



# International Association of Business Communicators Canada East Region

## IABC Canada East Region Board Meeting

*CER Board Mandate: To serve and support the development of chapter leaders*

Wednesday, June 15, 2022 - 12:00 pm to 1:00 pm Eastern

Online - Zoom

### MEETING MINUTES

**Attendees:** Michael Blackburn, Elizabeth Sutcliffe, Megan Zinn, Lauren Gerow, Stéphane Prud'homme, Ally Sebben, Andrew Kaszowski, Samuel Chen, Kaleigh Maclaren, Glenda Power, Cassandra Caranci, Linda Andross, Mandy Gibson, Paula Bernardino, Sherrilynne Starkie, Chantelle Cabral, H Bawa, John Friesen, Karyn, Whelan, Emily Casiter,

**Regrets:** Tricia Weagant, Madeline Postle

Item	Topic
1	<b>Approval of Minutes</b>  Meeting called to order at 12:32 PM  Motion to approve 2021 AGM Minutes, motion by Megan and second by Karyn
2	<b>Financial Report - Megan</b> <ul style="list-style-type: none"><li>● We met our revenue targets</li><li>● Expenses significantly lower than budget</li><li>● Realized most expenses to date</li><li>● Revenue expected to be 17k</li><li>● Motion to accept financial to end of May 2022 – Mandy second.</li><li>● <i>See presentation attachment.</i></li></ul>
3	<b>Director Reports</b> <ul style="list-style-type: none"><li>● National Programs: Silver Leaf awards are open for this year</li> <li>● Sponsorship:<ul style="list-style-type: none"><li>○ Established sponsorship package a year ago and looking at it again</li><li>○ Have talked insurance and PR agency but needs to continue to explore with connections</li><li>○ Jelly Academy sponsorship continued</li><li>○ Another roundtable to connect sponsor leads across CER</li><li>○ Graphically Speaking renew sponsor package</li><li>○ Thanks Tricia</li></ul></li></ul>

	<ul style="list-style-type: none"> <li>● Communications: <ul style="list-style-type: none"> <li>○ Two major projects this year: Website &amp; member month (campaign featuring members across</li> </ul> </li> </ul>
4	<p><b>Board Slate</b>  <b>Sherrilynne overview of selection for board candidates and put forward the slate.</b>  Sherrilynne motioned to accept the slate for the 2022-2023 IABC Canada East Region Board of Directors.</p> <p><i>Returning / Automatic succession</i></p> <ul style="list-style-type: none"> <li>● Paula Bernardino (IABC QC) - Past Chair</li> <li>● Andrew Kaszowski (IABC London) - Chair</li> </ul> <p><i>New proposed candidates (1 year term with option for 2)</i></p> <ul style="list-style-type: none"> <li>● Vice Chair: Marie Fitzpatrick, ABC</li> <li>● Director, Finance: Linda Andross, ABC, MC</li> <li>● Director, Communications: Vacant</li> <li>● Director, Professional Development: Kaleigh Maclaren</li> <li>● Director, Sponsorship: Harshivam Bawa</li> <li>● Director, National Programs: Jaye Bowers</li> <li>● Chapter Presidents (7): Coincides with chapter term/ automatic membership: IABC London, IABC Maritime, IABC QC, IABC NL, IABC Ottawa, IABC Toronto, IABC Waterloo</li> </ul> <p>Mandy seconded, all in favour. Motion passed unanimously.</p> <p>Sherrilynne nominated Samuel Chen be Direction Communications for the 2022-2023 IABC Canada East Region Board of Directors. She motioned this noninatino and Andrew seconded. Motion passed.</p>
5	Meeting adjourned at 1:00 PM

## **CER Board Norms that guide our conduct**

### ***Electronic Mail***

- Streamlined e-mails; using subject line to point out actions, requests, etc. and to use “CER” in the e-mail subject line to allow for sorting
- Use “Reply to Sender” vs. “Reply to all”
- If your e-mail address is in “To” line, you are being asked to respond; if your e-mail address is in “CC”: line, the message is only an FYI for you
- Pre-and post-meeting e-mails will highlight and action items
- Be direct and open at meetings to ensure clear communication in our conversations
- Maintain professionalism at all times while recognizing emotions can play a role in shaping views and conversations

### ***In-Person Meetings / Conference Calls:***

- No surprises at the meeting table; CER Board should be aware of discussion items in advance to allow time for research and meaningful discussion
- Following standard meeting practices – with some fun!
- Being prepared for meetings (reading circulated materials)
- List CER mandate and norms on meeting agendas