

**IWIRC Ontario Network
Board of Directors Meeting**

MINUTES

January 14, 2015 – 9:00 a.m. EST

Meeting held at Goodmans LLP

Present: Melaney Wagner, Chair
Kyla Mahar, Vice-Chair
Andrea Lockhart, Secretary
Sara Van Allen, Director of Programs
Katherine McEachern, Director of Programs
Dina Milivojevic, Director of Membership
Seema Aggarwal, Director of Community Service
Jenna Willis, Director at Large

By Phone: Andrea Yandreski, Treasurer
Michelle Pickett, Past Chair
Tammy Kemp, Director Website
Karen Adler, Director at Large

The meeting commenced at approximately 9:00 a.m.

1. Welcome

2. Transition

- Discussion regarding transition of board roles, expectations of each board role and availability of outgoing board to answer any questions. Melaney to set up conference calls with former role-holders to help with transition process.
- Discussion regarding main task this year – preparation by Dina of a comprehensive list of (i) current IWIRC members, (ii) past IWIRC members and (iii) members who have attended previous IWIRC events.

3. 2015 Meeting Schedule

- Board members to sign up for a date to host an IWIRC board meeting.
- Melaney to circulate a sign-up sheet to board members, following which Melaney's assistant will circulate calendar invites.

4. 2014 – Year in Review

- Solicited tips/thoughts from board members with respect to how the upcoming year would unfold, and constructive feedback with respect to prior events.
- It was noted that there was a tendency to keep matters within the board and not to use volunteers or subcommittees although many people have been interested in providing

assistance. For example, Maya Poliak from Chaitons has volunteered to help with lunch & learn seminars, and Natalie Levine from Cassels has also volunteered to help as necessary.

- Discussion regarding whether there were too many events last year (one every month), and whether events should be reduced from 12 to 9. From September on, it was noted that it felt a little overwhelming. However, we met our expected numbers on all events and broke even or made a little bit of money.
- It was agreed that IWIRC made a commitment to hold events north of the city to accommodate restructuring professionals who were not downtown, and that we should continue to try to meet such commitment (e.g., golf day, lunch & learn with more of a consumer focus). Karen was noted as a great resource with respect to non-corporate membership program ideas.
- It was agreed that we should slot in our core events, and see what else we could fit in around it. This included 2-3 lunch & learns.

5. Programs

(a) *Potential program ideas*

- Natasha MacParland of Davies was in the queue for a lunch & learn but she is due to take maternity leave in early February and nothing had been planned as of yet. Consider involving Maya Poliak in coordinating something with Davies.
- Other program ideas include a SPIN event, wine & [insert subject] event (cooking, fashion, chocolate, etc.), Cheeseworks, Art gallery/ROM tour, Bata shoe museum tour, Design exchange – politics of fashion
- Katherine to prepare agenda of programs for the year at the next meeting

(b) *Annual General Meeting*

- AGM and report due by March 15, 2015.
- Considered whether to hold before ARIL IWIRC reception, but ultimately decided that it would need to be held around 4:30 pm which would be too early.
- Decided to hold the AGM at the beginning of an event that was easy to organize such as a SPIN event, although SPIN was not well attended last year. Consideration of other events such as bowling at the Ballroom (not cheap) or wine tasting at Cibo.
- It was noted that the quorum was 20 network members (including board members) and that 15 days' written notice of the AGM was required. AGM to be announced at ARIL IWIRC reception.

(c) *ARIL IWIRC Reception*

- To be held February 5, 2015 in PWC's boardroom. PWC to be advised to expect around 50 people based on prior receptions in Vancouver and Montreal. Suggested timing was before the ARIL reception.
- Discussion of whether we could ask the other networks to put in money for this event. Western Canada received sponsorship last year as they did not have necessary reserve funds, but the sponsor did not pay so we provided funding. Michelle and Melaney to connect after meeting to discuss regional event funding.
- Discussion regarding whether charge a fee for the event and, if so, that such charge should be fairly nominal. While we have over \$10,000, we agreed that we need to use these funds wisely to help develop membership. In addition it was noted that people tend to attend

events if they have paid to attend. Further, it was noted that this was not just an event for our network and we should reserve our funds for driving our own membership.

- Discussion regarding the ability to set pricing through Event Brite in two ways: (i) \$2.50 processing charge is deducted from attendance fee or (ii) member pays \$2.50 processing charge in addition to attendance fee. Ultimately decided to charge \$25, inclusive of processing fee.
- With respect to the attendee list, it was noted that other IWIRC networks (Western, Montreal & Atlantic) will not be inclined to provide us with their membership list. Accordingly, we will send the invite to the chair of the other IWIRC networks for distribution to their membership. Michelle will provide names of network contacts to Kyla. It was also noted that there may be non-Canadian network members coming to ARIL, and that we always post our invite on the IWIRC international website.
- Discussion of invite details, which would include reference to a champagne and strawberry reception at PWC from 5:00 pm - 6:15 pm at PWC for \$25.00.
- Sara and Katherine to make choices for food and drinks based on choices circulated by Michelle. Assume 50 in attendance with maximum of 2 drinks per person. Drink choices to include Prosecco, 1 red and 1 white wine.

6. Finance Update

- Still in transition with respect to financial records – Andrea Yandreski does not have these yet. However, there is at least \$10,000 in the bank.
- Melaney is current signing authority, and she will attend with Andrea to add her as an authorized signatory.

7. Membership

- We need at least one meeting devoted to this topic. Numbers have been dropping a little bit, need to focus on developing a great, user-friendly list and growing membership if possible.
- Should select people from various firms who may have input and obtain ideas from them with respect to membership drives (draw for a free membership, bring a friend, etc.)
- Next meeting will deal with programs, but should deal with membership at the following meeting.
- Discussion regarding TMA starting a women's focused event and that this was something we should consider and get ahead of. Andrea Yandreski advised that she was on the board and that while the initiatives were still under discussion, there was no intention to create conflicts. Noted that Chicago has two women's networks and that it was a challenge to attend all events. Chicago networks did have one combined event, which is something we could consider.

8. Community Service

- Board members were asked to offer any ideas/ask any questions as a jumping off point to prepare an agenda on this topic.
- Seema to be looped in to what Katherine and Sara are considering with respect to programs.

9. Website/Communications

- Tammy to send out invites to programs (although Kyla will send Andrea Lockhart the mailing list as well).

- Program directors to generate invites, although the process is fluid and directors at large or subcommittees can also be asked to prepare invites. In addition, to the extent available board members can ask for assistance from their marketing departments.

10. Scheduling next meeting

- Next meeting was scheduled for February 11, 2015 at 9:00 am at the offices of Thornton Grout Finnigan.

The Meeting adjourned at approximately 10:20 a.m.

Andrea Lockhart
Secretary