

**IWIRC Ontario Network
Board of Directors Meeting**

MINUTES

January 13, 2016 – 9:00 a.m. EST

Meeting held at Goodmans LLP

Present: Melaney Wagner, Chair
Kyla Mahar, Vice Chair
Andrea Yandreski, Treasurer
Michelle Pickett, Past Chair
Tushara Weerasooriya, Director of Programs
Caroline Descours, Director of Programs
Natalie Levine, Director of Membership
Deborah Hornbostel, Director of Community Service
Rachel Bengino, Director Website
Katherine McEachern, Director at Large
Dina Milivojevic, Director at Large
Karen Kimel, Director at Large
Amanda Favot, Director at Large

Phone: Andrea Lockhart, Secretary

Regrets: Kathryn Esaw, Director at Large

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

1. Welcome

- Board size was increased because of hosting the Leadership Summit.
- Very informal board. Primary goal is great networking events and growth through word of mouth. Both educational and fun. Try to target a cross-section, not just the downtown core and not just corporate practitioners. Aim for two non-corporate/commercial events per year.
- Introduced community service element a few years ago. Starting slowly by tying community service elements to some events.
- Directors at Large will be tasked to help with programs and help with the Leadership Summit. We also draw from our members through service on sub-committees to develop their interest so they may be inclined to sit on the board.
- Board meetings are typically on the second Wednesday of each month from 9:00-10:15 am. will circulate a sheet for volunteers to host a meeting.
- Let Mel know if you want anything added to the Board agendas.

2. Minutes from December Meeting

- **MOTION:** Motion by Andrea Y. to approve the Minutes of the December Board meeting. Motion was seconded by Katherine and carried by the Board.

3. Transition

- Note that the Network rules of operation/by-laws are posted on the internet. Will ask Tammy Kemp how to access. Please attend meetings in person if possible.
- A description of each of the roles is set out in a handout (as described in the election materials). A lot of the role is learned by doing.
- Feel free to reach out to former Directors for assistance (Programs – Katherine; Membership – Dina; Community Service – Seema or Andrea Y.; Website – Tammy).

Michelle joined the meeting at 9:44 am.

4. 2015 – Year in Review

- Try to balance between fun and educational events. Last year, one event directed at consumer-side but also had a commercial aspect. Try to hold consumer-side events north of the 401.
- Typically aim for 8-10 events a year, with AGM as the first event. Board members to consider potential slate of events for next Board meeting.
- We would like to have more bankers as members or attending events. Best way to generate interest is by inviting them to events as a client (e.g., a gala event like the AGO event).
- Golf Day is an annual tradition but attendance is steadily falling. Consider whether to change things up and instead hold a yoga/spa day.
- At the senior women event, the panel was just starting to open up when we concluded our discussions. Consider a possibility of a part 2 such event and/or an executive women getaway to further foster discussion.
- Now that we are cross-marketing with other regional networks, need to be aware of the number of emails members are receiving (including from International).

5. Programs

(a) February Event/Annual Meeting

- Target first event and AGM in late February. Katherine has done some legwork for the incoming directors by looking into a Wine Sisters event or a mixology event.
 - Wine Sisters – very entertaining and fun; do all the work, you only need to supplement food. Offered 20% discount and McKinsey can host.
 - Mixology – Bar Chef will teach you how to make cocktail. Interactive and fun event; they do most of the work; facility only available Mon-Wed. Minimum spend of approx. \$4500 on Tue/Wed.
 - Mixology is expensive and prefer a Thursday event. Andrea Y. to check availability at McKinsey for Feb 18.
- Lunch ‘n Learns in a board room we try to price around \$25, but most events are difficult to price under \$50. See Eventbrite for charges from previous programs. Start at break-even pricing and see if its reasonable. May decide to subsidize a portion from the kitty.

(b) ARIL Reception

- Board members should make an effort to attend. Invite to be recirculated to members.

6. **Planning for Leadership Summit in Toronto**

- Executive leading start of planning but will need to draw from Board with respect to buckets of tasks. Rooms have been booked at the Delta.
- Discussed structure of conference.
- Have \$20,000 in sponsorship/International funds. Really cost of one dinner.
 - Andrea Y. working on budget based on prior summits.
 - May need to seek some sponsorship and have attendees fund a portion. Andrea Y. to circulate sponsorship request form. Swag Bag great sponsorship opportunity.
 - Keep kitty in our finances and be more conservative in the first part of the year. If all goes well, then we can think about how to use the kitty.
- Need regular two-week check-in. Figure out categories of tasks and allocate to Board members.

7. **Finance Update**

- Total net income of \$600 from events last year. \$18,000 kitty. Need to discuss how much we want to put towards the Leadership Summit. Note that New York cost \$37,000, so if we only receive \$20,000 would have to use entire kitty.
- Trend of declining sponsorship from US claims agents. Clearly limited funding per last year's numbers. It is time for a change and event should not be sponsored by host network. International Board itself has increased number of attendees to 80-85. Priced in USD and anything will be a steal. We are at the apex point to say that change can be made and we do not have a choice.
- After we decide what, if any, goes to Leadership Summit, need to decide on our minimum float. Received \$3000 in membership fees this year. Also note that we have yearly D&O insurance policy expenses as IWIRC's umbrella policy does not cover us.
 - Board members are advised that they may need to alert their firms that they are participating on the Board and as to the existence of D&O insurance. A copy of the policy is posted on the IWIRC internet page but will also be circulated.

8. **Membership**

- Normally float between 60-80 members, difficult to increase numbers. Not same level of support from firms.
- Try to promote memberships through lunch 'n learns. Task for Board to see what we can do to show benefits of membership and entice people to join.
- Also need to keep track of distribution list. Dina did a great job of updating it last year. Dina to provide a copy to Natalie who will work with Rachel to get out invitations.
- Last year focused on retaining existing membership - keep on top of expiring memberships and notify people that they are expiring.
- No specific membership event last year because we had so many events. People not always inclined to attend free events.
- Usually hold a membership meeting ever year to determine our goals.
- Dina will circulate mailing list and membership list. Board members to review and identify potential additions. A lot of people are off of the list because of new privacy legislation. Reach out to those people to confirm that we may add them to our distribution list.

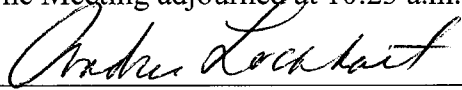
9. Community Service

- Will be easier once we plan slate of events to see where we can incorporate. Alternatively, can have a stand-alone event. Board members to start thinking about this.

10. Website/Communications

- Need to get better at taking pictures. Have great events but we need to promote.
- Some networks have Twitter, etc. Rachel to consider social networking potential.
- Mel will email the new director slate to International, which will be updated on the International page. All are encouraged to update their profiles as IWIRC members tend to refer work to other IWIRC members. Also creates an opportunity for Canadian IWIRC members to participate in US panels.

The Meeting adjourned at 10:23 a.m.



Andrea Lockhart
Secretary