



**MEETING MINUTES**  
**ANNUAL GENERAL MEETING – 2017**  
**June 22, 2017**  
**5:00pm – 5:45pm**

TOPIC	DISCUSSION
<b>Confirmation of Quorum</b>	<p>Attendees Count: 32</p> <p>Proxies Count: Not offered this year</p> <p>Quorum Confirmed: Yes (22 needed, based on membership count this as of June 2017)</p>
<b>Agenda</b>	<p>Meeting called to order by: Sarah Parker, President</p> <p>Change to agenda: move motion to pass financials to 5:30pm, after Q&amp;A</p> <p><b>Motion to accept agenda &amp; change:</b></p> <p><b>First:</b> Brad Tollefson <b>Second:</b> Gillian Hobbs <b>All in Favour:</b> Carried <b>Motion passed:</b> Yes</p> <p><b>Motion to pass Minutes:</b></p> <p><b>First:</b> Kirk Grayson <b>Second:</b> Catherine Pitman <b>All in Favour:</b> Carried (no opposed) <b>Motion passed:</b> Yes</p>
<b>President's Report</b>	<p><b>Sarah Parker:</b></p> <p><b>This Year's Focus:</b></p> <ul style="list-style-type: none"><li>• Providing high-value, fulfilling experiences for volunteers</li><li>• Offer members valuable experiences</li><li>• Be a leader and innovator</li><li>• Sustain and evolve our operational effectiveness</li></ul> <p>Our chapter begins and ends with our people:</p> <p><b>Volunteers:</b></p> <ul style="list-style-type: none"><li>• Engaging them in open dialogue; identifying roles that suited them</li></ul>



	<ul style="list-style-type: none"><li>• Creating valuable experiences for volunteers, members and business community</li></ul> <p><b>Members:</b></p> <ul style="list-style-type: none"><li>• We recognize we are here because of our members</li><li>• Everything we do is to serve our members</li></ul> <p><b>Sponsors:</b></p> <ul style="list-style-type: none"><li>• Sponsors are key to what we do</li></ul> <p><b>Overall:</b></p> <ul style="list-style-type: none"><li>• We are a leader in the industry</li><li>• We were proud of the PD and leadership opportunities available for board</li><li>• We were able to leverage content from IABC International (case studies, training opportunities, etc.) as well</li><li>• Moving forward, we are looking at opportunities to ensure we are effective</li><li>• Old revenue streams are not generating as much money as they used to, so we are managing costs to ensure fiscal responsibility</li></ul> <p><b>Goals:</b></p> <ul style="list-style-type: none"><li>• Engage 20% of our membership in volunteering</li><li>• Sustain our membership at 430 members</li><li>• Sustain operational effectiveness by increasing revenue marginally while maintaining expense levels</li></ul> <p><b>Results:</b></p> <ul style="list-style-type: none"><li>• Volunteers 14% (60 volunteers)<ul style="list-style-type: none"><li>○ Found roles very suited to their skill sets</li><li>○ They were committed and felt they got a meaningful experience</li></ul></li><li>• Membership currently at: 415 (4<sup>th</sup> in Canada)</li><li>• <i>Operational effectiveness:</i><ul style="list-style-type: none"><li>• revenue increased<ul style="list-style-type: none"><li>○ Sponsorship and advertising</li></ul></li><li>• ...and so did expenses</li><li>• US Dollar affected our costs for:<ul style="list-style-type: none"><li>○ Leadership institute (USD)</li><li>○ Hootsuite (USD)</li></ul></li></ul></li></ul>
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	<ul style="list-style-type: none"><li>○ IABC International stopped offering general liability insurance, so we had to cover the additional cost</li></ul> <p><b>Highlights &amp; Achievements:</b></p> <ul style="list-style-type: none"><li>● SIGS continued to be a success – we are an innovator and leader bringing these to our members<ul style="list-style-type: none"><li>○ More will be offered next year</li></ul></li><li>● Hosted new communicators speed networking event with CPRS<ul style="list-style-type: none"><li>○ New volunteers; good for new communicators and experienced communicators</li></ul></li><li>● Grew mentorship/Gift of Communications Programs<ul style="list-style-type: none"><li>○ Grew from 5 to 7</li><li>○ Mentors/mentees/non-profits glowing reviews</li></ul></li><li>● Offered the CMP exam to three participants in May<ul style="list-style-type: none"><li>○ Conducted a survey to gauge interest</li><li>○ Multi-channel advertising campaign</li><li>○ Three new CMPs in chapter!</li></ul></li><li>● Held the world's largest Gold Quill Blue Ribbon Panel for the second time<ul style="list-style-type: none"><li>○ Angela Wilson and Jennifer Wah for organizing event</li></ul></li><li>● Continued to see strong sponsorship and advertising gains<ul style="list-style-type: none"><li>○ \$27,273.00 Jobline revenue</li></ul></li><li>● Implemented refreshed <i>Connect</i> newsletter</li><li>● Received two chapter management award (excellence) and for financial management at international level</li><li>● Built on partnership with CPRS</li><li>● Successful signature storytelling event<ul style="list-style-type: none"><li>○ Shared excellence</li><li>○ Linked to IABC International's theme – going above and beyond no “alternative facts”</li></ul></li><li>● Held the Canada West Region ‘Dare to Lead’ Conference in May 2017<ul style="list-style-type: none"><li>○ 80 chapter leaders</li><li>○ Discussed best practices and leadership training</li></ul></li></ul> <p><b>Challenges:</b></p> <ul style="list-style-type: none"><li>● Board transitions and vacancies</li><li>● Scaling back on offerings due to low resources</li><li>● Volunteer recruitment – 60 volunteers for the year, continued to be challenging; some initiatives took longer</li></ul> <p><b>Takeaways:</b></p> <ul style="list-style-type: none"><li>● Focus on what you can control<ul style="list-style-type: none"><li>○ Be proactive and resilient</li></ul></li></ul>
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	<ul style="list-style-type: none"><li>• Volunteers are vital<ul style="list-style-type: none"><li>◦ So important</li><li>◦ Offer volunteer opportunities with different levels of commitment</li><li>◦ Social campaign during international week</li></ul></li><li>• Mix up SIG and PD format</li><li>• Systems need to evolve with the changing landscape<ul style="list-style-type: none"><li>◦ We moved to MailChimp for newsletter</li><li>◦ Picatic will be rolled out for events after subscription to Cvent expires</li></ul></li></ul> <p>THANK YOU – recognizes current board slate</p>																
<b>FINANCE Update</b>	<p><b>John Almond</b></p> <p>As of May 31, 2017</p> <table border="1"><thead><tr><th></th><th><b>ACTUAL</b></th><th><b>BUDGET</b></th><th><b>VARIANCE</b></th></tr></thead><tbody><tr><td><b>REVENUE</b></td><td>\$119,067</td><td>\$95,000</td><td>\$24,067</td></tr><tr><td><b>EXPENSES</b></td><td>\$106,536</td><td>\$95,330</td><td>\$11,205</td></tr><tr><td><b>NET INCOME</b></td><td>\$12,530</td><td>(\$1,965)</td><td>\$12,862</td></tr></tbody></table> <p><b>Expected expenses in June:</b></p> <ul style="list-style-type: none"><li>• Dare to lead revenue share with CWR: \$2500</li><li>• AGM &amp; Wave Awards</li><li>• Board Strategic Planning</li></ul> <p><b>Highlights:</b></p> <ul style="list-style-type: none"><li>• Membership revenue 19% over budget</li><li>• PD revenue \$453 not \$6900 (only 2 events this year) net revenue</li><li>• Jobline exceeded budget by 30%</li><li>• Dare to lead conference in Vancouver had a profit of over \$5000 – BC's share is \$3000</li><li>• Expenses lower or close to budget in all portfolios</li><li>• \$46,950 in sponsored services and \$750 cash</li></ul> <p><b>Results for Board Year:</b> July 2015 to June 2016</p> <ul style="list-style-type: none"><li>• year-end financials were reviewed by Smythe CPA</li><li>• loss of 2,053 vs. budgeted loss of 6,000</li></ul> <p>Cash reserve - \$48,000</p> <ul style="list-style-type: none"><li>- Approx. 50% of operating budget</li></ul>		<b>ACTUAL</b>	<b>BUDGET</b>	<b>VARIANCE</b>	<b>REVENUE</b>	\$119,067	\$95,000	\$24,067	<b>EXPENSES</b>	\$106,536	\$95,330	\$11,205	<b>NET INCOME</b>	\$12,530	(\$1,965)	\$12,862
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	<p><b>Revenue:</b> Motion to pass amendment 1) Brad Tollefson 2) Amanda Dahler All in favour – motion passed</p>
<b>Q&amp;A</b>	<p>Q: Catherine Ducharme – students – chapter demographics (established) is this going to be a focus? A: New board slate – new communicator and SIGs ; refocusing next year; great relationships with SFU + UBC</p>
<b>2014/2015 Financials</b>	<p><b>Motion to Pass Financials:</b> 1) Gary Carr 2) Jeanette Opposed: None  Approved</p>
<b>2016-17 Board Slate</b>	<p><b>Motion to pass new board slate for 2016-17:</b> 1) Brenda Lee Brown 2) Lydia Tay Opposed? None  Approved</p>
<b>Incoming President 2016-17</b>	<p><b>Jeanette LeBlanc, remarks:</b></p> <ul style="list-style-type: none"><li>• I joined in March 2010, and my first role was as a member of the PD committee, managing the AGM. Little did I know that seven short years later, I'd be here as the incoming president of IABC/BC.</li><li>• Being part of this tribe is so rewarding</li><li>• All the past board members are such a wealth of knowledge</li><li>• I have learned so much from outgoing board members and I am looking forward to working with this new board.</li></ul> <p><b>Highlights:</b></p> <ul style="list-style-type: none"><li>• Engagement is our continued focus</li><li>• Added students and new communicator portfolio</li><li>• SIGs new portfolio – great value add for members</li><li>• Aligning with IABC HQ, Stephanie Doute recently said that IABC International is focused on doing better; we have similar goals.</li><li>• We know where we're strong</li><li>• We're currently at the end of the second year of a three-year plan</li><li>• Working with new structure from international</li></ul>



<b>Motion to adjourn the meeting</b>	Motion to adjourn the meeting: 1) <i>Lydia Tay</i> 2) Catherine Ducharme All in favour: Yes  <b>37<sup>th</sup> IABC/BC Annual General Meeting adjourned.</b>
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