

**IWIRC Ontario Network
Board of Directors Meeting**

MINUTES

February 11, 2015 – 9:00 a.m. EST

Meeting held at Thornton Grout Finnigan

Present: Kyla Mahar, Vice-Chair
Andrea Lockhart, Secretary
Andrea Yandreski, Treasurer
Sara Van Allen, Director of Programs
Katherine McEachern, Director of Programs
Dina Milivojevic, Director or Membership

By Phone: Michelle Pickett, Past Chair
Jenna Willis, Director at Large
Karen Adler, Director at Large
Seema Aggarwal, Director of Community Service

Regrets: Melaney Wagner, Chair
Tammy Kemp, Director Website

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

1. Minutes from January Meeting

- **MOTION:** Motion by Andrea Y. to approve the Minutes of the January 14, 2015 meeting. Motion was seconded by Kyla and carried by the Board.

2. Feedback on IWIRC Reception

- Discussion regarding last IWIRC networking event in advance of ARIL.
- Sara remarked that it was a good event which was well attended.
- Kyla noted that in future, networks should be identified on a name tag and that perhaps EventBrite could be modified to request such information.
- Andrea Y. noted that we received a \$500 cheque from IWIRC International on Friday February 6, 2015.
- With respect to the total cost for the event, Michelle noted that the budget was \$1500 (based on 40 people in attendance), and after talking to Sara and Katherine, reduced the food budget for 35 people in attendance. 37 people registered so we should be fine and may even have made money. As soon as Michelle receives the bill she will forward same to Andrea Y.
- Sara noted that there were a lot of female judges and that judges were invited to the ARIL reception before NCBJ. Discussion regarding whether to extend an invitation to judges next time, which Kyla and Michelle thought was a good idea.

- It was also noted by Kyla that if we had delivered the invitation early enough, Janis Sarra may have attended, given her well known position that there are not enough women on the ARIL panels.
- It was agreed that next time the invitation would be extended to Janis Sarra and female judges.

3. Programs

(a) March Wine Sisters Event/Annual General Meeting

- Discussion regarding invitation, and whether it should be open to members only. It was noted that for the AGM non-members could not be counted for the purposes of quorum, but they would be permitted to be present.
- Kyla noted that we should ensure that members are identified on their name tags.
- With respect to cost, Katherine noted that the Wine Sisters supply wine and cheese, but given the event was being held over the dinner hour we should provide extra food.
- Sara advised that the proposed fee was \$80 (including tax) plus the EventBrite fee for members.
- Michelle inquired as to why the fee was so high, which Katherine noted was because the Wine Sisters are providing a seminar.
- Discussion regarding how to price event and the cost of additional food. There is no minimum spend, and the wine costs are per person. As Sara noted, we placed a 50% deposit based on an estimate of 30 people.
- Consideration as to whether to charge more for non-members. It was noted that there must be an incentive for non-members to join the Network, although they generally cannot attend Lunch 'n Learn events. In that regard, it was also noted that for the next ARIL event the Network could think about holding a seminar solely for members before the cocktail party.
- Ultimately agreed to charge \$80/\$100 for members/non-members, plus the EvenBrite fee and such costs would be revisited if food costs were excessive.

Michelle and Karen departed the Meeting. Seema joined the Meeting.

(b) Proposed Agenda of Events for 2015

- Kyla noted that we should do a Lunch 'n Learn next. Maya was late in advising of her interest in the Board, but was advised that she could help coordinate Lunch 'n Learns through a sub-committee.
- Dina noted that Natasha MacParland was on maternity leave, but that she wanted to host an event at Davies in April or May. Discussed possibility of an event that deals specifically with women such as re-launching your career after maternity leave. This would be a speaker, but senior women would likely not be interested in attending.
- Also discussed possibility of covering three different topics as case studies (e.g. Comstock and Aveos, although these have already been discussed ad nauseum).
- It was also noted that there is no female presently sitting on the Commercial List. Kyla noted that Alyssa Mitchell was a judge, but that there was a judge's panel in February.
- With respect to potential speakers, Sara noted that she had a colleague with a connection to Kellie Leitch, the Minister for the Status of Women. She has spoken at Dentons and would not charge. However, it is an election year so it may be seen as partisan. It was

also noted that the timing may be tight given that she may be on the campaign trail (given that the election is in October).

- Kyla was concerned with the proposed schedule for March, April, May and June. It made sense to hold a Lunch 'n Learn in March, but April/May/June may be too heavy.
- Consideration as to whether a speaker could speak at the lunch break during Golf Day. While there is normally a two hour lunch gap, this could be shortened and may be a way to cut back on golf instruction. As Andrea Y. noted, if you are a non-golfer the day is quite long.
- Discussed whether to hold the next Lunch 'n Learn north of the city, and that perhaps we could hold another Lunch 'n Learn in the summer if we had topics. These events work best with 20-25 people.
- Katherine discussed the possibility of a joint event with Women in Capital Markets. They recently did a joint event with Canadian Women in Private Equity at a Raptors game. Katherine would reach out to see if they were interested and suggested an event at the AGO, which has free admission on Wednesday evenings. A tour guide could be arranged for \$200 per 20 people. Also discussed meal at Frank, although this was expensive.
- Ultimately concluded that Programs would reach out to the Golf Day organizers to figure out a date and work with them on pricing and structure. We could incorporate Natasha's idea at Golf Day as well (but would be difficult to get Kelly Leitch due to travel time).

(c) TMA

- Last year, the Network purchased an iPad mini for the silent auction. The TMA wanted a minimum amount of \$5000 to accept sponsorship. Andrea Y. noted that the TMA would have accepted split sponsorship that amounted to the \$5,000 minimum, but no one else came forward to do a split sponsorship.
- It was noted that if the Golf Day goes awry, the Network could lose its \$10,000 cushion quickly and we believed that the Wine Sisters event would go over a bit.
- Kyla asked whether we get good bang for our buck with respect to donating a silent auction item. Six months later you cannot tell who donated.
- Discussed champagne bus, but most people would be coming from home and others walk so this was not a great sponsorship opportunity.
- Kyla noted that the first in may get bang for the buck – see Blakes who sponsored the opening reception for a song.
- Andrea Y. can put forward a proposal to the TMA board, but she guessed they would want the \$5,000 combined minimum or nothing.
- Discussed possibility of appearing on the menu or providing takeaways. A cocktail would be too expensive (\$8/glass) and would just sit on the bar without attribution to the Network.
- Kyla noted that we would put \$500 out again if it was the right opportunity. However, it was noted that she would rather have Mel say IWIRC was prepared to support this and put \$500 up. It depends on whether we would recoup the cost, and we should make sure that at least \$500 actually goes to charity.
- As Katherine noted, last year the takeaway was a Brooks Brothers box with a discount coupon. The money did not go to charity, just to marketing.

4. Finance Update

- Andrea Y. noted that the finances had been successfully transitioned to Mel/Andrea Y. and that we received a cheque for \$500 for the regional function to be deposited in the Network bank account.
- There was \$2,500 sitting with EventBrite (which would be investigated) and \$17,500 in the bank (counting the \$500 cheque).
- Kyla noted that these figures helped ease her mind about the proposed \$500 TMA sponsorship and that maybe TMA would let the Network sponsor a dessert. Dina noted that for \$2.25/person the Network could order chocolate bars with its own messaging.

5. Membership

- Andrea Y. would circle up with the TMA Now board, but it did not seem to be a prominent/active group.
- Dina is working on the membership list and would see if there was anyone else that we could reach out to directly. We received responses from 25 more people permitting email communications. Dina would circulate an updated membership list once finalized.
- Discussion regarding when to have a membership drive. Kyla noted September, as there was not time to do this earlier. However, Golf Day may be more appropriate.
- Discussion regarding what the membership drive would entail – free event, bring a non-member, give away a membership?
- Seema noted that maybe next year the membership drive for the 2016 year could be combined with the November/December event given that some people are under budgeting constraints and contemplate how to spend that budget for the upcoming year.
- Kyla noted that we needed to be consistent – last year nothing was done and the year before Sara hosted the membership drive in the fall. It was noted that each individual's membership expires on that member's one year anniversary.
- All would consider the membership drive as a takeaway, and the possibility of leading up to this event in advance by bringing someone new at a discount or extend the invitation to a Lunch 'n Learn as a "taste" of membership.

7. Community Service

- Seema noted that we could slot some of the community service initiatives into programs, but questioned whether we wanted to add an additional event geared to community service. Suggestions included: (i) a breast cancer 5k walk and lunch with IWIRC t-shirts and members could bring their kids or (ii) a soup sister event.
- It was noted that we were already at nine events so this would bring the total to ten. However, the Board liked the idea of a weekend event. Considered focusing event on women's concerns.
- Also discussed donation of clothes at the Golf Day to Dress for Success, and donation of toiletries/subway tokens for Fred Victor at the Summer Reception.

8. Website/Communications

- Tammy was not on the call. However, Kyla noted that she would be transitioning the list of people who had consented to email communications to Tammy. Dina would provide to the Board a list of everyone who had provided such consent and Kyla would add to such list to the extent she knew of additional parties.

- It was noted that the invitation for the AGM needed to be distributed 15 days in advance of the event in accordance with the Network By-Laws. The invitation would be amended per our Board discussion and be circulated to the Wine Sisters for sign-off. Sara would set up the EventBrite page.

9. Other

- Kyla discussed getting senior women out to Lunch ‘n Learns. Sheryl Siegel retired from McMillan, Pam and Liz would only likely come out if the event was downtown, and it was not clear whether Jane liked all women events.
- Jenna noted that perhaps men could attend the events, or sit on a panel. Kyla noted that men were at the Janis Sarra event, and at the event where the Registrar spoke.
- It was noted that the IWIRC opening reception includes male/female judges (which shows support for the promotion of women).
- Considered holding a roundtable of senior women with the Board, maybe invite three senior women from each firm for coffee and ask them how we can get them more involved as IWIRC is supposed to be for mentoring. Invitees could include Jane, Seema, Alison, Liz, Pam, Milly, Katherine, DJ, Natasha and Tracy. Need to prepare a list of people by firm.
- Katherine noted that coffee with the senior women could be an event in and of itself – place five people on a panel with a moderator. Seema noted that it could be a pub night like Cassels hosts – one pub night geared towards business development at the back room of the Duke. This would be a good idea if you could convince the senior women to attend, although there is a different perspective among big/small firms.
- Discussion regarding venue for summer reception. Seema mentioned the rooftop patio at the National Club, where events are much cheaper. As a few lawyers at Cassels are members, she would look into pricing.
- Lastly, it was noted that Alyssa Mitchell may be an appropriate person to discuss career paths.

The Meeting adjourned at approximately 10:30 a.m.

Andrea Lockhart
Secretary