



London

# EXECUTIVE BOARD MEETING

04/10/2018

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

## ATTENDEES

Andrew Kaszowski, Anthea Rowe, Megan Zinn, Marek Kubow, Kerri Loudoun, Robert DeLaet, Roxanne Beaubien, Richelle Lowry, Sonia Hota

## REGRETS

Kattie Forbes, Laura Dockstader, Jenna Fayad, Fred Devries, Adina Chirita

## NOTES

### Meeting minutes

- Approval of October Meeting Minutes: Robert moved, Kerri seconded.

### President's report - Andrew

- Strategic objectives help with applying for Chapter Awards (applications won't take place until after the year is over)
- Silver Leaf Awards: 4 Londoners, including Kerri!
- Judging for South Carolina's Awards – thank you to those who helped out!
- Beware of Phishing Attempts:
  - Impersonating Andrew
  - If it seems suspicious, feel free to call the person that it's coming 'from'
  - Make Andrew aware of any emails that seem suspicious so he can advise Michaela (Chapter Representative from International)
- Confidentiality:
  - Be sure you are being mindful of discussing any items that may not yet be approved or that may be confidential.
- Posting Minutes Online?

- Would be a good practice, especially for people who want to be involved in the Board in the future.
- Transparency is important.
- We could do an 'in camera' session that gets recorded separately, these notes would not be shared publicly.
- Certification promotion coming down the pipe from Fred soon.
- **A motioned was made by Roxanne to post minutes online. Seconded by Anthea.**
- New Certification scholarship for those in need available this year.
- Gold Quill Awards coming up in November.
- Silver Leaf would be promoted as well.
- October is Membership Month.
- Gold Quill judging panel in London – sponsored by International.
- Cross promotion of upcoming Waterloo event on October 10th
- Any website update needs can go directly to Richelle and then Andrew or Richelle will make appropriate updates.
- Watch for a social event for the Board close to Halloween

## Portfolio Business & Motions - All Board Directors

### Finance Update:

- Review of July to September Revenue and Expenses.
  - Because the celebration event isn't until May/June, many expenses trickle into the new fiscal year.
  - **Motion to accept the Finance Report for July-September. Approved: Motioned by Roxanne, seconded by Marek. All in favour**
  
- Pillar Non-Profit Network:
  - Should we become a member to access other non-profits?
  - We could post our events to their network.
  - Expense is \$70 for the year for the entire board.
  - They will have one of their staff become an IABC London Member.
  - **Motion to have IABC London join Pillar Nonprofit Network. Approved: Motioned by Roxanne, seconded by Kerri. All in favour**
  
- Budget:
  - Defer the approval due to some last minute changes.
  - Can be approved at the November Board Meeting.
  - **Motion to defer approval of 2018-2019 budget until November board meeting. Approved: Motioned by Megan, seconded by Anthea. All in favour**
  
- Surplus:
  - Current bank account balance is \$45,000.
  - Discussions are ongoing about how best to invest our surplus reserves into our chapter. For now, Megan is proposing investing a portion of the funds in our chequing account into a short-term investment with BMO.

- **Motion to take \$25,000 out of our chequing account and move it into a 3 month short term investment fund. Approved: Motioned by Roxanne, seconded by Robert. All in favour**
  
- More Finance Items:
  - Megan meeting with MNP (auditing company)
  - Should we be recognized as a non-profit organization?
  - If we don't register as a non-profit, can we recoup sales taxes?
  - Chapter Administrator: Part-time employee vs. contractors
  - Source deductions would need to go to CRA.
  
- **Awards and Celebration:**
  - Awards Program review has been underway.
  - Strong Review Committee has been put together.
  - Should we put a purposeful pause on project-based awards for the 2018-2019 year?
  - Outstanding Communicator Award and Student Awards would continue.
  - Project Awards in 2019, would recognize projects from both years.
  - **Motion to take a purposeful pause on project-based awards program for 2018-2019 to allow for a fulsome review of the program by the ad hoc review committee led by Robert and Julia Oosterman. Approved: Motioned by Roxanne, seconded by Kerri. All in favour**
  - Key messages about the pause will be delivered to the Board.
  - There could be pushback from the community, and we need to be prepared for this.
  - Continue to do a celebration event in June.
  - Would entail Outstanding Communicator Award, Student Awards, Keynote Speaker and 40th Anniversary.
  - **Motion to host a 40th anniversary celebration event in June 2019. Approved: Motioned by Roxanne, seconded by Megan. All in favor.**
  - **Motion to appoint a 40th anniversary liaison starting November 2018 to sit until end of calendar year 2019, reporting to the President, supporting the entire board in execution of 40th anniversary activities, communication, branding. Approved: Motioned by Anthea, seconded by Marek. All in favour**
  
- **Professional Development:**
  - Shared with me section of the Google Drive so Kerri can access this information on her own.
  - Can Sarah make sure all her files are editable and not review only? ACTION for Richelle.
  - Analytics available in Hootsuite?

## Adjournment

- Motion was made by Anthea and seconded by Megan to adjourn the October meeting of the board. The meeting was officially adjourned at 9:00 am.

## Action items

- Andrew will get Megan added to the Leader Letter.
- Andrew will add in PD's objectives to the Strategic Plan.
- Kerri to look to see if anything is stored in Google Drive for a media list.
- Andrew will provide Richelle with contact for IABC Waterloo President.
- Richelle to ask Alex about Hootsuite Analytics
- Richelle can ask Alex to look into adding Facebook and LinkedIn to Hootsuite platform.