

MINUTES
November 14, 2013 Board of Directors Meeting

Board Meeting Minutes – November 14, 2013

Location: TransAlta Corporation – Calgary, Alberta

Host: Carissa Browning

Chair: Todd Belot

In attendance: Todd Belot, Carissa Browning, Lorne Ternes, Wayne Courchene, Todd Pruden, Connie Landry, Tim Heins, Esther Johnston, Norm Brennand, Sandra Sutter, Dean Janvier, Joe Moravetz

Date/Time November 14, 2013 – 8:00 AM – 10:00 AM

Chair: Todd Belot

Agenda

1. Welcome
2. Opening Prayer – Sandra Sutter
3. Approval of Agenda – motion to approve (Carissa Browning), second (Norm Brennand), none opposed.
4. Approval of September 19 Minutes – motion to approve (Joe Moravetz), second (Lorne Ternes), none opposed.

Business arising/Action Items from the September 19 minutes – Discussed Credential Recognition, Conference, New Business (everyone coming back to Board & Pat stated her daughter wanted to be on the Board). No further action from September 19 minutes.

5. **Standing Agenda Items** - Committee and Sub-Committee Reports:
 - i. Executive (Includes President's Report)
 - i. Todd Belot discussed continuity with the Board, thanked JT & Sandra. JT looking for sponsorships and long term partnerships. Strategic approach.
 - ii. Sandra Sutter discussed long term strategic planning session in new year.
 - iii. Todd Belot thanked Dr. Pat Makokis for her work with credential recognition in her meetings with different treaty groups, getting subscriptions and forming a talking circle. Confident we are going in the right direction.
 - ii. Finance
 - i. Joe looking at balance sheet assets. 189K in bank but we still need to receive \$38K in outstanding conference revenue. We had a \$28K loss in revenue because of conference costs (it was an expensive conference).
 - ii. Norm: why surplus? Conferences and events use up money to create an Exec Director position so we can further sponsorship efforts.

- iii. Todd B: conferences require special skill set to execute. JT helpful so no one is burned out. More events mean more sponsorship.
- iv. Dean: \$38K in conference revenue, AR to come to us but some people didn't want to pay because Vallcourt didn't show up.
- v. Sandra: more events means we may have more revenue loss initially
- vi. Dean: do we have fixed monthly costs? Yes, \$7500 year ending Mar 31st.
- vii. Joe: average \$5K per month
- viii. Sandra: AGM planned. We may make money. January event in Edmonton typically makes money and Mar event in Red Deer is new so its unknown if we will make money.
- ix. Dean: plan for revenues?
- x. Joe: conferences, streamlining expenses. Conferences make money not Lunch and Learns. If you lose money at conference you lose money for the year.
- xi. Sandra: ticket price was the same. Not realistic to keep this so next year price should change. This year we didn't have much sponsorship at the golf tournament.
- xii. Dean: memberships should drive the bottom line.
- xiii. Joe: having someone generate cash flow in addition to memberships.
- xiv. Dean: we should generate memberships, sponsorships and events. Generate to cover overhead then break out events.
- xv. Joe: \$2100 sponsorships this year. We need more sponsorship money.
- xvi. Tim: we are in a transition. Art commented that corporate sponsorships are important in the beginning but it should be member driven. Members need to show effort and value proposition. There are also management transitional costs with Sandra and JT.
- xvii. Todd B: we lost expertise which threatened our conference. We needed JT and Sandra to have a successful conference. We will move towards a sustainable plan regarding events.
- xviii. Dean: offer sponsorship packages and board members goes out to sell it. We should be able to raise \$60K- \$100K as a group.
- xix. Joe: regarding value proposition, how do we compare conferences? Should we review? How do we judge what people want at conferences?
- xx. Norm: CFAR is not the same now. We're talking about revenue but what do we want to achieve? CFAR was a network society.
- xxi. Tim: we had training sessions. There is a transition. Without revenue we can't perform but we need to engage people to get revenue.
- xxii. Norm: where are we with memberships and corporate memberships?
- xxiii. Sandra: corporate memberships on website
- xxiv. Tim: over 5 years, can we pull something to show value?
- xxv. Sandra: yes
- xxvi. Norm: typically 1 contact in corporation. If they leave the corporation leaves.
- xxvii. Dean: can raise money very well. If we need \$60K-\$100K we need this from corporations. We have marketing opportunities, networking, etc. to provide corporations.
- xxviii. Joe: we need other sources of income. We need the board to raise money.
- xxix. Todd B: we need strategic planning. Part of this is how we raise money.
- xxx. Tim: transition was disruptive. We know things might slip this year.
- xxxi. Board reviewed financials

- xxxii. Approval of financials – motion to approve (Norm Brennand), second (Dean Javier), none opposed.
- iii. Governance - We will be getting some traction in the upcoming year. Defer discussion until next meeting.
 - Credential Recognition: (Sandra verbal)
 - i. Pat emailed her update to Sandra and regrets she was unable to attend. Sandra to forward to all.
 - ii. U of A Terms of Reference draft
 - iii. Searching for people to teach
 - iv. Need to discuss money
 - v. Pat is meeting with Chiefs who want to help with Credential Recognition.
 - vi. Todd: we are lucky to have Pat on board with us.
 - vii. Dean: working with Pat. There is a lack of understand about what CFAR is. What are we doing? Now drill down to talk to individuals – there is mixed reactions but an openness to dialogue. Support from U of A to work with CFAR. No details. Pat will let us know next time. Dean is encouraged. There is a tangible 2014 rollout process and good ground work completed.
 - viii. Todd B: thanks Dean. Important issue. A former board member heard Pat speak – he was very supportive.
 - ix. Norm: this will be complex when rolling out and more people become aware.
 - x. Todd B: thank Pat for comment.
 - xi. Sandra: no motion required for Pat’s report.

6. Business Manager’s Report – Sandra

- i. Sandra hasn’t sent thank you notes for conference yet. She is looking into SurveyMonkey to receive conference feedback.
- ii. A lot of Sandra’s time is spent on systems. It’s not efficient. Joe is helping Sandra on streamlining process.
- iii. JT & Sandra discussions on events. Good for employees to engage with communities and industry.
- iv. Budget: there is no organizational budget structure yet. Strategic Planning session will require commitment and scheduling from the Board. 2 days with cultural interface. Friendship Center is going through this.
- v. Administrative: Sandra asking Board to increase her hours to 30h/week
- vi. Oath of office and board bios are still outstanding
- vii. AFOA will be in Halifax Feb 25-27. Encourage everyone to attend.
- viii. Carissa: do we need to vote on the 30 hours?
- ix. Sandra: not necessary.
- x. Approval of Business Manager’s Report: motion to approve (Tim Heins), second (Carissa Browning). None opposed.
- xi. Norm: why not full time? 37.5h?
- xii. Sandra: we can discuss further at Strategic Planning Session.
- xiii. Tim: agreed. Aim for strategic planning to make decision on support.

- xiv. Joe: we don't need to vote on an administrative matter. We are also looking at FileMaker Pro for Sandra (currently using spreadsheets).

7. Event Coordinator Report – JT emailed to Sandra (Sandra verbal)

- i. A lot of people think we are CCAB.
- ii. Membership \$34,750 last year it was \$41K. value proposition and membership revenue is key.
- iii. CFAR needs to be a governance board with operations team supporting. Jenaye put a lot of work into past conferences. Everyone should thank her.
- iv. We need help from the board on sponsorships. Ask people to support the event, promote corporate sponsorship. JT is creating value.
- v. Todd B: AGM – International Hotel laying off staff. JT wanted to look at other venues. Westin best solution – wanted to be seen as leader in hospitality/aboriginal conferences dinner more expensive (extra \$10/plate) but value is better.
- vi. Speakers to participate in future events.
- vii. Todd B/Sandra know Professor Caulfield "Cure for Everything" book.
- viii. Future events – didn't have a lot of events this year – JT working on 2014
- ix. Fort Mac golf tournament – JT & Connie
- x. Primco Dene Group also helping at conference. Looking at this.
- xi. Red Deer
- xii. Lunch and Learns
- xiii. Sandra: we are planning an event every 6 weeks.
- xiv. Todd B: Sandra and JT are meeting with potential sponsors like WestJet. Sponsorship gives them exposure. We invited them to the AGM. Sandra and JT are also meeting with political offices.
- xv. Tim: WestJet, creative thinking but why will they participate? O&G and other people travel.
- xvi. Norm: doesn't like the Westin. O&G close to hotel but First Nation wouldn't go to hotel (issues with parking). If mandate is business then Westin but if you are wanting more First Nations to participate we should make it easier (i.e. Wingate).
- xvii. Tim: since JT started we are very targeted to energy professionals.
- xviii. Connie Landry left meeting
- xix. Approval of Events Report – motion to approve (Tim Heins), second (Esther Johnston)
- xx. Tim Heins left meeting
- xxi. JM/NB: we are balancing our events (Conference at Enoch, AGM at Westin)

AGM Event Updates

- i. Sandra: Board meeting prior to AGM 3-5 or 4-6 at Westin. Focus on what we need to accomplish at Event.
- ii. Bring by-laws to membership at AGM
- iii. Rob Barber policy. Sandra wouldn't take it to membership.
- iv. Door prizes needed

- v. New board member bio – Tammy
- vi. Art coming to AGM.
- vii. Wants as many board members as possible.
- viii. AGM: 8-8:45
- ix. Mixer afterwards
- x. Parking on street
- xi. JT turning 50 day before.
- xii. Minute taker at AGM? No, Carissa will take minutes
- xiii. NB: Mixer. Sent to everyone in our list. \$80 for members, \$100 for non-members
- xiv. Problems with our link. Sandra sending board info on AGM and Mixer
- xv. Sandra asked George Calliou to MC. Needs one person to take pictures.
- xvi. Norm: may want to ask Treaty 7 if they want to be there – i.e. Reg Crowshoe.

8. Other and New Business

- i. Norm: promotional items. We need to get CFAR out there (mugs, whatever). We also need to send a letter to Minister Vallcourt. It was unprofessional and someone should have stepped in. In August at the AFOA meeting there was discussion about needing more corporate memberships and individual memberships. Its how many people participating (i.e. Mixers, etc.). Pick a date and Todd will discuss joint ventures with Robert.
- ii. Norm: Strategic Planning Session: 2 day retreat. Prefers one day during the week.
- iii. Todd B: happy to sit down with Rob at AFOA if Norm facilitates. Similar interests – did similar meeting with Calgary Chambers.
- iv. Strategic Planning – input is valuable.
- v. Strategic Planning session in January for 1-2 days
- vi. Norm: 1 day Blackfoot Crossing at Siksika boardroom.
- vii. Sandra: Reg Crowshoe recommends 2 days because of ceremony in addition to meeting.
- viii. Todd B: we will talk to Reg on timing and find a venue.
- ix. Joe: last year started Friday evening and was in session all day Saturday.
- x. Todd B: currently building – better sense in a couple weeks.

9. Next Meeting – November 28, 2013

10. Adjournment

Move to adjourn the meeting (Carissa Browning), second (Norm Brennand)