



Toronto | 75 Years

Minutes of the 2018 IABC/Toronto Annual General Meeting
Thursday, June 21, 2018
First Canadian Place, FCP Gallery, 100 King Street West, Toronto
6:38 to 7:22 p.m.

1.0 Call to order/Welcome

Maliha Aqeel, PMP, SCMP and President, IABC/Toronto called the meeting to order at 6:38 p.m.

2.0 Review and Approval of the 2017 AGM Minutes

Minutes were shared online, in several e-Lerts as well as emailed to all attendees prior to the AGM.

Irene Bakaric moved that the 2017 IABC/Toronto AGM Minutes be approved as presented to the membership.

Russell Baker seconded.

Carried.

3.0 Remarks from the President

- The board started the year with a purpose:
“IABC/Toronto exists to create connection between professionals in the communication, marketing and function functions and those in the broader business community to elevate our profession. We convene thought leaders with a unique and relevant point of view to facilitate learning and development opportunities for our community, our volunteers and our board.”
- The goals were to:
 - Keep our Purpose at the heart of all we do.
 - Be transparent and open with our stakeholders.
 - Maintain our financial health with a view to long-term sustainability.
- It is important to continue to think long term and about the future health of the chapter and how to stay relevant and find new and interesting ways to make connections.
- 35 events we organized throughout the board year which included professional development (PD), networking, special interest group events and our annual awards events.

IABC/Toronto
189 Queen Street East, Suite 1
Toronto ON M5A 1S2
T. 416-968-0264
F. 416-968-6818
E. toronto-info@iabc.to

<http://toronto.iabc.com>

- More than 130 volunteers were recruited for various positions like social media, OVATION Awards gala, judging, communications and events.
- We had three sold out PD events, celebrated 20 years of our Professional Independent Communicators (PIC) group, had a 12.5% increase in CareerLine postings, saw a 7.3% increase in e-Lert subscriptions and had a 50% increase in social media engagements.
- *Communicator* was relaunched with a new web layout and generated a 200% increase in unique page views and achieved an almost 30% open rate (5.4% click through rate).
- Membership had a worrisome decline at the start of year and has since steadied but we are still short of the 1,200 goal we set for ourselves. Membership has had a steep decline over this past five years.
- Transparency is important, and was the goal of the President's quarterly email messages during the year.
- Our board was open to trying new things this year even if it meant failing.

4.0 Financial Report

Linda Andross, ABC, MC and VP, Finance and Association Management, presented the financial overview from the year.

- Refer to statements emailed in advance. Statements were for the period ending April 30, 2018. The AGM was held earlier this year, so the May statements were not able to be prepared in time. However, they will be ready soon and members can email Linda to request a copy.
- We are in a great financial position.
- Measures were put in place to ensure we adhered to proper financial protocol:
 - The expense and revenue submission process was reviewed with the entire board.
 - IABC/Toronto's office is tasked with monitoring expense submissions.
 - Expense and revenue lines are reviewed closely to improve efficiencies.
- We ended 2016/17 with a \$33,242 surplus. Based on this, the chapter budgeted for a loss at \$40,000 to reinvest back in the chapter for 2017/2018.
- Major investments in the chapter included:
 - A new OVATION judging platform.
 - Increasing our social media presence and also updating *Communicator*.
 - Expand our Special Interest Group event offerings to include north and east regions of the GTA.
 - The chapter's 75th anniversary branding and signage.
 - Offered our own membership promotions.

- Extra investments in events to offset the sponsorship shortfall.
- Areas of increased revenue:
 - Online banner advertising did better than expected.
 - CareerLine exceeded expectations proving service is appreciated by both members and advertisers.
 - Communicator of the Year event revenue exceeded plans.
- Other highlights:
 - Membership fee revenue was struggling at first. We will likely come very close to budget. However, receiving timely payment from HQ on membership fees can still be an issue.
 - Administration expenses are higher than anticipated from additional help needed with membership programming. We have processes we can streamline for next year.
 - Sponsorship was a difficult year with the contract between CISION and the IABC Canada East Region not being renewed for 2018. Many organizations prefer to provide in-kind sponsorship versus dollars. Sponsorship appears to be a general hardship for most associations at this time.
 - Advertising in the e-Lert was \$0.
- If the chapter ends up with a loss for the year, it will likely be no more than \$5,000.
- Our financial reserves were not touched, and we have more than a year's budget set aside.

Member Questions

Is there anything you wish you had invested in?

- Analytics that show how we are doing and understanding where our membership is going, how do we target the younger generation and look to see where we can invest from that perspective.

What are your thoughts on the corporate memberships?

- Could be an opportunity. It goes back to us understanding and knowing our membership.
- Could be a bit of a missed opportunity with the rise of small to medium sized organizations. Hopefully we can build on its offerings.

5.0 Election of the 2018-2019 Board of Directors

The following slate was proposed:

- President – Jagreet Sandhu

- Past President – Maliha Aqeel, PMP, SCMP
- Executive Vice President – Lindsay Falt
- VP, Finance and Association Management – Linda Andross, ABC, MC
- VP, Communications and Digital Media – John Gilson
- VP, Strategic Partnerships – Russell Baker
- VP, Professional Development Events – Karina Cavero
- VP, Special Interest Groups (SIGs) – Sharon Aschaiek
- VP, Membership – Mandy Gibson
- VP, Networking – Alison Wines
- VP, OVATION Awards – Stephanie Thornbury, ABC
- VP, Programs – Danielle Crawford
- VP, Volunteers – Jess Baria
- VP, Students and New Communicators – **Open for nominations.**

Louise Armstrong moved to accept the 2018-2019 slate as presented.

John Chagnon seconded.

Carried

6.0 Incoming President’s Address – Jagreet Sandhu

- The vision for the board year is to advance the profession, create connections and to develop communicators and mirroring the vision of headquarters.
- Focus on what member value looks like and how we as a board deliver on that.
- Create opportunities to connect throughout the GTA.
- Work towards building the profession.
- Want to hear from members about their feedback and wants from the chapter.

7.0 Question & Answer Period - Maliha

- What have been the changes in the demographics of the membership?
 - We are attracting less new professionals.
 - A lot of companies no longer pay for membership.
 - Younger professionals now have so many other ways to connect that the need/value of a membership with IABC is not as well understood.
 - Mentoring will be a large part of developing younger members, both speed mentoring and mentoring through our Mentorship Program.

- Evolution of the profession – How are we expecting young people to be strategic? How do we prepare young people?
 - There are things you cannot learn at work, for example gaining outside perspectives and accessing educational opportunities.
 - We can find ways to partner with organizations that offer what we cannot.

9.0 Meeting Adjournment

Irene Bakaric moved to adjourn the meeting at 7:22 p.m.

Anna Relyea seconded.

Carried.