have reviewed the responses. There was a lot of positive feedback as well as a few areas identified for improvement. One key area of improvement refers back to the Core Values identified at the beginning of the year which is responsiveness to each other. Another area of improvement noted was the quality of post-event follow up communication (photos, videos, articles).

Andrew offered kudos to the team, noting that we are accomplishing a lot – anecdotal feedback indicates that our audience has the impression that the chapter is very active. The job board is doing especially well.

Website improvements and training – new additions coming soon to the site include a 40th anniversary webpage, gallery page of stories that Alex and Anna are putting together with past board members/award winners/best of the best winners.

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Bylaws roles and responsibilities ratification – Andrew will contact directors with descriptions of roles and responsibilities as they are now for everyone to review and update. The Executive Committee will review the remainder of the bylaws.

Annual report publishing – we will quietly published last year’s annual report and we will publish one for this year as well.

## **Finance Portfolio Update**

Megan shared an updated financial report and noted that there was no revenue in January and a few expenses. Expenses continue to track well for how far into the year we are.

We had a number of jobs posted in January and revenue will hit our bank account in February. Megan noted that we have cancelled our account with Karelo and a new process is in place for invoicing through PayPal. Cassie, Marek, and Megan continue to work on refining this process, but so far it is going well.

We did not receive the expected membership rebate in January for new and renewed memberships from November/December. Megan has sent a note to Micayla at IABC International to alert her to this and ask for an update. It was also suggested that Megan find time to chat with Micayla in person at Leadership Institute.

It was moved by Megan Zinn, seconded by Marek Kubow, to accept the January finance report. All in favour; carried.

## **Certification Portfolio Update**

The exam date for London has been booked for March 30 in the Chu International Student Centre at Western. Fred has been working with Kris Dundas, who will proctor along with Jacqueline Sullivan. Kris has shared her communications plan and social media tools from past years.

Fred is currently putting together the plan for outreach – members will need to submit their application by the end of February in order to write on March 30.

Fred asked the board to reach out to 2 or 3 people each who we think might consider certification and invite them to apply for the March 30 date. Adina suggested that this would be especially meaningful coming from board members who are, themselves, certified.

Fred noted that the cost to certify (approx. \$500 USD) could be cost prohibitive. He inquired about using some of the chapter reserves to offer to help for those who need assistance. It was agreed that this is something we should consider when we decide how best to use the chapter reserves. In the meantime, Andrew will contact Micayla to inquire about International assistance.

Fred will reach out to surrounding chapters (Toronto, Waterloo) to let them know of the exam date in case members from those chapters would rather come to London.

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## Other portfolio Updates

**Membership** – Adina shared that the IABC Hearts Students event on February 12 is sold out. January saw 1 new member and 16 membership renewals.

**Professional Development** – board members are asked to continue to promote the February 19 event to their networks. A question was raised about how topics are decided for PD events and if they should be brought to the board for discussion (e.g. there is some overlap in topics between the February PD event and the Celebration keynote speaker). Andrew will take this forward to Jenna and Kerri for discussion.

## Additional business

- Wordpress log-in issues have been fixed.
- Working with McCabe promotional for a gift-in-kind donation to the celebration event. Roxanne asks if they would do \$500 cash. Andrew will follow up.
- Reminder about the members-only Facebook group which can be used to spark conversations.
- Andrew asks everyone to think about their board role next year – Anthea will be contacting everyone to discuss plans for 2019/2020.
- New membership flyer is now available.
- Let Richelle know about items to add to the communications calendar.
- Call for content for Connect – content due February 11.
- IABC Waterloo is holding a conference on March 6 called Breakthrough. There is an opportunity for board members and volunteers to get a discounted rate – reach out to Andrew if interested.
- Next board meeting is at GoodLife.
- Megan asked if the sponsorship package is ready, especially with the request for board members to think of sponsors for the Celebration event – Andrew will follow up

## Adjournment

Motion was made by Megan and seconded by Fred to adjourn the May meeting of the board. The meeting was officially adjourned at 6:55 pm.