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**IAP2 BC Chapter**  
**Executive Committee Meeting Notes**  
**Meeting #040**



January 26 2015

Nuba Restaurant, 3116 West Broadway

Vancouver, BC

6:00 p.m.

Annual Strategy Planning Meeting

**Attending:**

- Catherine Rockandel** (CR), President
- Drew Ferrari** (DMF), Secretary
- Carolina Quintana-Kohut** (CQK), Training Coordinator
- Lisa Moilanen** (LM), Partnership Development Coordinator
- Sarah McKinney** (SM), Treasurer
- Daniella Fergusson** (DF), Member Services Coordinator
- Anthea Brown** (AB), Special Projects- Electronic Media
- Andrea Winkler** (AW), Director at Large/ Special Projects
- Michele Aucoin** (MA), Director at Large/ Special Projects

**Call to Order**

The meeting was called to order at 6:00 pm

**Agenda**

1. **Welcome**
2. **Focus:** What are our one or two most critical goals to focus on this year? (See Strategic Plan)
3. **Discussion:** Situational Analysis (6:15 p.m.)
  - What are we doing that is really effective?
  - What could we do to be even more effective?
  - What blocks or obstacles do we need to overcome to achieve our goals?
4. **Brainstorm** (6:30 p.m.): What are possible measurable accomplishments?
5. **Commitment** (7:00 p.m.): What are we committed to realistically accomplishing by November 2015?
6. **Actions** (7:15 p.m.): What are the launch and ongoing activities as well as benchmarks to realize goals?
7. **Accountability** (7:40): What are the roles, coordination and communication required? Whole group reviews the plan.
8. **Conclusion** (8:00 p.m.)

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**Focus:** What are our one or two most critical goals to focus on this year? (See Strategic Plan)

- sponsoring/hosting events
- a signature event, such as Spring symposium (alternate years) has traditional attendance of 30-50 people, which has a training component, and/or speaker's/presentations
- know what we want to achieve with the events. Is it value for participant's money. we need to be clear about what we want to achieve with events.
- are we raising profile with the events? increasing the membership thru events?
- membership remains almost static, but replacing new people with departing members.
- attracting new people, such as local government, agencies, organizations in which their roles are somehow defined by engagement, many joiners believe that IAP2 membership adds credibility to their roles
- our mandate is to bring value, allow participants to aspire to our values, increase professionalization
- what is the VALUE we deliver- we have to be clear about what advantages membership brings to members. Our profile is not yet powerful enough, either provincially or nationally. We need to speak both to those who are already members, AND too those who are not yet members.
- existing embers want more such as advanced training, more opportunities for networking among peers), and those considering membership want to be assured it is worthwhile to join.
- partnership-building might also be a focus for the coming year.
- a role could also be reaching out to groups (such as engineers, planners) who wish to understand the benefits and value of engagement, as well as techniques- overcoming professional bias towards engaging the public.
- consider shorter sessions for industry participants – 'Consultation for Beginners', test pilot it with a group to get the language correct and fine-tune the messaging.
- establish a series of short events which build throughout the year.

Focus on providing value through targeted events which both increase the expertise of the participants and also attract new members. Helping our members present the value of engagement to their own constituents.

-Building a community of practice for sole practitioners is particularly important on the Island- (a Fail Fest), is a session for practitioners. This could be one of multiple events throughout the year. "Do you feel like that lone voice out there?"

- say 5 short specialized events throughout the year in series

- partner with engineering associations, planning associations, etc. to reach into those populations.
- are we leveraging our social media tools to their best advantage? Our membership list can be separated into industries with different messages tailored to each.
- Daniella is on PIBC Events Committee so we can use that connection to be aware of upcoming

How do we share the responsibilities to ensure this plan comes off, and that no single person is overloaded with work? Partner up with one other person to take on a single event. First make a list of possible topics that could be highlighted in a single session, identify who the target audience would be for each.

What are the component pieces of the series, they could take a conversational tone, like a salon

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series. Try to record the sessions so that they could be uploaded to our website and accessed by members who are unable to attend in person.

A template could be created for how to organize and run one of these events (covering logistical items like advertising, venue selection, marketing, getting speakers, etc.)- the topics would be different for each session.

Reach out to other members (or even non-members) to assist us, so it is not just the Board members- enfranchising other members to take part. Could also offer to highlight or feature specific members in the bulletin.

This would be our single most important goal for 2015.

Everyone should take a role and decide what they could comfortably take on. Divide the work and each take a little bit. Each event to have two co-champions to make sure the event takes place.

“Why Consult?” sessions- the basics of consultation address the barriers they may be facing to participations (costs, organizational culture, professional biases, etc.)

example targeted events:

- planners
- hard engineering
- mining and resources
- civil engineering (soft engineering)
- elected officials

Poll members to find potential speakers (e.g. Andrew Thrift- Mount Milligan has an existing presentation deck for this).

All members should think about what the template /outline/key talking points might include, depending on the time available (up to 2 hours):

Determine who to invite, what are the professional organizations that we connect with, even partner with them to host the event.

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Other important issues to discuss:

**Training-** IAP2 Canada has licensed trainers which provide training throughout the regions. There is some competition among the trainers, 3 sets of trainers (CTC, Dialogue Partners, Delaney and Associates) Canadian Trainers Collective provides us with a small amount to help advertise their events and get participants, the other two do not. They have declined to sign our agreement to promote their trainings. We do this work on a volunteer basis and are not obligated to promote their work for which they get paid.

Certification process for IAP2 is still a ways off, but the issue of trainer's undercutting one another has become an issue. As certification emerges, the market will further open up for trainers, and likely become even more competitive. The trainers are using the IAP2 name, and drawing upon our membership, but not necessarily giving back to IAP2 chapters, leading to a lack of sustainability for the chapters and IAP2 Canada.

Casual events during trainings are very popular, linked to CTC trainings. Helps to link students to the existing network of practitioners. Networking event(s) tied to trainings. Could take the form of a coffee talk (or wine klatch) or salon.

Professionalization of the industry will require greater scrutiny of the training of practitioners, control of accreditation. There was US training for the current trainers.

Amelia Shaw is now on the Island, and she has the administrative contract for both IAP2 US and IAP2 Canada.

**Business as Usual Items:**

AGM- this past year's AGM event was pretty successful- find a sponsor to host it (venue) again. Could the AGM act as the final event in the event series? Make it fun, draw people to the event- Fail Fest might be a good theme for this one. Present case studies.

**Goals-**

does this approach address our goals?

- 1.) develop and promote and deliver consistently quality educational and networking programming- yes
- 2.) leading local expert organization on public participation among partner organizations in industry and government- yes
- 3.) demonstrating financial accountability as an organization- yes, we have good systems in place for tracking and reporting. Chapter agreement was also signed in this past year – though we still have not received our signed copy from IAP2 Canada. We have Director's insurance in place now. Chapter Agreement will be uploaded to the website as a way of reporting the new arrangement to the membership. We will need to do a forecast budget for these events that we are planning for the coming year.

We received \$1000.00 from IAP2 Canada for our programming.

**Transition Strategy**

Sarah, Drew, and Catherine have served two terms and can run a third term, according to bylaws, but we should be replacing approx. half the board at each election. Overlapping terms assist with transitioning and carrying Board knowledge forward. Catherine will run for a Past-President position

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this coming election to transition a new President the subsequent term. Consider how best to accomplish the transition smoothly. Identify potential new Board members and help to mentor them, transfer knowledge and transition, so that the organization will be sustainable.

We wish to make service on the Board fun and not overwhelming to take part.

**Freedom of Information and Privacy**

MailChimp automatically includes an opt-out message, so we have covered the new requirement to have people accept our e-mails on our mailing list.

Executive Committee conducts monthly teleconference calls. IAP2 Canada also does monthly calls 9:00 am last Monday of each month, and Catherine takes part on our behalf, but they have asked us to identify an alternate. Anthea is already on an IAP2 Canada Committee, so she has agreed to act as Catherine's alternate.

**Next Meeting:**

Will be organized on Meeting Wizard by Catherine. next meeting will be in February sometime after Family Day.

Come to the meeting prepared with ideas for possible events, what possible dates would work, and who you would like to partner with.

Reminder that the IAP2 North American conference is in Portland on September 10, 11<sup>th</sup>. We will take the banner and try to have a presence there. If several are planning to attend, we might be able to travel together and stay in the same hotel.