



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 21, 2023 12:00pm - 1:00pm EST

Online Zoom

MEETING MINUTES

Attendees:

Andrew Kaszowski, Samuel Chen, Linda Andross, Ally Sebben, Cassandra Caranci, Kaleigh Maclaren, Harshivam, Michael Blackburn, Marie Fitzpatrick, Mirko Petricevic, Lauren Gerow, Chantelle Cabral, Elizabeth Sutcliffe, Jacqui D'eon, Jaye Bowers, Liz Dirksen, Maliha Aqeel, Marie-Eve Morin, Marueen Healey

Item	Topic
1	Approval of Minutes <ul style="list-style-type: none">• Call meeting to order + roll call• Request for declaration of any conflicts of interest• Approve 2022 AGM meeting minutes Ally + Cassandra

Approval of 2022-2023 Financial Report

Revenue actual to budget (as of June 21, 2023)

Revenue	2022/2023 Budget	2022/2023 Actuals	% to budget
Membership – regional dues	\$15,000	\$20,615.10	130%
Silver Leaf	\$30,000	\$13,670	45.5%
Total Revenue	\$45,000	\$34,285.10	76%

Expenses actual to budget (as of June 21, 2023)

Expenses	2022/2023 Budget	2022/2023 Actual	% to budget
Administration	\$800	\$325.53	81%
Board travel/meetings	\$1,200	\$279.68	23%
Dare2Lead	\$23,950	\$24,356.67	101%
Master Communicator	\$200		
Professional fees	\$2,500		
Silver Leaf expenses	\$20,000	\$7,376.20	36%
Silver Leaf profit share	\$6,500	\$2,082.82	32%
Canada Party (WC)	\$750	\$845.48	112%
Subtotal	\$55,900	\$35,266.38	

Expenses actual to budget (as of June 21, 2023)

Expenses	2022/2023 Budget	2022/2023 Actual	% to budget
World Conference registration	\$28,000	\$31,370.35	112%
LI	\$600	\$534.84	
CER reception		\$526.52	
Virtual PD	\$400		
Membership Month Bursary			
Email service (w/CWR)		\$202.44	
Total Expenses	\$84,900	\$62,408.03	
Total Overall	Revenue	Expenses	
	\$34,285.10	\$67,900.53	-\$33,615.43

The story behind the #s:

Expenses:

1. Membership month bursary – we didn't budget for this but we decided mid-year to offer this
2. Dare2Lead – slightly higher as we provided \$3K to CWR to help cover the event
3. World Conference – we initially only budgeted \$7500 for this so this was a significant increased budget investment
4. Silver Leaf – since we had less entries the expenses were lower as well
5. We split the cost of the email service with CWR

Motion to accept financial:

Linda Motion, Elizabeth Second

3	<p>Director Term-End Reports:</p> <ul style="list-style-type: none"> - National Programs <ul style="list-style-type: none"> - 2022: We had 83 entries (24 awarded) 55 were East 40+ Judges participated Toronto won 9 categories - Master Communicator Program - Hosting fireside chat with master communicators - Silver Leaf we did more email communications - Silver Lead deadline - extends winners for the extra step - Communications <ul style="list-style-type: none"> - We promoted IABC World. I will have the recap video hopefully in 2 weeks Photos are available - I gave to Torontos team but let me know if you want direct access - Email system is ready - we also tried out, we can now promote events to CER as alot of our events are webinars <ul style="list-style-type: none"> - We are now looking to do a monthly email newsletter to help with sponsorship - We are also learning more about Webinars. I would like use to host Canada wide webinars and partner with each chapter to create a monthly calendar - IABC Canada Survey - planning to launch - Sponsorship <ul style="list-style-type: none"> - P World conversations (member value focus package (split revenue/discount) - Setting up Sponsorship for 2023-2024 (Contact Monkey, Muck Rack, Staffbase, Tango) - Newsletter + Webinars - Professional Development <ul style="list-style-type: none"> - "Leadership Experience and Growth" - foundation behind program - Worked on PD and region activities - First Dare2Lead Canada East+West Partnership - Created Round Tables for each portfolio role - Virtual opportunities to connect all volunteers - Winning CMA award for CER
3	<p>Chapter President Term-End Chapter Check-in</p> <p>NFLD & LABRADOR:</p> <ul style="list-style-type: none"> ● CMA winner ● Coffee Networking Event (Initiated for all other chapters to follow)

	<p>OTTAWA:</p> <ul style="list-style-type: none"> ● Sherry will be incoming president ● Rebuilding our community (meeting members, networking events) ● Membership month - best retention ● First year we had a mentorship program <p>TORONTO:</p> <ul style="list-style-type: none"> ● IABC World Host (great success for all attendees) ● Membership is up (679 members → 750) ● Increase in Inperson events ● Inclusivity and Accessibility program with IABC Edmonton <p>MARITIME:</p> <ul style="list-style-type: none"> ● Membership month brought in 10,000 impressions, and 1,000 drive throughs ● Working with local universities to bring in new recruitment ● Investing into Webinars + Digital Library Assets <p>LONDON:</p> <ul style="list-style-type: none"> ● 1st Half of Year (New Chapter Website) ● International Women's Day Event ● CMA winner <p>QUEBEC:</p> <ul style="list-style-type: none"> ● We have a full board for 2023 ● Looking to add Webinars to 2023-2024 program + pursue more in person events <p>WATERLOO:</p> <ul style="list-style-type: none"> ● 9 PD Events, 20 Job Postings ● Increased following online presence ● Community grew for this year and engagement for 2023
4	<p>Chair's Update</p> <p>Chair: Marie Past chair: Andrew Vice chair Kaleigh Finance: Linda Comm: Sam Sponsorship Harshivam National Program: Jaye Professional Development: Vacant</p> <p>o Updates from Council of Regions o Review of 2022-2023 Year</p>

5	Incoming Chair's Welcome Brainstorming + Need Help
	Meeting adjourns Ally + Maureen