Board Meeting Minutes Conference Call

Monday, August 19, 2019

Present:

Pat Vos – PV

Dana Lloyd – DL

Garrett Bidewell – GB

Brad French – BF

Gary Blair – GaryB

Gary Pudles – GP

Desiree Bombenon – DB

Patty Anderson – PA

Linda Osip – LO

FOR ACTION items are underlined

1. Call to Order: 12:01noon
2. **Moved by GaryB, seconded by BF**

To approve the minutes from the July 22,2019 meeting **Carried**

1. Business arising from minutes: Research a marketing company to design a welcome package / strategy

Welcome package for new members:

* Personal letter from President
* Personal letter from Membership Development Chair
* Highlight networking and friendships
* List of member services and benefits of membership
* Testimonials from members re: Convention, COACH U, AOE, AOD, Twogreysuits, Pre Employment software CPET
* Memory stick with copy of videos: convention, COACH U and membership
* Create a modern design that is not too busy (wordy)
* LO to outsource designer
* Material can be used for new membership drive
* Upselling existing members
1. Committee Updates

**Finance:** BF reported

* Discussion regarding investment of 50K
* Draft financials: convention revenue down as the F & B were included in the All Inclusive rate at the hotel, therefore, convention registration reduced to 399.00 per delegate
1. **Moved by BF, seconded by GP, seconded by BF**

To move money into Meridian GICs 25K into 18 month 2.7% non redeemable and 25K into 3 year cashable at 2.9% **Carried.**

1. **Moved by BF, seconded by GP**

To approve the financials as presented **Carried.**

**Convention:** GB reported

* 54 delegates, 8 vendors and 5 sponsor
* 15 vendor representatives, 23 for COACH U and 17 guests
* Couple of things to work out with the streaming
* GB to talk to GP re: second camera
* Zoom handy video recorder comm
* Digital recorder
* Discussion re: FB posts for all promos going out
* Speaker gifts – working on it
* GB to get back to LO
* DJ contract ok

**Convention 2020:** LO reported

* BF has recently Taken tour trolley, fort henry
* LO will contact Kingston Tourism for mail outs / post cards to start promoting early in January
* LO to research Kingston video for AGM announcement
* LO to get dates out for 2020 to Board

A**wards**: GaryB reported:

* No update from last month

**Education:** LO reported

* Next meeting August 22 – to create draft of new webinar schedule
* Will finalize COACH U items

 **Communication & Social Media:** GP & PA reported

* Kelly and LO working together for FB

**Membership Development:** GaryB reported

* New member ABLE COM ANSWERING SERVICE
* D’arcy Rhora and Luke Moyer
* Luke coming to Edmonton
* 5 new members for the year / net of 0

Website: LO reported

* Updating Convention page as new promos go out

Nominations: LO reported

* New Directors: Cindy Roma and Leslie Wilson
* New Vendor Representative: Steve Newell
1. Other Business: Discussion
* All Committee Chairs: AGM reports due August 28
* LO to remind everyone via email
* LO reported New accounting person Anna working out
* Erika starting work in office soon for convention
* Jessica from Alliance will be on site for convention
* All Directors: Keep pushing to add delegates for both Convention and COACH U
* 5 rooms available through our master – keep in mind – contact LO
1. Next Meeting Date: Monday, September 16, 2019 @ 4pm MT in Edmonton, AB

**9. Moved by GP, second by GaryB**

To adjourn 12:42 pm **Carried**