



London

EXECUTIVE BOARD MEETING

07/03/2019

5:30 PM / 'GoodLife Home Office'

ATTENDEES

Andrew Kaszowski, Kattie Forbes, Megan Zinn, Marek Kubow, Kerri Loudoun, Robert DeLaet, Roxanne Beaubien, Richelle Lowry, Sonia Hota, Adina Chirita

REGRETS

Anthea Rowe, Jenna Fayad, Fred Devries

NOTES

Meeting minutes

- Approval of February Meeting Minutes: Megan moved, Marek seconded.

President's report - Andrew

- From our audiences perspective, there has been a lot of activity and our audience is seeing that. The Board has done a great job Improving our audiences experience with students involved, members and non members attending events. A great positive direction!
 - Shout out to communications team as Richelle has been leading a great team, great connect articles, and social media.
 - 150 followers on instagram already!
- Sponsorship is going really well and there have been great gift in kind and leads for cash sponsors
- Awesome events - Let's Talk about stress was very well attended and was a very meaningful events.
 - Saturday we hosted the Gold Quill Panel that brought in people from Montreal. It was a great great way to showcase chapter and what we are doing.
- Certification has been rescheduled to April 13th and three people have signed up already.
- Its Membership Month and we each need to share our own testimonials and how IABC has kick started their careers - our testimonials inspires others!

Portfolio Business & Motions - All Board Directors

Finance Update:

- Financial revenues:
 - More Job Board revenue hit the bank in February.
 - We did get the wire transfer from International for membership in February - still trying to work through challenge for getting quarterly wire transfers on schedule, the next one being in April representing the first quarter of the year.
 - Revenue came in from from February PD event
 - We are tracking behind revenue with incoming revenue but expenses are in line.
 - We are running a \$10,000 deficit, and will run a deficit at the end of the year but should balance out with the jubilee.
- Financial report
 - We are the 4th chapter in the world to submit our Annual Financial Report - shout out to Megan!
 - We will be voting on our Financial Policy in April. It is reiterating what has already been outlined in the by laws and to outline processes around budgeting and expense reimbursements.
- Position restructuring:
 - Megan is checking into whether the administration position is contractor position or employee position.
 - we are deferring this to the next fiscal year and hold off on it.
- **Motion to approve February Financial Report. Megan motions and Marek seconded.**

Awards and Celebration Update:

- The save the date material has been launched for the event.
- The biggest issue is financing and sponsorship as we are not where we had hoped to be in regards to major donors.
- We are holding off on ticket prices and target date is April to start selling.
 - We will make a decision at the April meeting for ticket prices. Right now we are at \$100 for a non member.
 - Asks out to various places - an accounting firm, legal firm, fitness facility, ask in for Rebecca Zandbergen for the MC of the night.
 - Freeman has come on for the bronze and for AV support and has been asked to go up to a bronze position or gift in kind - we are hopeful for this.
 - TMD has confirmed as well - Silver Level for all of the design for award and Jubilee
 - Culinary catering, western fanshawe and McCabe promotion donating promo stuff
 - **Ask to the Board to mention any additional people or organizations to ask for sponsorship.**
- **Awards:**
 - Virtuoso is well underway and the think tank event is on March 19th.
 - We are looking for support to share the message and to share on social, come to the event
 - Mild response to the survey so far, we struggle with chapter surveys.
 - The next Committee meeting will take place in April to start discussion of future vision in May
 - Yesterday we launched nominations for the Outstanding Communications Awards - please share on social.
- **We have discussed board nomination and we are in agreement that Board members can nominate for this award.**
- April 12 is the start date for nominations for the student award. It can be in media, social studies, lvey, PR students, etc.

- The committee who does the review process has been engaged for direct outreach for the think tank and if they can't be there they are providing feedback.
 - sonia to do outreach at school for volunteers
- We are looking for change and we want people to feel heard in the process - platform of our strategy this year.

Sponsorship:

- The big gap right now that we are facing is the gold and silver sponsor and we have approached 5 and have 3 more out there, waiting to hear back.
 - Gift in kind has been easier to secure.
 - Videography is being done by Producers Post. they are gifting outstanding communicator nominee videos and the retrospective video.
 - Laura is currently working on a photographer as well and is hoping to close deals and get cash in the door as it is \$5600 for the speaker.

Professional Development:

- There is lots planned for the rest of the year, targeting various levels of audiences.
- The next event is April 30th and it is tentatively at Growing Chefs with the topic of diversity and inclusion.
 - The audience is business leader members - tier 1
 - Three speakers are lined up - one from the City of London, one from Pillar
 - conference call next week to iron out the topic.
 - There will be theatre seating and we are sending out personal invites to key leaders in the city.
 - The intention is to be revenue positive and hoping to send money through the budget through to the jubilee
 - if we can get 35 paid tickets, we will be able to send money through to the jubilee. It is the last ticket fee event for the year.
 - The week of the 19th we are hoping for promotion and ticket sales
- The last event of the year:
 - June will be a tier 3 event - patio hangout and more of a celebrating of wins tying into the notion of sharing successes in communications and there will be a networking feel to the event. Also, the inspiration for the future campaign.
- Objectives this year:
 - The events have been with certain audiences in mind, and the needs of the audiences are different as reflected in the topics covered & delivery.
 - The focus of key messages being that the events support members and non members, supporting our personal goals.
 - They offer attendees to learn, connect or celebrate - 3 pieces of the chapters vision.
 - Great metrics and response with engagement to PD events, reach and intention to encourage membership application.

Membership:

- The Membership event was successful
- It's member month which means a 10% percent discount to memberships and you will be entered into a draw to win 3 great prizes, IABC all access pass, IABC Conference, 3 bonus months of IABC Members
 - Referrals receive \$50 for each member who joins, a year of membership for 4 or new reinstating members.
 - Referrals can be IABC Champions at the World Conference.
- We have 127 active members, 2 new members since last board meeting - 1 student, 1 professional (professor from University of Windsor).

- 10 renewals, since last meeting.
- 5 lapses - one being Anthea.
- 15 lapsing soon.

Additional Business

- IABC has a new website going and new member platform to make it easier to pay and register
- CW Magazine is coming out in print twice a year.
- MMA revamped at AMS - the membership platform update and the backend will be a lot better.
- International is moving to reinvestment and member benefits - good things to come!
- We as leaders are doing great on this Board - we compare really well and we are way ahead.
 - We've been approached by ottawa to help with PD events as well. There has been a lot of cross collaboration.
- Follow IABC Regina on Twitter - their twitter is very personal and worth a read.
- We were encouraged to enter chapter membership awards too.

Adjournment

- Motion was made by Marek and seconded by Megan to adjourn the March meeting of the board. The meeting was officially adjourned at 6:30 pm.