



**“Stepping Forward”**

BPW Ontario Interim Board Meeting Minutes

Date: Saturday, November 5, 2022

**9:00 am to 3:00 pm**

Virtual Meeting - by Zoom

<b>Name</b>	<b>Position - voting</b>	<b>Standing Committee - voting</b>	<b>Task Force - no vote</b>	<b>Present</b>
Marlene McKinnon	President	Strategic Planning		Yes
Heather Ellis	Immediate Past President		Nominations	Yes
Anne Harvey	1 <sup>st</sup> Vice President	Resolutions, Commendations and By-Laws and Membership		Yes
Shahina Suleman	Vice President	Personal Development/Leadership	Mentoring	Yes
Vacant	Vice President			
Kelsy Gill	Young BPW Vice President	Young BPW		Yes
Joanne LeBreton	Treasurer	Budget and Finance		Yes
Vacant	Secretary			
Sharon Doran	Editor		Annual Report Book of Reports	Yes
Barb Hore	District Director - Southwest			No
Kimberly Rowntree	District Director - Central			No
Vacant	District Director - GTA			

<b>Name</b>	<b>Position – voting</b>	<b>Standing Committee – voting</b>	<b>Task Force – no vote</b>	<b>Present</b>
Vacant	District Director - Golden Horseshoe			
Vacant	District Director - North			
Vacant	District Director - Southeast			
Jennifer May-Anderson		Publicity and Public Relations Emblems	Marketing	Yes
Maide Yazar		Public Affairs	Health, Advocacy, International	No
Elaine Mortensen		Insurance		Yes
Kelly Tallon-Franklin			Human Trafficking	No
Norma Yau			Parliamentarian	Yes
Nancy Broerse		Programs and Projects		No
Vacant			Historian	
Vacant			Fundraising	

1. **Welcome and President’s Remarks**

President Marlene McKinnon called the meeting to order at 9:04 am and opened the meeting by reading the IDEAS statement.

2. **Appointments**

1. Jennifer May-Anderson was appointment as the Recording Secretary.
2. 1<sup>st</sup> Vice President Anne Harvey confirmed voting strength.
3. Immediate Past President Heather Ellis was appointed as timekeeper.

3. **Approval of the Agenda**

**Motion:** THAT, the agenda, as amended, be approved.

**Moved by:** Heather Ellis

**Seconded by:** Anne Harvey

CARRIED

**Discussion:** M. McKinnon requested Volunteer Recognition and BPWC Thank You be added under Other Business.

H. Ellis requested that Acknowledgements be added under Other Business.

A. Harvey requested Membership Drive be added under Strategic Planning.

J. LeBreton requested Membership List be added to Communications.

S. Suleman requested UN Delegate Training be added under Other Business.

4. **Approval of the Minutes of the September 12, 2022 Meeting.**

**Motion:** THAT, the minutes, as amended, be approved.

**Moved by:** Sharon Doran

**Seconded by:** Joanne LeBreton

CARRIED

**Discussion:** N. Yau noted that she was marked as present but did not attend the meeting.

5. **Reports and Updates**

**Discussion:** M. McKinnon noted that she had read the reports and asked for any updates.

H. Ellis provided an update from Kelly Tallon-Franklin and Human Trafficking noting that Human Trafficking will be changed to Sexual Exploitation and there are four events scheduled for the year. She added that K. Tallon-Franklin wants to review resolutions and possible topics to share with other organizations and will be looking for a new parliamentary staffing list and will be meeting with the

solicitor. She reported Project Ontario will be launching at Queen's Park on February 22, 2023 and there will be a lunch and time with MPPs.

H. Ellis commended members on doing a great job as an organization.

Treasurer Joanne LeBreton provided an update on the financial statements including the following items:

- GICs mature in January
- Emblem sales up due to sales at conference and convention
- \$10,000 was received as a 2<sup>nd</sup> donation from Laura Noble's estate
- Clubs are yet to be invoiced for insurance
- Membership dues are coming in; some clubs report monthly, others once or twice a year
- Today's membership total is 153 paid members
- We had a small (less than \$200) loss from the Ontario conference
- We received 1/3 of the profit of the BPWC Conference in the amount of \$2,767.77
- Total revenue to November 4, 2022 is \$19,113.44

M. McKinnon, J. LeBreton, and J. May-Anderson had a brief discussion on the emblems budget.

M. McKinnon noted at this time the emblems chair would normally request a budget for the purchase of items for the upcoming year.

J. LeBreton continued with her financial report noting:

- Expenses include
  - regular bank charges
  - travel reimbursements
  - board expenses
  - software fees
  - D&O insurance
  - website maintenance
- Total expenses are \$5905.37
- Leaves us with healthy balance \$13,208.07
- Balance sheet as of November 1, 2022
  - shows \$33,805.59 in chequing account
  - 5 GICs of \$5,000 each coming due in January
- Total assets \$64,341.68
- Liabilities, with some reserved funds are \$16,269.90
- Equity is \$48,071

J. LeBreton provided an overview of how the travel pool fund works and that the reserve funds include some specialized funds that she is unsure about the parameters for usage.

M. McKinnon noted that Kim Rowntree should have some notes on the usage of those funds.

S. Doran thanked the treasurer for the detail and explanations and noted it is very helpful to have this at the interim meeting.

S. Doran reported that while the website updates have been a priority as Editor, she has not done much so far aside from updating mentorship program information. She noted that she will be working on a number updates and that the website needs to be simplified. She said she is learning Joomla and that any website-related should be sent to her editor email.

J. May-Anderson provided an update on the Marketing Task Force. She reported the following

- survey has been sent out to members regarding the current website and 5 responses have come back
- a current site map has been completed
- Google analytics is now available for the current site
- the committee will be working on collecting data from the surveys and creating a new site map and then working with Lakeside Web on the new design
- next meeting is November 24, 2022 from 5-6pm on zoom

J. May-Anderson, N. Yau, A. Harvey, and S. Doran had general discussion on the front and back-end portions of the project.

Personal Development and Leadership Chair Shahina Suleman provided an update on the mentorship program noting that 5 partnerships have already been formed and the goal is to have 10. She noted that she is doing some personal professional development and hopes to bring some training and some train the trainer sessions to the mentoring program in the future.

## 6. 2022 Conference and AGM Update

**Discussion:** S. Doran provided a report on the 2022 Conference and AGM including the following:

- registrants and attendees

- sponsorships of over \$4,000 cash and \$1,000 in kind
- silent auction raised approximately \$1000
- speakers were paid an honorarium on June 5
- venue invoice has been paid
- \$500 WORK grant received in October
- 36 attendees are not enough to cover the costs for an in-person conference
- Great feedback, great speakers
- May need to reconsider the way the conference is offered (maybe one day in person, virtual AGM)
- Recommend having opposite to BPWC years
- Would recommend not having GoTo meeting as the virtual platform as it requires assistance from outside
- Need someone to take on conference chair position

H. Ellis commended S. Doran and all involved in putting on the event.

J. LeBreton remarked that even though there was a financial loss, it was a good result considering COVID and was completely normal for organizations doing events at that time.

7. **Appointment of BPWC AGM Board Liaison**

**Discussion:** H. Ellis provided comments on the AGM Board Liaison position and whether one was needed for BPWO or BPWC and that perhaps if the AGM is virtual, we may not need anyone.

M. McKinnon said to leave it open ended for now as the organizing club still needs to be determined.

8. **Communication Update**

**Discussion:** M. McKinnon noted that she wanted a central location on the agenda to discuss communications as they are so essential. She said there is a need to keep distribution lists at all levels updated.

H. Ellis remarked that it would be better if clubs used position titles instead of the names of members.

S. Doran said that she needs the latest member report in order to update Mail Chimp lists.

N. Yau offered to send the most up to date list.

J. LeBreton said she has been focused on matching cash to form 100s coming in; not necessarily tracking each member and noted that BPWC keeps the individual member list.

N. Yau offered to send the most up to date list.

There was general discussion on the best way for S. Doran to receive updates of new members to be added to the mailing lists.

M. McKinnon inquired if J. LeBreton had received any communication from the Durham Club. J. LeBreton replied that she had not.

There was general discussion on what happens when a club takes a hiatus and it was noted that a club on hiatus must still pay its dues or members become inactive and are not eligible for service awards.

There was general discussion that some new members may not have been captured on the Mail Chimp lists from June to present and this may be why there has been little pick up on some events.

S. Doran reminded the club that we have an obligation to adhere to Canadian Anti-Spam Legislation.

N. Yau remarked that the BPWO Speaker Series is supposed to be a membership draw but if information is only being sent to current members it won't increase membership numbers.

A. Harvey noted that clubs should be sending out information about the speaker series.

N. Yau said that there needs to be a way to ensure clubs are doing this and asked how can we send out information to those outside BPWO.

J. May-Anderson provided general commentary on the value proposition of membership and how to market it with the money and people power available and noted the Marketing Task Force is currently working on the website and social media will be discussed later.

H. Ellis said that part of the process of moving forward is moving the right people into the right places and provided comments on the need for succession

planning, someone to look after the membership roster and the need to recruit members to committees.

J. May-Anderson noted there are duplications of efforts, such as treasurer and resolutions, at club and BPWO level.

E. Mortenson noted that it might be time to consider paying professionals for some of our communications efforts.

There was general discussion on the approach BPWC has taken and whether that might work for BPWO.

There was general discussion on how to structure the Mail Chimp distribution lists and who has access.

S. Doran will get familiar with MailChimp and report to next board meeting her thoughts on the creation of mailing lists.

S. Suleman remarked that we shouldn't lose sight of the points J. May-Anderson raised on our value proposition and how not to be so bogged down in administration.

J. May-Anderson suggested that we might need a communications task force as there seem to be a lot of issues around communication to members.

9. **By-Law and Regulations Update**

**Discussion:** A. Harvey reported the BPWC by-laws have been changed and we are waiting for regulations update in November and then they will be reviewed. She said she sent out a call for resolutions in most recent email message and there are plans for a resolution workshop on December 1, 2022.

10. **Meeting Dates**

**Discussion:** M. McKinnon led a discussion on setting future meeting dates.

By consensus the dates are as follows:

- BPWO Board meeting January 16 (7-9pm)
- BPWO Board meeting February 13 (7-9pm)
- Joint BPWO Board/President meeting March 20 (7-9pm)
- BPWO Board meeting April 17 (7-9pm)
- BPWO Board meeting May 15 (7-9pm)
- BPWO Resolution workshop May 29 (7-9pm)



- BPWO Board pre-conference meeting June 5 (7-9pm)
- BPWO Board post-conference meeting June 12 (7-9pm)

## 11. Strategic Planning Review

**Discussion:** M. McKinnon reviewed the current Strategic Plan document with the following comments:

- haven't talked about it for about 6 months and wanted to remind everyone what we had talked about and wanted to move forward with.
- Advocacy and influencing – not sure what our plan forward is
- Leadership and personal development – all of the different clubs and BPWO have set up different speaker series and panels; Niagara Falls has been very successful at this; we now have a Personal Development and Leadership Chair;
- The strategic plan needs to be updated to populate the 2022 and 2023 columns

S. Doran noted that we need to somehow indicate the items that have been completed.

M. McKinnon requested board members to take a look at the plan and add ideas or suggestions in red and send back to her so that it can be presented to board and president's meeting in March to demonstrate to clubs that BPWO is moving forward.

## 12. Mentoring Update

**Discussion:** S. Suleman reported that the mentoring committee meets monthly and has a lot of items on their agenda. She noted the focus right now is on one-to-one relationships with 5 pairs already matched. She said the goal is to have 10. She said there are also group mentoring events and a discussion page on MentorCity and that 45 BPWO members have already signed up for MentorCity. She said the goal is to move away from cohorts of pairs and into an ongoing intake cycle. She said it is challenging keep everyone engaged and is looking for more board involvement especially for the celebration events.

S. Doran inquired if all board members are signed up for MentorCity.

S. Suleman replied that not all are, but that may be because they are not currently seeking mentor or mentee opportunities.

There was general discussion on the best use of MentorCity to prepare delegates for the UN and that with new members on the BPWC board this is not moving as quickly as it did last year.

### 13. **Membership Drive**

**Discussion:** A. Harvey reported on the membership drive with the following items of note:

- She is partnering with S. Sulman and the mentoring group to do a drive with colleges and universities
- Kingston is looking to start a BPW club and there is an information meeting on November 14, 2022
- Virtual meetings are removing barriers for many women in different circumstances

A. Harvey noted some questions that had arisen during the membership drive discussions:

- What happens if a member wants to join but there is no local club?
- Should the clubs have the same dues?
- Should there be an online BPWO club?

S. Doran agreed that an online presence for BPW is important and noted that BPW Barrie is continuing with hybrid meetings and would be willing to accept new members who are not close to a physical club and that perhaps other clubs with hybrid meetings might want to do the same.

There was general discussion on the cost of membership in BPWC and international and what those costs are for clubs and the barriers it can create.

There was discussion on the costs to clubs of lifetime memberships.

A. Harvey expressed that she hopes someday there is one big online BPWO club with local satellite clubs for in-person events. She said this would something that would take years to put together. She mentioned that many clubs are small and that some are folding because they can't maintain membership and workload commitments.

J. LeBreton said that A. Harvey has hit on something important and that collaboration and centralizing things that we can could be a benefit, especially

for things like treasures. She noted there might be pushback to losing local clubs as they have their own in-person events that members are invested in.

There was general discussion to what an online BPWO club could potentially do to local club membership if people prefer going to an online meeting.

A. Harvey noted that there is also a need to recruit new members to become mentors if the membership drive with universities for mentees is successful.

N. Yau reported that thanks to the executive their club is thriving with new, engaged members who are willing to step up and take on roles.

There was general discussion on the need to on-board new members and how it can be done with the resources currently in hand and on the merits of different approaches to new member onboarding.

M. McKinnon said she would reach out BPWC regarding the current handbook and its contents and availability.

#### 14. **Province of Ontario Volunteer Service Awards**

**Discussion:** H. Ellis reported that it might be of value to BPWO or local clubs to nominate members for the Province of Ontario Volunteer Service Awards.

N. Yau remarked that the London club has been doing this for some time for local members and suggested that information on the nomination process should go out in the next scheduled email communication.

#### 15. **BPWC Convention Correspondence**

**Discussion:** M. McKinnon read out the following email communication received from BPWC Immediate Past President Karin Gorgerat:

*“Hello President Marlene and Past President Heather. I wanted to send a formal thank you to the BPW Ontario Board for taking on the role of hosting the BPW Canada 48<sup>th</sup> Biennial Convention in Toronto in August. We had participation during our planning meetings from a good number of people from the Board, including Anne attending all of our meetings to record the minutes (and send out to all with invites to next meetings). Parliamentarian Norma and BPW London member Dani were invaluable, can’t say enough about the work they did through-out and we were basically joined at the hip for the 6 months leading up to the Convention.*”

*Sharon Doran did an amazing job with the Silent Auction; her expertise was invaluable and led to a very successful event. Maide Yazar did a great job with putting out the call for the Art Competition and working to put it together, including organizing a panel to choose the 3 finalists. There were others that got involved as well, certainly a team effort!!*

*I am pleased to advise that the financials have been completed for the Convention and because of funding we were able to obtain from Heritage Canada for some of the events we were able to end the event with a profit. Of that profit, based on BPWC regulations, 33% is to be provided to the Host Club. This is resulting in a cheque for \$2767.77 being payable to BPW Ontario and direction has been made to our Treasurer to mail this cheque to BPW Ontario Treasurer Joanne.*

*I wanted to formally thank BPW Ontario for stepping up when we had no club able to take this on and at a time that we could have been at risk of the in-person event being cancelled again due to COVID.*

*I can't say enough how much I appreciated that, and knowing the support was there for me and for BPW Canada.*

*Thank you again!*

*I send my best wishes for a successful term of the BPW Ontario Board.*

*Warm regards,*

*Karin Gorgerat*

*BPW Canada Immediate Past President”*

16. **Acknowledgements**

**Discussion:** H. Ellis acknowledged J. May-Anderson on her recent nomination for a Premier's Award.

17. **Adjournment**

**Discussion:** M. McKinnon adjourned the meeting at 2:30.