



Minutes of the 2017 IABC/Toronto Annual General Meeting

Tuesday, June 27, 2017

One King West, 1 King Street West, Toronto

6:25 to 7:12 p.m.

1.0 Call to order/Welcome

Megan Hooper, President, IABC/Toronto called the meeting to order at 6:25 p.m.

2.0 Approval of the 2016 AGM minutes

Eric Bergman moved that the 2016 IABC/Toronto AGM Minutes be approved as presented to the membership.

Irene Bakaric seconded.

Carried.

3.0 President's Remarks

Megan Hooper gave a review of the 2016/17 Board year.

Theme of Disruption

Spoke of financial shock after last AGM. Approved loss of \$21,000 and finished at approx. \$63,000 loss.

Her primary role was to be a good steward.

Greater focus on financial management and administration.

Member benefits were key focus this year.

1. Returned to Funnel. Best decision for the benefit of the chapter.
2. Prioritized return to sound financial management and health.
overview of practices to prioritize spending and investments.
focused on LI, did not send anyone to WC with chapter funds.
Identified new revenue streams: sponsors
Made decision that all events must at least break even
3. How to return value to our members.
provided programs to foster
mentorship opportunities
revamping Communicator and all electronic communications
OVATION was almost record breaking

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Events sold out and broke even, CareerLine exceeded expectations

She concluded by thanking all current Board members for their contribution this year.

4.0 Financial Report

Anna Relyea, VP, Finance and Association Management, presented a financial overview of 2015/16 and 2016/17.

- The 2015/16 fiscal year ended with a loss of \$63,464. Second consecutive year with a loss.
- Finances reported at the 2016 AGM were based on numbers known as of May 31, 2016. While we knew the year would end at a loss of between \$21K to \$35K, we did not know at that time that the end result would be a loss of \$63,464. Several factors contributed to the loss:
A lot of expenses were submitted well past the 30-day rule of submission. This policy is in place to help make sure financial statements are as accurate as possible.

Several factors and oversights impacted the proper monitoring of expense submissions, revenues and reporting throughout the year. These have been address as will be pointed out shortly.

There were several accounting-entry mistakes uncovered that caused the books to appear better than they actually were. These errors were uncovered once the books were transferred to Funnel and were quickly corrected.

- The 2016/17 fiscal year is not complete (ends June 30), so we can only discuss activities up until the end of May 2017.
- Board approved a budget for 2016/2017 with a projected surplus of \$1,527.00.
- As shown in the statements circulated, as of May 31, 2017 we expect a MINIMUM of a surplus of \$898.03. We expect the chapter will actually end with a surplus of more than \$15K:
The May statements reflect about 90% of OVATION expenses but only about 60% of revenues. Both will be at 100% in the books by June 30 and will, therefore, increase any potential surplus.

This year, IABC HQ changed how they reimburse chapters for the \$65 per professional member we have. Unfortunately, this change has caused a delay in getting membership fee rebates. The May statements do not include April or May rebates. This will again increase any potential surplus.

CareerLine is doing much better than expected. We reached our revenue budget by the end of May, with CareerLine still performing strongly in June. We will end up at minimum 20% over budgeted revenue this year.

5.0 Approval of the 2017/18 Board Slate

Megan presented the slate:

- Immediate Past President — Megan Hooper
- President — Maliha Aqeel
- Executive Vice President — Jagreet Sandhu
- VP, Finance & Association Management — Linda Andross
- VP, Communication — John Gilson
- VP, Events — Ryan Saxby Hill
- VP, Membership — Paulina Callaghan
- VP, OVATION Awards — Amalia Kyriacou
- VP, Programs — Irene Bakaric
- VP, Special Interest Groups — Sharon Aschaiek
- VP, Strategic Partnerships — Russell Baker
- VP, Volunteer Services — Kimberley Henderson
- Board Member-at-Large — Anna Relyea

Cyrus Mavalwala moved to accept the slate as presented.

Sharon McMillan seconded.

Carried

6.0 Incoming President's Remarks

Maliha Aqeel, current Executive Vice President, presented Megan with a thank-you gift.

Thanked Trell for encouraging her to be president.

Wants to accomplish the following this year:

1. Listen more to members. Members to let her know what they want and she will act where possible.
2. Transparency. Will try new thinks (pilot testing). Reporting to members throughout the year, not just waiting until AGM.

3. Going back to basics. What is our purpose. What do we do, why, and do we still need to do it? Want to make sure we are not replicating what CER is doing.

Wants to be a chapter that reflects what our members want and need. Board needs to manage the members' expectations. Being on the Board of IABC/Toronto should not be any different than doing our day jobs.

We need to rediscover ourselves as a chapter. Associations need to rethink who we are as a business model. Everything we do should put members first. How we brand ourselves as a body that represents communicators across the GTA.

She is a big-picture person.

7.0 Question & Answer Period

Executive addressed questions.

Sharon McMillan. What was Think Tank.

Suzanna explained. World Café we ran this year. HQ covered cost, so no cost to the chapter. Linked it to another event (Board meeting) to maximize

Top achievements of this year's board she wants to continue to build upon?

Financial management

New thinking from new Board members

Natasha Renaud: What is plan for the surplus?

Maliha thought to open up to members to see if there is a particular initiative they want to see the chapter explore.

Celebrate 75th anniversary to celebrate in style.

Spent prudently, not just for the sake of spending it.

Priya Bates: Any plans to bring test global programs here?

Stefanie Doute coming to Toronto in August and will meet with Maliha to discuss.

HQ open to working with us.

Linda Sadlowski:

HQ spoke about it. More info coming re composition of our membership. Strategic initiatives from HQ based on survey they did several years ago.

Communicators are at the heart of every business.

Certification plays a good part.

Action: add links in next e-Lert.

Mary Jane Martin: What is the role of CER?

Our chapter's overarching organization. The region is focused on helping chapter leaders do their job, sharing ideas and giving them the tools and training to do their jobs. Sharing best practices.

8.0 Outgoing President Thank You

Megan thanked everyone for their hard work this year.

9.0 Meeting Adjournment

Carrie MacAfee moved to adjourn the meeting at 7:12 p.m.

Natasha Renaud seconded.

Carried.