

**IWIRC Ontario Network  
Board of Directors Meeting**

**MINUTES**

July 8, 2015 – 9:00 a.m. EST

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Meeting held at Osler, Hoskin & Harcourt LLP

Present: Andrea Lockhart, Secretary  
Andrea Yandreski, Treasurer  
Sara Van Allen, Director of Programs  
Katherine McEachern, Director of Programs

By Phone: Melaney Wagner, Chair  
Kyla Mahar, Vice-Chair  
Tammy Kemp, Director Website  
Karen Adler, Director at Large  
Michelle Pickett, Past Chair

Regrets: Dina Milivojevic, Director of Membership  
Seema Aggarwal, Director of Community Service  
Jenna Willis, Director at Large

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

**1. Minutes from May Meeting**

- **MOTION:** Motion by Katherine to approve the Minutes of the June Board meeting. Motion was seconded by Mel and carried by the Board.

**2. Programs**

**(a) Summer Social – July 23**

- Registration currently around 6-7 attendees. Need to sign-up and encourage others to attend.
- Will set up a jar for TTC tokens. Katherine to check with Seema with respect to obtaining some literature on Fred Victor House. Andrea Y. will send information for last year's contact person.
- Name tags to be prepared with attendee's name and company/firm name.
- Tammy to send reminder blast email today, again next week and one final time before the event.

**(b) Senior Women Event**

- Andrea L. discussed with Tracy Sandler who helped constitute a panel of Tracy, DJ Miller and Pam Huff.
- Solicit questions from participants to see what they would like the panel to discuss. Perhaps focus on where they see the industry headed.

- Consider adding Michelle Pickett to the panel as Chair, given that she has the IWIRC connection and she is a senior trustee.
- Consider downtown location – fun venue with part of a pub, boardroom or a party room?
- AGO is mid-September, Lunch and Learn is October/November. Consider combining with holiday theme and make that our holiday event. Note that TMA Now October event over the lunch hour in last 2 weeks of October with a panel or a speaker. Andrea L. to ask Tracy, Pam and DJ for their availability in November and to try to set up a lunch to brainstorm ideas with the panel.
- Andrea Y to obtain TMA Newsmaker date.

Kyla Joined the meeting.

- Kyla to speak to DJ regarding her availability in November. Agrees that Michelle or Sharon from E&Y are the only senior women on the trustee side. Andrea Y. and Tony are the next vintage.

**(c) Lunch and Learn**

- Targeting the last week in October. Dina is organizing the event with Karen and Maya. Panel constituted of Joanne Russo, Stephanie Ben-Ishai and Bea Casey.
- Need to identify topic and decide on venue with easy access to subway. Consider Auberge du Pommier at York Mills. Could also do this at the Novotel at Yonge/Sheppard. It has a good size room, parking and subway access but the food is not so great.
- There is an OAIRP event at the end of October so we need to move on this.
- People liked the last event at Auberge du Pommier – the food was good and it was a convenient location. Consumer trustees do not have the opportunity to attend as many events. The fact that the restaurant is upscale is an attraction. Katherine will check their availability in terms of catering and dates.
- Mel noted that none of the proposed panel members are IWIRC members. Asked if Karen could join the panel as a moderator, which would be good exposure for Karen.
- Kyla noted that Bea Casey has joined in the past and that Joanne Russo attends regularly but is not a member.
- Try to do a soft sell but won't insist on them being members to participate in the panel.
- Sara has a different view on non-members speaking on a panel (other than academics). Given that panel members are highlighted, speaking spots should be reserved for IWIRC members. We should be using and highlighting members going forward.
- Mel noted that given this audience, it was more difficult to do so but will try a soft sell. Karen to call Joanne and find out what is holding her back. Advise that we typically use panels and Lunch and Learns to showcase IWIRC members.
- Karen noted that we are trying to target the consumer market. Having the events is important to build memberships and demonstrate value. Getting out, even as a non-member, really counts. Eventually, this will lead to membership.
- Sara noted that we have 2 events per year in the north but that there is not a big turnout.
- Kyla noted that it depended on people's schedules. Also, many practitioners are in small shops or solo practitioners so it is unlikely that they will become members. Agrees with Sara that going forward panels should be constituted from IWIRC members. Focus on them first.
- Karen, Sara, Dina, Maya and Katherine to circle up with the panel and convene a conference call to brainstorm ideas next week.

**(d) AGO Gala Event**

- Agreed to deliver an invite out as soon as possible rather than send out a save the date. Consider promoting at the summer patio event.

**(e) Regional Events**

- Next one in September
- Discussed organizing our own regional event in last meeting. Pick up this idea another time.

Michelle joined the meeting.

**3. Finance Update**

- Received approx. \$4500 in gross proceeds from golf, less expenses of approx. \$3400, netting approx. \$1100 in proceeds.
- At \$13,500 as at yesterday (net cash), but have since paid the golf expenses.
- Received US\$1300 allocation of membership dues. Next allocation in November/December anticipated to be in same amount.
- Expect to break even at next event.
- Consider hosting senior women's event as a free event and we pay for the catering.
- Katherine noted she was still owed \$100 for gift cards handed out as door prizes at golf event. Will give receipts to Andrea Y.
- Andrea Y. noted that we need to have a discussion with respect to what level of float we are comfortable with. If we want to build a reserve, we can set aside money in a notional restricted fund for the purposes of an event (Toronto/regional/Canadian) for members as a benefit of membership.

**4. Membership**

- Lunch meeting on July 27 at TGF. Dina to circulate necessary materials beforehand.
- Come with ideas to garner membership.
- Think roundtable of lawyers/trustees is a good idea. Come with ideas for representatives.

**5. Community Service**

- Seema not at the meeting. Katherine/Sara to get literature for Fred Victor house collection.

**6. Website/Communications**

- No update.
- Mel noted that we should be uploading our minutes on our own intranet. Kyla advised that Shari Bedker can walk Tammy through this process. Andrea L. to send minutes to Tammy.
- Any pictures taken at events should also be posted. Tammy to reach out to Seema regarding May 31 walk and ask Seema to do write-up regarding the event.
- See if someone wants to do a blurb for the golf event.
- Use this as a resource going forward so people can see how great the events are.

7. **Other Business – TMA Now**

- Affinity group like NextGen. Has its own organizational infrastructure and resources. Will be a committee of the Toronto Chapter. Andrea Y. and DJ are co-chairs.
- All female members of TMA are automatically part of TMA Now.
- There will be an inaugural event for the Toronto chapter towards the end of October. Will decide its mandate and type of events once the committee is formed.
- Andrea Y. does not think the group will be as active as IWIRC, and noted that she joined TMA Now to attempt to balance IWIRC and TMA Now's objectives.
- TMA calendar pretty full and do not want to compete with other TMA Events. Will be run as an add-on to membership like NextGen. Also depends on what initiatives TMA International wants to focus on – networking and education.
- This is a global initiative. Each chapter should have a TMA NextGen and TMA Now group.
- As Kyla and DJ discussed, a big component of the NY discussion was not wanting to compete with IWIRC. However, IWIRC (NY) didn't offer senior women the networking opportunity they were looking for. That is a pretty small group in Toronto.
- TMA may also attract a broader cross-section of professionals (e.g., lender groups).
- As Michelle noted, if you look at our events in the last few years, senior women did not attend events. Does not know if it was the type of events or if the networking potential was not there. There are not a lot of them and they all know each other.
- Michelle was advised as to proposed panel event and asked to join as moderator. She was interested and would let Andrea L. and Kyla know what dates worked for her.

Kyla left the meeting.

- Judge panel/educational component may be a draw for senior women. They generally attend lunch and learns.
- May be opportunity to do marquee event next year. Bring in higher quality speaker to differentiate ourselves and attract more senior women.
- Katherine noted that she spent a lot of time earlier this year looking into speakers and a big problem was the cost. There was no room this year for another marquee event. Maybe January/February of next year. Still have people pay but we could subsidize a portion of the event.
- Consider going back to Beatrix Dart to set something up for next year.

The Meeting adjourned at 10:06 a.m.



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Andrea Lockhart  
Secretary