



Minutes of the 2019 IABC/Toronto Annual General Meeting

Wednesday, June 26, 2019

APEX PR, 365 Bloor St. E., Suite 1700, Toronto

6:35 to 7:26 p.m.

1.0 Call to order/Welcome

Jagreet Sandhu, President of IABC/Toronto called the meeting to order at 6:35 p.m. Quorum was confirmed.

2.0 Review and Approval of the 2018 AGM Minutes

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

Jagreet Sandhu moved that the 2018 IABC/Toronto AGM Minutes be approved as presented to the membership.

Bill Smith seconded.

Carried.

3.0 Remarks from the outgoing President – Jagreet Sandhu

- The outgoing board was thanked and acknowledged for their work this year.
- Our 2017-2018 Chapter Management Awards were recognized.
- OVATION Gala sold out and had 40 + more people over last year.
- Success with increased sponsorships and partnerships this year.
- Consolidated PIC's The Buzz in the e-Lert to provide more exposure to our PIC offering.
- The chapter continues to try and manage the number of emails sent.
- Dedicated outreach from school visits, new member coffees, and Talent Expo (sold out).
- Communications team was active in sharing news and updates in the chapter *Communicator* and social media posts.
- IABC HQ continues with challenges with the membership system update. Has taken longer than expected to launch.
- Trend in declining memberships within IABC. Chapter is trying to offset by addressing how to become relevant to our members and communicators.
-

4.0 Financial Report – Linda Andross, ABC, MC

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>

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

- Financials are up to June 20 as our year end is June 30 and not all numbers are in.
- Membership rebates are outstanding for April and May due to HQ software upgrade.
- With each year we ensure policies and processes are in place to ensure checks and balances to monitor the expenses and financial figures with VP, Finance and Association Management, and Toronto office team.
- We look at what other associations are doing, charging, offering, etc. We question if our value is competitive to industry standards. For example OVATION Gala quality and pricing.
- Steady year for finances. Currently looking to end the fiscal year to break-even or a small surplus.
- Acknowledged sponsorship team of approx. \$13k – strongest cash sponsorship in some time.
- OVATION did very well this year: \$71k revenue budget, but will likely come out just over \$80k.
- CareerLine budget is \$46K, but will end just under \$40K.
- Events – membership attendance has really varied. We will continue to look for areas of interest.
- We are continuing to find ways to invest in our website, social channels and e-Lert. This will help us in trying to find ways to keep it relevant.
- Special interest groups scope was to broaden group this year with regional networking.
- Communicator of the Year (COTY) – we were not originally going to have it this year. However with board support and lots of interest, proceeded to offer again. Attendance was a challenge this year.
- OVATION – brought back an in-person judging session to allow seasoned communicators to meet/network. Also switched-up emcees this year as a way to engage and refresh our awards.
- \$257k in assets have been set aside to ensure the chapter has at least one years' operating expenses available in the case of unexpected situations.

Questions:

- As the largest chapter, are we putting any pressure on HQ for PIC, students, and other members to provide concessions to these people?
 - Jagreet stated we haven't used our position enough to address issues with HQ.
 - Mandy has been following up with HQ about making concessions.
 - Lindsay noted the chapter has been recently discussing becoming more vocal and assertive with HQ.
- Are you talking to other chapters about these same issues to know if our issues are overlapping?
 - Yes we have been checking in with other chapters. We are in a unique place as other chapters are just trying to keep head above water vs. addressing issues.

- Regional meeting touched on concerns – we're all in this together.
- Is IABC seeing a decline in membership overall?
 - Yes.
- Do the current financials include the membership rebates owing from HQ as an accounts receivable?
 - No, they do not. We have not been able to receive enough information about what numbers to anticipate from HQ so we have not accounted for them yet.

5.0 Election of the 2019-2020 Board of Directors

The following slate was proposed:

- President – Lindsay Grillet, BSc, BPR, MA (Communication)
- Past President – Jagreet Sandhu
- Executive Vice-president (with automatic succession to President) – Russell Baker
- VP, Finance and Association Management – Vacant
- VP, Communications and Digital Media – John Gilson
- VP, Data Analytics and Brand Management – Anthony Petrielli
- VP, Membership – Mandy Gibson
- VP, Networking – Stephen Knight
- VP, OVATION Awards – Stephanie Thornbury, ABC
- VP, Professional Development – Cory Fisher
- VP, Programs – Kimberley Henderson
- VP, Special Interest Groups (SIGs) – Nkiru Asika
- VP, Strategic Partnerships – Russell Evans, SCMP
- VP, Volunteers – Harmon Moon

Jagreet Sandhu moved to approve the 2019-2020 slate as presented.

Jacqui d'Eon, ABC, MC seconded.

Carried

6.0 Incoming President's address – Lindsay Grillet

- Planning to enhance members at a local level.
- Looking to make impactful changes using data/statistics. The new role of data and analytics will help in this area.
- Thought leadership by engaging members.
- Traditional and modern mentorship opportunities.
- Engaging our volunteers.
- Celebrate certification and those in the process of [working towards their certification](#).

- Goals will become more specific as the year and orientation and planning unfolds in the coming weeks.
- EVP will manage chapter financials with office support for the year.
- Outgoing president was thanked for the work and dedication to the chapter this past year.

7.0 Other and meeting adjournment

- Felicia Empey was recognized as the 2019 Volunteer of the Year (VOTY) recipient for her work as the editor in chief of *Communicator* and social media director.

Jagreet Sandhu moved to adjourn the meeting at 7:26 p.m.

Maryjane Martin, APR seconded.

Carried.