

CCA Board Meeting / Réunion du conseil d'administration de l'ACC

January 17, 2005 – Le 17 janvier 2005
7:30 p.m. – 9:30 p.m. / 19 hr. 30 à 21 hr. 30
(Ottawa time)

Teleconference

Present: Lorne Flavelle (Chair), Glenn Sheppard, David Paterson, Marie-Claude Martel, Robert Baudouin, Alana Walsh-Giovannini, Corrine Hendricken-Eldershaw, Pat Donihee, Mary Butler, Gerry Goodine, Marge Winters, Bruce Bailey, Barbara MacCallum (Executive Director and Secretary).

Regrets: Sandra Salesas, Wayne Clifford, Pat Donihee

Absent: Jack Dobbs

Welcome / Bienvenue The President welcomed everyone.

1. Opening / Ouverture

Acceptance of the Agenda / Acceptation de l'ordre du jour

The Board reviewed the agenda and agreed to modify the agenda to move information items to the beginning of the agenda and the discussion of the budget and member fee increase to the end of the agenda.

MOTION: To accept the agenda as amended.

Moved by David Paterson

Seconded by Marie-Claude Martel

CARRIED

Acceptance of the last minutes / Acceptation du dernier procès verbal

The minutes of the November 2004 Board meeting were reviewed.

Amendments:

- Sandra Salesas was present on November 27, 2004.
- Robert asked for clarification on who to send feedback to regarding the Conference Planning Guide. The feedback is to go to Mary.
- Corrine indicated that a PEI Directors report had been given in November.

MOTION: To accept the minutes of the November 26,27, 2004 meeting as amended.

Moved by Glenn Sheppard

Seconded by Mary Butler

CARRIED

2. Conference Update

Conference 2005

- Alana provided an update on Conference 2005 – St. John's Newfoundland and Labrador.
- the conference organizers are moving into high gear.
- the call for papers deadline is January 31, 2005.
- Alana requested that the Board members continue to use their networks and contacts to advertise the call for papers and the conference.
- the registration booklet will be available this week and therefore available for distribution with the winter edition of Cognica.
- Alana reminded everyone that she had asked for mailing lists from each province.
- she has not received any.
- she also indicated that the conference organizers have an agreement with the provincial tourism association that the Tourism Association will do mailings at no cost if the addresses are provided.
- Kristine indicated that privacy laws prevented her from supplying the addresses.
- however she could distribute booklets if they were sent to her.
- Gerry Goodine and Marge Winters both indicated that the mailing lists for Winnipeg and Halifax were being tracked down and would be forwarded to Alana.
- the following requests were made:
 - 40 booklets to Lorne Flavelle for QCA
 - 30 booklets for Bruce Bailey
 - 30 booklets for Kristine
 - 30 booklets to Marge Winters
- Alana indicated that she would have these forwarded.
- Alana requested information on whether the 40th Anniversary Committee has met.
- this committee is comprised of Pat, Bruce, Mary and Barb.
- this committee has not met yet.
- Alana encouraged a meeting as soon as possible as she wants to make sure that the celebration includes as many ideas as possible.
- Marge asked if any more videos had been received.
- Alana indicated that they had not and encouraged the directors to encourage members in their provinces to forward these videos.
- sponsorship is going well.
- Memorial University is being very supportive and generous with regards to the conference.
- 46 concurrent sessions which have been received.
- a question was asked with regard to the notification process for accepted applications.
- Glenn indicated that Linda Younghusband would be contacting applicants.
- however, since the applications are not being refereed, someone could contact Linda now to determine the status of their proposal.
- Lorne encouraged everyone to push the call for papers as the deadline is January 31, 2005.

- Glenn noted that Barb has sent out letters to the 21 reciprocal associations inviting them to join the conference and that very positive replies have been received.

Conference 2006 Montreal

- a conference call will be held on January 18, 2005 with ACA to talk about the activities and priorities for 2006 in Montreal.
- Lorne, David and Barb will represent CCA on the call.

3. May Board Meeting Schedule

- Lorne indicated that there have been adjustments to the May Board Meeting schedule.
- the professional development day has been cancelled due to budget constraints.
- the date of the meetings will now be as follows:
 - Fri, May 20, 2005 Executive Committee
 - Sat, May 21, 2005 Outgoing Board
 - Sun, May 22, 2005 Outgoing and Incoming Board
 - Mon, May 23, 2005 Outgoing and Incoming Board (Committee Work & Orientation)
 - Tues, May 24, 2005 Incoming Board
- Outgoing Board Members will be compensated for 4 nights hotel at the conference hotel rate. This would be the nights of May 20, 21, 22, 23.
- Incoming Board Members will be compensated for 4 nights hotel at the conference hotel rate. This would be the nights of May 21, 22, 23, 24.
- Board Members who belong to both boards will be compensated for 5 nights.
- Board Members may wish to share a room or stay at a less costly hotel.
- they may use their allocation to assist in paying for their accommodations if they stay for the conference.
- Lorne indicated that there are currently some great seat sales.
- Barb will be sending out notices to everyone after the meeting to see if we can take advantage of the seat sales.
- travel is to be booked through Drake Travel Agency.

4. Elections

- David Paterson reported on behalf of the Elections Committee (Glenn, Kristine, David) that we have had a successful process.
- members who were acclaimed have been notified.
- elections will be held for New Brunswick Francophone Director, Saskatchewan Director and for President Elect.
- information sheets have been developed by each candidate and will be mailed by January 31, 2005.
- the two president elect candidates are Marie Claude Martel and Maria De Cicco.
- the list of candidates will be sent to directors.
- the ballots must be returned by March 31, 2005.
- Barb will be responsible for counting ballots.

5. Survey

- Robert referenced the material that he had sent out regarding the Conference Survey.
- he wants to collect data on why people attend conferences and what factors are important as they select conferences.
- he has sent a list of topics to the board and would like feedback by January 31, 2005.
- the questionnaire will be placed into the St. John's conference kit.
- the results will be reported at the November 2005 Board Meeting.

6. Budget

- Lorne indicated that David, Barb and the Finance Committee have done a tremendous amount of work on the budget proposal and he congratulated everyone on the fine work that has been done.

Discussion:

David made the following introductory comments:

- a phenomenal amount of work has gone into developing the documents that were sent to the Board on January 12, 2005.
- he believes that the goal to present a grassroots, transparent budget that represents core operations and special projects was achieved.
- the revenue estimates are modest and expenses are realistic.
- the categories used represent those in the audited financial statements thus allowing year over year comparisons.
- the accounting recommendations from our auditors have been built into the core operation costs.
- the budget is very close to being balanced.
- the budget does require cutbacks in core operations (3 Cognica's instead of 4) to obtain balance.
- this budget is coming on the heels of a large deficit for 2004-05 (\$90,000 over 10 months).
- it will be important to develop clear, bulleted statements to explain the deficit for the AGM.
- David also indicated that the next agenda item would be the membership fee increase and he felt this was needed to give this budget some flexibility.
- the budget has a high level of accountability.
- David then invited others to provide comments.
- Corrine indicated that the budget looked healthier than what she has seen in the past.
- Robert indicated that in his opinion the budget work was impressive and clear.
- he asked a question as to whether CJC funds could be used for other purposes.
- Glenn Sheppard indicated that they could not.
- Robert then asked if the CJC revenue and expense items should be kept as a separate budget.
- Barb indicated that that was possible, but since CJC does not fund itself and does impact on the overall CCA budget, it has been included in the main budget.
- Robert pointed out an error in the 12 month estimate for conferences.
- the amount should be the same as the 10 month estimate.

- a question was asked about the exclusion of interest from the budget.
- Barb indicated that she was still trying to get final answers on the actual interest amounts.
- it is possible to put the interest in the budget, but it could also be used to build up the reserve.
- Robert also pointed out that there are 65 AFCONB members who may become affiliates so this would add to the revenue projections.
- it was also noted that the strategic planning was not included in the budget as it has been in the past.
- Barb noted that this does not mean we cannot have a strategic planning session, it just means that we have not budgeted for a facilitator or for the Chapters to be present at CCA's expense.
- Marie-Claude noted that expenses have been duplicated for her in St. John's.
- Marge asked who from National Office would be attending the 2005 Conference.
- Barb indicated that Lyse, the new Executive Director (if hired at that point) and Barb have been included.
- Barb was asked to comment on the staffing portion of the budget.
- she indicated that there would be no increases (cost of living or performance) for the staff.
- she was however recommending that the Office Assistant position be set at a higher salary.
- she very clearly made the distinction between the person and the position.
- a question was asked about the nature of the CJC Editor Buyout.
- this is an amount that buys time for the Editor from the university to allow him/her to do the editorial work.
- Bruce asked how the new budget deals with the deficit.
- Barb noted that all expenses for 2004-05 will be expensed in 2004-05.
- the deficit will be financed by the CCA reserve.
- Bruce indicated that he felt this was a highly professional presentation of the budget.
- Gerry asked about the Third Party Billing allocation.
- he indicated that he did not want to send any signals that Third Party Billing was not a high priority.
- he believes that the \$2,000 to finance the preparation of a business case/work plan/needs assessment will send the right signals.
- Lorne indicated that Page 14 of the budget proposal has more details.
- David indicated that he also wanted to address the 4th Cognica issue.
- a 4th Cognica could be sent out electronically and would probably cost around 50% of the print version.
- Glenn noted that the budget had a provision for moving email and the website to a professionally hosted ISP.
- Barb indicated that the website move also included provision for a revamp of the website in a manner that allows for full consultation with the board.
- a discussion was held about the priority for spending excess revenues on special projects and extraordinary expenses.

- Kristine noted that we should look at spending any revenue surplus strategically. i.e. that the board should look at all of the projects that could be funded and then strategically invest the surplus amounts.
- Glenn indicated that items in the project category will not be funded unless the board is consulted.
- Robert noted that teleconferencing for committees may not have sufficient funding.
- David indicated that this is an area we will have to investigate and adjust if necessary.

**MOTION: To approve the 2005-06 budget as presented.
Moved by David Paterson
Seconded by Gerry Goodine**

CARRIED

7. Membership Fee Increase

- David indicated that he is recommending Option D.
- this option is known as the Tidy GST Option and would result in members paying an increased membership fee that included GST.
- the charging of GST has been recommended by our auditors as it would potentially bring about \$20,000 in funds to CCA.
- the implementation of the GST will be done in conjunction with the new accounting system and should not cause a tremendous increase in workload.
- David indicated that if we do not increase fees we greatly reduce our flexibility with regard to this budget.
- there is concern about the impact on membership numbers.
- the previous fee increase (implemented in January 2001) did not result in a reduction in members.
- Glenn also noted that the fact that the AGM must approve membership fee increases is a peculiarity in our bylaws.
- since the AGM is held in conjunction with the annual conference typically the majority of attendees are from that region.
- this could lead to a biased result when the vote is taken at the AGM.
- the AGM does not necessarily represent the full will of the membership.
- this should be looked at when we next review the bylaws.
- the fee increase may have some implication for our affiliates.
- Robert will speak with AFCONB about the change in fees.
- it was also noted that there may be questions about why we are raising fees and cutting services at the same time.
- there has also been no systematic data collected about why members did not renew and this is of concern.
- it was noted that it would be better to do this increase in a manner that was sufficient to stave off any more increases for 5 years. i.e. it would not be wise to implement a small increase and then have to repeat the process in two years.
- Marie-Claude indicated that she was uncomfortable with the increase in light of the decrease in services i.e. the Electronic Bulletin.
- Barb indicated that she is attempting to continue this service.

- Marie-Claude indicated that it is important that if there is a fee increase the increase is put toward the stabilization of benefits for the membership.
- the last items that should be cut are member services.
- Mary asked if we cut back on the number of Cognica issues could we add pages to the other editions.
- this could increase the cost of these editions.
- Glenn indicated that if the AGM approves the increase, the level of service for members should be a high priority.
- Corrine indicated that the membership fee increase should go forward and that the deficit has been a bone of contention in her region.
- it was indicated that if this was approved the additional funds must be prioritized and special projects selected in consultation with the board.
- Lorne reiterated that we should make sure that we do this increase properly and not have to continually go back to members.
- it was noted that we should look at trying to generate more revenue from CEU's.
- it was also noted that the accreditation process should start to sustain itself over the next year.
- Gerry indicated that the fee increase is required to have a stable financial base for CCA.
- it was also noted that the cutbacks are only temporary.
- there is also no guarantee that the AGM will approve the recommendation.
- Bruce indicated that at the BC Chapter meetings he has been blunt about the deficit.
- he indicated that they were not happy but did understand the issues.

MOTION: To recommend to the 2005 CCA AGM that the members approve a membership fee increase which would include GST. The following fees are recommended:

Full A and B:	\$150 per year
Students:	\$75
Associates	\$130

The increase to be effective July 1, 2005.

Moved by: David Paterson

Seconded by Mary Butler

CARRIED

8. Adjournment / Levee de la réunion

**MOTION: To adjourn the meeting.
Moved by Corrine Hendricken-Eldershaw,**

The meeting was adjourned at 9:36 p.m. (Ottawa time).

President

Date

Summary of Motions

MOTION: To accept the agenda as amended.

Moved by David Paterson Seconded by Marie-Claude Martel

CARRIED

MOTION: To accept the minutes of the November 26,27, 2004 meeting as amended.

Moved by Glenn Sheppard Seconded by Mary Butler

CARRIED

MOTION: To approve the 2005-06 budget as presented.

Moved by David Paterson Seconded by Gerry Goodine

CARRIED

MOTION: To recommend to the 2005 CCA AGM that the members approve a membership fee increase which would include GST. The following fees are recommended:

Full A and B: \$150 per year

Students: \$75

Associates \$130

The increase to be effective July 1, 2005.

Moved by David Paterson Seconded by Mary Butler

CARRIED

MOTION: To adjourn the meeting.

Moved by Corrine Hendricken-Eldershaw

Summary of Action Items

Task	Minute Ref.	Task	Date	Responsibility
1	5	Provide feedback to Robert on Conference survey	Jan 31, 2005	Board Members
2	2	Mailing lists for Halifax and Winnipeg conferences.	ASAP	Gerry Goodine Marge Winters
3	2	40 booklets to Lorne Flavelle 30 booklets for Bruce Bailey 30 booklets for Kristine 30 booklets to Marge Winters.	ASAP	Alana
4	2	Continue to promote Conference 2005	Ongoing	Board Members
5	2	40 th Anniversary Committee to meet as soon as possible and provide feedback to Alana	ASAP	Committee
6	2	Promote video creation within province and send to Glenn	ASAP	Board Members
7	3	Notice to book travel to St. John's	Jan 17, 2005	ED
8	4	List of new board members to outgoing board	ASAP	Election Committee
9	6	Statements to explain deficit budget	May 1, 2005	Finance Committee/ ED
10	6	Review teleconference expenses in budget	ASAP	Finance Committee/ ED
11	7	Speak to AFCONB about fee increase	ASAP	Robert