

## **CGPA Board Meeting Minutes Draft**

**Date:** May 9, 2016

**Attendance:** Aida Cabecinha, Kas Khorasani, Jane Mitchell, John Sherry, Joan-Dianne Smith, Ken Schwartz, Wendy Wildfong,

From First Stage: Jessica Kerr

**Regrets:** Ward Yuzda, André Roch, Rowan Sharkey, Stephen Gillies, Doug Rosser. Colleen Wilkie (on temporary leave).

**President/Chair:** Kas Khorasani

**Secretary:** Wendy Wildfong

**Timekeeper:** Jane Mitchell

---

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

**Brief reports from relevant committees:** Thanks from all to Jessica for brochure. The conference is open for registration

1. Joan-Dianne reports that the ETGs were a big success (specifics below). In terms of Conference Committee, kudos for all: brochures were ready for ETGs, there was good team work and process throughout and the program looks great.

There will be regular mailings to our list with Joan-Dianne and Kas creating different blasts highlighting different aspects of the conference.

2 . Marketing Ideas and reciprocal advertising. Kas

- Upcoming CGPA events will be sent to AGPA and others with the intention that they will be forwarded to their members. Kas is in ongoing discussion with IAGP.
- Request to board members to forward all blasts to their contacts.
- E-mail blasts to all universities and colleges across Canada. We have 4 student bursaries on offer.

3. Memos of Understanding. Joan-Dianne reports the April meeting of the working group finalized the mandate and it was sent to Working Groups section of website. The issues of roles, frequency of meeting, building infrastructure are in discussion.

**Full report and discussion:**

1. Training Committee. Aida reports

- The Training group will revisit the national training effort, certification and training standards for CGPA group certification process at their meeting next week. They will be looking at integrating ETGs into the certification process.
- \$1200 has been freed by not using Soft Chalk. This money may be used to support anything required for certification process.
- It is agreed that at this time there are not sufficient personnel resources for Soft Chalk which are required for technical aspects as well as for content creation.

**Discussion.** Kas recommends doing ETG's bi-yearly as they are also a great marketing event. People pick up pamphlets and keep CGPA in consciousness.

50 people in total attended. Good reviews from all. Manitoba 13, Toronto 3 groups, 30 total, Calgary, 7. Systemic evaluations are underway.

Aida notes there was interest in being part of a National ETG Day

Kas is doing a group for Manitoba residents that will be energetically marketed.

2. Value Proposition: Jane reports

- the sponsorship group presently has \$3000 and a \$5000 levels with the issue being how many tickets the sponsor receives.
- There are benefits of providing a \$500 level. What might we provide for that? Might there be sponsors for different things? Perhaps the level might be based on each program? For example, an Ottawa group who want to get well known might sponsor something.

**Discussion:** Aida adds this is an opportunity to establish partnership and sustainability of a cohesive group community.

\$500 is a doable amount for credit when it is tied to something specific, as in: the foundation is attached to keynote, Friday has Strategic Play as a sponsor, or a sponsor supporting a mentorship program.

Aida suggests having a list of initiatives and programs to give more meaning to people in order to make a choice.

Jane suggests sponsors for lunches and breaks

A motion was moved by Joan-Dianne and seconded by Jane that a **\$500** sponsorship level be created for the conference and programs offered by CGPA. This was passed unanimously.

3. Nominations and awards committee report by Joan-Dianne.

- Do we want to give one honour or different kinds?
- What are the criteria, for what efforts, why?
- There are different ways that people contribute, eg. worker bees.

**Discussion:** Jane notes there is a lot to consider. Kas notes that we have given a few in the past, but not within a framework. New criteria is required.

Stephen notes that that they should represent our beliefs and that new bylaws would be required.

Jackie, Terry and Endeavour should be part of this discussion

**Issues:** Do many awards dilute? Benefits may include retaining connection with old members who have done a lot. There might be an early career award to motivate people. Do awards lend the association more substance? A website list of fellows has weight. Since we already have named Fellows, as opposed to less traditional nomenclature, are there PR problems if we change the language? Other issues might include a historical component, resumé building, academic potential, etc.

**ACTION:** Meet with more people and bring back next time with a draft of thinking for a fuller discussion.

Agenda items to date:

1. Joan-Dianne - Steering Committee updates.
2. Kas - next years's conference, frequency, location and costs. Why where?
3. Aida - ETG evaluation summary and review.
4. Joan-Dianne - Nominations and Awards Committee, full discussion.
5. Toronto group institute would like to sponsor Sunday night seminar , for \$500 from September to June of next year. We need a subcommittee to come up with level of advertising and benefits to bestow on them in return. This money could pay for software to make the sessions more interactive. Or the money could be used to balance the budget if needed.