

CGPA Board Meeting Minutes - Final

Date: October 20, 2014

Attendance: Maureen Coleman, Stephen Gillies, Lois Goodman, Kasra Khorasani, Jackie Kinley, Jane Mitchell, Janice Popp, Ken Schwartz, Wendy Wildfong, Colleen Wilkie

From First Stage: Jessica Kerr, Doug Rosser

Regrets: Joan-Dianne Smith, Ward Yuzda

Chair: Jackie Kinley

Secretary: Colleen Wilkie

Time Keeper: Lois Goodman

Supplemental Documents: CGPA Membership 10-08-2014, Conference fee 2015 and 2014 Sept 21 2014"

Minutes: *Motion (moved by Jane, seconded by Maureen): Minutes from September 8, 2014 approved as circulated; carried.*

1. Communications document: Colleen reported that the Communications document prepared by Jane has been placed on the website.

2. Old CGPA material: Kas reported that he is aware of about 20-25 boxes of material held by Jackie, Sandy Ramsay, and Terry Simonik. Colleen provided previous issues of the Chronicle which have been placed on the website. Action: Kas will follow-up with Sarah LaRogue and Elspeth MacEwan. Material to keep: annual financial reports and year-end financial documents; legal documents; documents of historical value. Kas and Doug will provide guidance about what material to shred or keep.

Brief report from Membership Committee (Kas):

1. Registration page information: Action: Tabled to November meeting.

2. Membership incentive drive. Kas reminded the board that the incentive drive provides a financial bonus to both the old member and new member and resulted in 20 new members in February and March 2014. Both the Marketing and Membership Committees recommend expanding this incentive drive for a full year. There is no limit to the discount that an old member can obtain but the money needs to be used the following year towards membership or conference fees. One option for promotion is to highlight the successful old members (Doug has names). Jessica keeps track of membership and the Membership Committee can provide direction to Jessica regarding the discount available to each old member. *Motion (moved by Jane, seconded by Stephen): To extend the membership incentive drive to a full year and to reassess the program at the end of the year; carried.*

3. Development of mentorship sub-committee. Kas reported that members for this sub-committee could come from the Membership committee as well as the membership in general. The hope is that the sub-committee include two senior CGPA members and two junior/student members. There is no expectation to commit to mentor/mentee status at this time, but Kas reported that Sandy Ramsay is interested in becoming a mentor and Samantha Surkis is interested in becoming a mentee. Terry Simonik is also interested in becoming a mentor and could be invited to join the sub-committee. Action: The Membership committee to develop a mentorship sub-committee. This sub-committee will develop a structure and guidelines, which would be reviewed by the Membership committee and then reviewed

by the board. The board expressed its support of the development and initial plans of this sub-committee.

4. Website acknowledgment of previous presidents and fellows. Kas requested support to have a separate section on the website to acknowledge previous presidents and fellows. Action: A separate section of the website to be developed to acknowledge previous presidents and fellows. The board expressed its support of this initiative as well as to include a memorial section of those who have deceased.

Full report and discussion: Conference Planning Committee

1. Academic committee (Maureen & Janice). Maureen reported that as of October 17 only one submission has been received in response to the call for abstracts, with a deadline of November 16. Wendy reported that Jessica has sent repeat emails to our mailing list including last year's presenters and AGPA, and that she has sent the call for abstracts to various listserves and her LinkedIn contacts. Actions: a) Board members were encouraged to make a personal appeal to colleagues to submit abstracts. b) Those presenting at APA were encouraged to consider using the same presentation at CGPA.

2. Local committee (Wendy).

Wendy reported that Marta has invited four university health network folk to join the existing members of the committee. They are a psychologist, social worker, psychiatry resident and spiritual counsellor. They join various therapists, nurse, OT and marketing people presently on the team. There is a mix of previous LOC members and new members.

Advertising: Wendy stated she has promoted the conference on four to five listserves. She noted that other conferences coach their members in how to fan out information and provide a script to members. She didn't find LinkedIn that popular so isn't continuing to post there, reported that Jessica has set up a Twitter account but there aren't many followers to date. Regarding hard copy advertising, annual publications for psychotherapy associations and Caversham Booksellers were considered. Wendy recommended considering an alternative image for the ad in Caversham. Actions: a) Wendy to provide a script to Jessica to help members advertise the conference, b) Twitter to be linked to our website, c) board members encouraged to participate in Twitter discussion.

3. Budget (Doug & Kas).

Banquet: The focus of the discussion was on consideration of a) an off-site venue and b) a separate ticket for the banquet. Discussion about how to encourage greater attendance, particularly from new members, while maintaining sense of large group/community. Jessica reported that in 2014 more tickets were sold for the banquet than attended. If the banquet isn't included we could add an extra lunch on Wednesday. Doug proposed consideration of a "deluxe" package that would include the banquet ticket.

Conference fee: Doug reported that the updated budget is based on anticipated revenues of ticket sales to increase by 5% and attendance to increase by 5%. Kas expects a 20% increase in registration. Kas referred to the conference fee document circulated to board members. *Motion (moved by Stephen, seconded by Wendy): To accept the proposed 2015 conference fees as listed in document with exception that Member 3 Day early fee is \$440.00.* Action: Doug will provide a draft budget for next meeting.

Potential agenda items:

1. Conference: Budget, advertising (e.g., Caversham brochure)
2. Endeavour report 15-20 minutes
3. Toronto monies (Joan-Dianne)
4. Foundation relations (Joan-Dianne)
5. Minutes/communication between board and membership (Colleen)

Next meeting:

November 10, 2014

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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