

CGPA Board Meeting Minutes - Final

Date: April 11, 2016

Attendance:, Stephen Gillies, Kasra Khorasani, Jane Mitchell, Andre Roch, Joan-Dianne Smith, Ken Schwartz, Wendy Wildfong, Colleen Wilkie,
From First Stage: Jessica Kerr, Doug Rosser

Regrets: Aida Cabecinha, , John Sherry, Rowan Sharkey, Ward Yuzda

President/Chair: Kasra Khorasani,

Secretary: Wendy Wildfong

Time-Keeper: Stephen Gillies

Supplemental Documents:

Board Minutes Draft – 2015

2016 Conference budget

Guideline for using classified section in marketing

Minutes: *Motion moved by Jane , seconded by Wendy that the minutes of the April board meeting be approved as circulated.*

Brief reports from relevant committees:

- **Joan-Dianne ETG update.** There are presently 22 in Toronto, 10 in Winnipeg, 6 in Calgary, and 2 in Vancouver. Kas spoke of agencies that run groups but do not have their own training programs as potentially interested.
- **Costs associated are anticipated to be under \$1000 in total. Revenue expected as over \$5000 at 6 per group.**
- **Joan- Dianne Steering Committee report.** The review panel of Maureen, Allan, Joan-Dianne with Sue Monro's guidance, each received a binder. Scores were given for strengths and weaknesses as per streaming for level of advancement. Potential presenters were spoken to asking for broadening or narrowing to the theme. It was difficult to have asked people to put in a proposal yet not need them all. Many were strong. Jessica sent letters to those turned down. Disappointment is inevitable as it is only a 3 day event . On the positive side, the necessity for this discernment as to requirements, may further raise the bar even further in future.

Full report and discussion:

- **Conference Financial Update.** Kas gave a financial overview on ticket prices, see attached document. This represents that we need 130 plus attendees for zero deficit. No GST on top of figures. The 1 day ticket is the same as last year. The only options are 3 day or 1 day tickets. People are free to buy 2 one day tickets. Approval given.

- **Marketing Ideas – Information.** Kas has been in conversation with Marsha Block re: the issue of AGPA collaboration, i.e. our becoming an affiliate while retaining autonomy. Issues include certification for group training in Canada and where the money goes. Any decision in this area would require a vote by the whole CGPA membership.
- Kas is active with IAGP for a marketing relationship.
- **New concept - Information - Social Media pro bono.** We develop content that goes on social media through our members who are on LinkedIn, Twitter etc. Those interested to participate would be Networking Ambassadors. The idea is that marketing messaging would get to many for free. The content would be fliers for conferences, keynote panel etc. If the Ambassadors see they like the content they would send on to their followers. A way to monitor the conversations that ensue would need to be put in place. The platform would include being able to see who sent it, who sends it. Who replied.

ACTION: Kas will follow up on privacy issue and contact information.

- **Kas- Approval required** - Guideline for using classified section in marketing (see attached). The rotating image on the website will include an events category. The board was asked for it's blessings. Colleen suggested renaming Classified to Upcoming Events. #6 focus on group and #8 quick committee approval. See events that are gong on around the world.
- A motion was made by Jane, seconded by Colleen, approval given.

Financial Status Report by Doug. We are ahead in this point in time compared to last year , More memberships and money going into the account. New income from May ETGs totalling 8 to 9 thousand brings balance up. Every thing is budgeted for

ACTION: Doug will provide elaborated financial report for next meeting.

Next meeting: May 9, 2016

BC-2 pm, AB-3 pm, MB-4 pm, ON-5 pm, NS-6 pm; please try to attend five minutes to the hour

Call in:

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