

CGPA Board Meeting Minutes-Final

Date: January 11, 2016

Attendance: Aida Cabecinha, Stephen Gillies, Kasra Khorasani, Andre Roch, John Sherry, Joan-Dianne Smith, Ken Schwartz, Wendy Wildfong

From First Stage: Jessica Kerr, Doug Rosser

Regrets: Jane Mitchell, Rowan Sharkey, Ward Yuzda, Colleen Wilkie

President/Chair: Kasra Khorasani

Secretary: Wendy Wildfong

Supplemental Documents:

Minutes: *Motion (moved by Joan-Dianne, seconded by Kas) that the minutes of the December 14, 2015 board meeting be approved. Carried.*

Old business update: *Given new information, the deadline from December 14, 2015 minutes item 4 E-Module 101 is to be extended to January 18, 2015.*

Brief reports from relevant committees:

1. The preliminary "Call" for conference went out before Christmas. Joan-Dianne reported positively, with Jessica confirming, that over 100 people opened the email. The new designations of Leaders for experiential groups, Instructors for courses and Presenters for workshops are an "upgrade" consolidating and clarifying roles. The next call for submissions will be going out this week.
2. May ETG update -Joan-Dianne is preparing a flyer to roll out this initiative. André notes that fewer folk than expected are showing interest so it is best not to have an ETG group in Sudbury for May 7. Joan-Dianne framed André's efforts as "building an appetite". Halifax, Winnipeg, Toronto, Calgary are on board. Lois Goodman suggests Prince George may be another site.
3. Logo and Branding Committee was rescheduled to report at next meeting.
4. Mentorship Committee - Kas reported for Ward that the Mentorship Committee is coming along with 2 mentors. Terry Simonic and Steve Schklar and 4 mentees already on board. Committee will develop guidelines regarding issues such as roles and responsibilities, time commitments (eg. once per month contact per year). Joan Dianne suggests these are attractive resources and the criteria might be made prominent on the website, inclusion in email blasts and In The Loop. Aida suggested including emails to non-members to inform those who don't get In The Loop. Jessica noted that this program is also listed as a member benefit. **Action: Kas will pass along this information to that Committee.**

Full report and discussion:

- a) **2016 Budget** Doug went through the original budget document highlighting the targets anticipated from the conference and other initiatives such as ETGs.
 - A new category of patronage is already successful with 2/3 of that goal reached.
 - The budget earmarked for Marketing and PR might be reviewed as perhaps too minimal.
 - The budget is light on administration, however that seems acceptable.

- The issue of registering for HST has become relevant in order to get back some of the payment due.
- There is ongoing discussion regarding budgeting for AV. Doug has sent an email to all board members on January 12, detailing his thoughts on the financial wisdom of budgeting for onsite AV.
- Doug believes this to be a prudent budget

Further budget discussion

- Kas expects sponsorship to grow this year.
- Two potential sponsors are in conversation with Kas and Ward .
- Membership and ticket sales are anticipated to increase
- Sunday night folks are potential members. 70 have signed up 40 have attended of which 1/3 are non members.
- Kas has been inviting people to join.
- Accreditation might be offered for members only in order to receive a certificate.
- Steven ascertained that there are presently sufficient funds to meet our obligations.

Action: Doug, Kas and Ken to meet to merge the two budget documents which differ slightly and will bring back to the board for approval.

- b) Sponsorship Categories.** Kas has modified the sponsorship document on the website. The main difference has to do with how much acknowledgment and how many tickets are provided to sponsors. Offering a booth is no longer relevant as we don't have booths.

Further sponsorship discussion

- Joan-Dianne suggested the possibility of interest in sponsorship from the Provincial or Federal level of government as a Mental Health issue. The issue is the time involved in making lists and calls.
- First Stage via Jessica is available to help with a good campaign strategy to other organizations.
- Doug notes the sooner the better in order to be able to offer fullest exposure of sponsors/partners in advertising from the beginning. **Action Kas will take this second document to the Steering Committee.**

Potential agenda items:

- Brainstorming Aida MTC results of questionnaires
- Steering Committee a) whether or not membership b) nominations and awards c) non-clinical members on the Board
- value proposition package.

Next meetings:

February 8

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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