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**IAP2 BC Chapter**  
**Minutes of the Executive Committee**  
**Meeting #045**

April 19 2016

12:00 p.m.

Teleconference



**Attending:**

**Catherine Rockandel** (CR), President

**Drew Ferrari** (DMF), Secretary

**vacant**, Training Coordinator

**Lisa Moilanen** (LM), Partnership Development Coordinator

**Daniella Fergusson** (DF), Member Services Coordinator

**Andrea Winkler** (AW), Director at Large/ Special Projects

**Trista Hill** (TH), Director at Large/ Special Projects

**Regrets:**

**Sarah McKinney** (SM), Treasurer

**Anthea Brown** (AB), Special Projects- Electronic Media

**1.) Call to Order**

The meeting was called to order at 12:03 pm

**2.) Agenda**

1. Call to Order

2. Review and Adoption of Agenda

3. Review and Approve meeting minutes #044 of February 1<sup>st</sup> 2016 (DMF)

4. Executive Committee Reports

Event Planning Update (All)

- March 09, IAP2 Drinks Event (Vancouver)
- April 08, IAP2 Drinks Event (Victoria)
- April 28, Deep Dive Event (Kamloops)
- May 05, Deep Dive (Victoria)
- June 01, IAP2 Drinks Event (Vancouver)

Member Services Update (Daniella)

- Spring Bulletin Update
- Website Update

Strategic Plan Updates

Training Update

IAP2BC Job Postings- possible revenue stream

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5. Other Business
  6. Next Meeting
  7. Meeting Adjournment

**3.) Review and Adoption of EC Minutes # 044**

Approval of the EC Minutes #044 from the February 1<sup>st</sup> 2016 in-person planning meeting.  
Moved, Seconded, and adopted as presented.

**ACTION:** Drew to issue as approved minutes

**4.) Executive Committee Report**

**Event Planning Update (All)**

**March 9 IAP2 Drinks Event (Vancouver)**- Devil's Elbow

- attendees- +/- 35
- promotion-
- **EventBrite Registration** - Daniella assisted in setting this up
- **IAP2 Newsletter**- Catherine submitted event to Drew Snider
- **Spring Bulletin**- Danielle insert a piece about the event in here

**April 5 IAP2 Drinks Event (Victoria)** – Spinnaker's Restaurant

- attendees- 8
- promotion- bulleting and local
- **EventBrite Registration** - Daniella assisted in setting this up
- **IAP2 Newsletter**- Lisa submitted event summary to Drew Snider  
need to take better photos next time (though Drew Snider took some)  
Gordon Hardwick lives on Vancouver Island (Colleen's brother)

**April 28 Deep Dive Event (Kamloops)** – Chamber of Commerce offices

- attendees- just two confirmed so far
- promotion- working with City of Kamloops, EventBrite, e-mail reminder
- **EventBrite Registration** - Daniella assisted in setting this up  
solicit questions from attendees to see what they would like to discuss at the event. Catherine to take part as well, to introduce IAP2. Do we need an additional speaker? A more formal approach? Catherine and Trista to discuss further offline

**June Deep Dive Event (Vancouver)** – location TBD

Catherine and Andrea will both be away for part of May, which complicates planning. Unless someone steps forward to plan it, we may not be able to complete this task. Someone needs to identify a focus, identify speakers, venue etc.

**June 1 IAP2 Drinks (Vancouver)**- Devil's Elbow (to be confirmed)

To be held in conjunction with Delaney and Associates training.

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**ACTION:** Daniella to send out log-in information for EventBrite site so that we can all log in and check registration numbers.

<http://iap2bc.eventbrite.com>

login:

- [memberservices@iap2bc.ca](mailto:memberservices@iap2bc.ca)
- USK-M7U-xZ2-hp5

### **Strategic Plan Updates**

Daniella provided some edits to the draft which Catherine circulated; Catherine has incorporated these edits.

**ACTION:** Strategic Plan updates should be posted to website to update membership on our focus over next three years. Daniella to upload to website.

### **Operating Policies and Procedures**

Our **Policies and Procedures** were first created when IAP2BC was reporting to IAP2US. Catherine has changed language around this in the policies and procedures, and done away with some of the prescriptive descriptions of roles. Added Directors at Large descriptions.

The revised Policies and Procedures need to be conveyed to IAP2 Canada for review, then the Executive Committee can vote to approve the changes. A general vote of the entire membership is NOT required to approve these changes.

**Discussion:** none

**ACTION:** Catherine convey the draft to IAP2 Canada for review and approval to confirm fit with their bylaws.

### **Member Services Update (DF)**

#### **Summer Bulletin Update**

Content

- Catherine- President's Letter
- Promote upcoming events and trainings
- Member Profile
  - members who are decision-makers- how has IAP2 benefitted them? Possibly, Lori Ackerman, Mayor of City of Ft. St. John
    - need questions for her, e-mail them to Daniella. need a photo of Lori.
- Strategic Plan posted online
- We can now post your job openings online and promote them!
- Survey of members re: engagement

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**Training Update** (update provided by CR)

**Feedback on Recent Training Sessions:**

Two participants from the last training recently indicated to Catherine that training content was not adequate. Online tools content was not well-developed, unsophisticated delivery of content. Catherine alerted CTC about the content issues. Jan Bloomfield indicated that Gayle and Gaye were away and they had not yet considered the matter together.

**Delaney & Associates Training:**

Their next training is first week of June 2016. June 1<sup>st</sup> P2 Drinks. Delaney wants to sponsor it as part of their 20<sup>th</sup> Anniversary celebrations; they want to sponsor the appies. Will this open the door to other groups wishing to have higher-profile through our events.

We should develop a sponsorship policy around this to guide us. We should explore this further.

**IAP2BC Job Postings- possible revenue stream**

It may be possible to charge third parties for placing their job postings on our website, as other organizations do. Some research required on what we could reasonably charge. We have to consider that we have a small membership base, and our website doesn't have a lot of traffic. On the other hand, knowing that jobs are posted there might could drive more traffic to website.

Discussion: Possible to charge a nominal fee of \$35.00 to allow third parties to post a job. Posting to be taken down at the end of the closing date. Non for profit/schools could post for free, \$35.00 / government & businesses.

**ACTION:** Research. Daniella to investigate setting set up a PayPal account so that payment could be accepted.

**5.) Other Business:**

Trista is re-locating to Whitehorse on April 30th. We have other IAP2 members who live in Whitehorse with whom Catherine has put her in touch. She will remain on the board.

**6.) Next Meeting**

To be set by Catherine using Meeting Wizard.

**7.) Adjournment**

The meeting was adjourned at 12:55 p.m.