

# Circle For Aboriginal Relations (CFAR) Society

## Board Minutes – February 15, 2006

**Location:** Alberta Energy and Utilities Board – St. Albert

**Time:** 10:00 a.m.

### **Agenda:**

1. Approve Agenda
2. Approve Minutes
3. Action item Review
4. Re-visit Mission Statement
5. Membership database
6. Website and Newsletter
7. Advertising
8. Next Meeting

### **Attendees:**

**Maria Big Snake** – Siksika Environmental

**Janet Janvier** – EnCana

**Martha Kasal** – ALPac

**Craig Barraclough** – CFB & Associates

**Rob Barber** – Alberta E.U.B.

**Allan Paul** (alternate) – Alexander FN

### **Regrets:**

**Kuni Albert**

**Cheryl Savoie** – Alexander FN

**Larry Veilleux** – Golder Associates

**Art Cunningham** – TransCanada

A quorum was present (minimum 3 directors); Rob Barber chaired the meeting and Craig Barraclough took minutes.

### **Agenda and approvals:**

➤ Agenda was accepted, as were the minutes from the January 16, 2006 meeting held at Tsuu T'ina. CFAR is using the consensus form of decision-making.

ACTION: 16/01/06 - Art will forward to Craig the wording to be contained in the Society by-laws regarding consensus decision-making.

[**Note: This is still outstanding and is holding up CFAR formal registration.**]

### **Board Commitment:**

Rob requested that we remind all Board members through the minutes that to ensure CFAR is successful, we must all meet our commitments in a timely manner. It was agreed that each Board member should have an alternate who has current knowledge of CFAR and can step in when they are not available

### **Action items review:**

➤ **By-laws** - Judy Daniels of BP reviewed the by-laws and noted they were for Federally registered organizations. We have the provincial ones now. The Board agreed to sign the new by-law form (REG 3028 . Rev. 2003/05).

ACTION: Craig will compare the Provincial vs Federal by-laws and if no significant differences, they will be filed with the application.

➤ **Board members** - Rob confirmed that Michael Reid (Talisman) will be a member but currently doesn't have the time to be a Board member. Cheryl Savoie will stay on as a Board member. . It was also suggested we look to expand the Board to ensure we

have 8-10 members present at all meetings, considering the amount of items to be managed in the short term.

- **CFAR Forms** - The membership application and marketing brochures were approved, with some minor word changes and noted typo mistakes. We changed the wording of the mission statement, added the temporary logo [same as marketing brochure] and also put in the word 'member' after Aboriginal community for clarification of member rates. The logo from Clip Art will be used in the interim until a new logo becomes a reality. [Larry, Kuni and Maria will continue to work the logo contest and related fundraising].
- **Mission Statement** - The Mission Statement was reviewed, and it was agreed that we should limit the words. With this in mind, it was revised as follows:

***Circle for Aboriginal Relations (CFAR) Society***  
**Mission Statement**

***To provide support, information, and networking opportunities to members.***

**Board Meeting Schedule:**

Next two meetings before the May luncheon and AGM are:

- March 15<sup>th</sup> in room 560 at EnCana in **Calgary**. Across from the Palliser Hotel. at 150 9<sup>th</sup> Ave SW. The plan is to go from 10 until 3 p.m., but may finish earlier.
- April 19<sup>th</sup> in **Edmonton**....same time, location TBA.

ACTION: Allan Paul to check with Cheryl about April meeting at Alexander FN.

**Conference update:**

Maria provided an update on what has been done so far:

- Developed two scenarios of what the conference theme/format could be. They included using topics of interest from the member survey (see Dec/05 minutes).
- Prepared draft forms for booths, registration fees, speakers, awards and obtained quotes based on 200 people [\$12,840 Sheraton, \$9,516 Radisson, \$7,320 Siksika].
- The live auction will be incorporated into conference planning.
- Craig advised that we kept our conference fee at \$199 – including GST in 2004 and we should try and keep the cost down. Agreed to plan on 125 with +/- 25 in the quotes.
- Agreed we should make Edmonton the site of the conference.
- Suggested we have a day-and-a-half conference with the next morning being a social/team-building type activity. Possible tour, breakfast discussion?

ACTION: Maria will e-mail forms etc to Craig for circulation with Feb/06 minutes.

ACTION: Maria will contact Enoch conference centre to see if available and get quotes.

ACTION: Janet to advise re date of 'All about opportunities' conference, as there is a possible conflict with October 19<sup>th</sup>.

**Membership update:**

- The application form was reviewed and approved with minor changes. Three members paid at the meeting. We need all Board members to process an application form or advise Craig if they need an invoice. It was agreed that there would be two payment options only: Full year or half year (after Sept 30), with all memberships expiring at the fiscal year end (March 31), to minimize data management. It was also

agreed that membership recruiting was a top priority and that it typically will take more than one call to 'sell' the membership.

- Martha discussed the membership data-base. She is in the process of formatting it and will circulate before finalizing, and has agreed to manage memberships (thanks Martha!).
- Agreed that we should send out applications to all organizations as long as their main purpose is not political. Examples of associations would be the Alberta Financial Officers Association, the EDO Association, and the Landmen Association.
- Craig advised that he had received some calls (CNRL, BC Dept of Environment), which indicated that CFAR awareness was spreading.
- Agreed that we should start a newsletter and that Craig would initially manage it. Once times and locations for luncheons and conference are finalized, we will send out our first letter by e-mail with possibly some hard copies for hand-outs.

ACTION: Rob will check with Cheryl about the possibility of a student being available to develop a website for CFAR.

ACTION: Board members were reminded to follow-up on their contacts from the list, and submit data results to Martha for the database, and any member fees to Craig.

ACTION: Rob will continue to contact post secondary schools in the Edmonton area, and Kuni would do the same for the Calgary area. Martha will cover Ft. McMurray schools.

#### **Scholarship Update:**

- Janet provided some ideas on the proposed scholarship. We need to decide on the dollar amount (i.e. between \$500 and \$5000), how many, the criteria for award, the selection panel/process, what post-secondary institutions or studies qualify, etc.
- The Board discussed the idea of making the first awards at the conference, which would mean the size, criteria etc would have to be decided by May so we could announce them in the June-Aug time frame and make the selection(s) in September.
- Craig suggested we may want to just do the planning this year and announce the establishment of the scholarship at the conference. We could make the first award in 2007. This will give us more time to work the details and broaden the exposure of CFAR and the scholarship over winter.

ACTION: Janet will prepare a list of criteria for the next meeting, and the Board will decide on when to launch the scholarship.

#### **Speakers for Luncheon Meetings:**

- Maria confirmed that Strater Crowfoot had agreed to be our speaker for the May 10<sup>th</sup> meeting in Calgary. Board agreed that the theme for Strater would be about the 'best practises in partnering' with a subtitle of 'the challenges and opportunities'.

ACTION: Maria will advise Strater of the theme and determine an appropriate gift for him, to show CFARs appreciation.

ACTION: Maria will contact the Carriage House Inn about the May 10<sup>th</sup> luncheon. Will plan for 11:30-3:00, with AGM from 1:30-3:00. Lunch served at 12:15. (*Maria...Joyce Westeen is the Catering/Banquet Manager 640-7505*).

ACTION: Martha agreed to contact David Tuccaro for the September meeting in Edmonton.

ACTION: Rob will arrange the luncheon at the Edmonton Petroleum Club.

*Note: As Art is away for two weeks Craig made contact with the Chamber of Commerce AOC (Doug Clovechuck is the Executive Director 670-7665). Waiting to hear back from them. Also contacted Tom Horvath at Burlington Resources 260-8000 to get a contact for CAPA).*

**Finances:**

- Craig is submitting an ongoing account of revenues and expenses to Rob. If any Board members wish to see or discuss this item, please contact Rob. As earlier stated, Craig is showing both total time and billed time on the 'running account'. Prior to today's meeting CFAR had approximately \$2000 in the bank, and CFB had expended 193 hours but only billed 59 for the last 12 months.

**Next Meeting:**

*We will do picture taking of the Board at the next meeting so all Board members are asked to attend. Rob will be talking to Windspeaker and the Native Journal about putting an article about CFAR into their papers.*

Some of the items for the next meeting will be the Logo status, scholarship and membership update, as well as status report on ACTION items by all. If time permits we will also talk about the workshop notes and next steps (see below).

**Next meeting will be held at:**

**EnCana - Room 560 from 10 - 3 pm. March 15<sup>th</sup>. (Janet booked room – lunch?)**

**Address: 150 9<sup>th</sup> Ave SW, Calgary**

**Workshop:**

The Board took a break for lunch ([provided by our host E&UB...thanks Rob](#)) and Craig facilitated a workshop at 1:30 to review the mission and objectives of the Society, and our definition of success in the short and long term in a variety of areas.

ACTION: Craig agreed to draft some 'next steps' – *which are at the end of the working notes (attached).*

ACTION: Board members are encouraged to review prior to the next meeting and offer their feedback before or during the next meeting.

**Adjournment:** Meeting adjourned at 3:25

## Workshop Notes – February 15, 2006

### **Circle for Aboriginal Relations (CFAR) Society** **Mission Statement**

**To provide support, information and networking opportunities to members.**

#### Objectives (as per application)

- To provide a meeting place for the candid discussion of questions and concerns relating to members job-related challenges.
- To share its collective experience and expertise among its members in a non-political and supportive environment.
- To procure the delivery of lectures on topics of interest to the membership.
- To maintain a low-cost professional organization for its members that will have regular, periodic meetings each year.
- To encourage the establishment of recognized qualifications and the development of necessary skills, to assist in the growth of credibility of its professional membership, both individually and collectively.

Craig reminded the Board to keep the mission statement and objectives in mind as we move forward with short and long term planning and priorities.

In response to the question...”How do you describe success in the next two years (short term) and also in five or more years (long term)”, we suggested the following – under the various categories:

#### **Memberships:**

- Active and sustainable member base.
- Two-year target of 250 and five-year target of over 500 with high % of renewals.
- People volunteering as high-energy Board members.
- Non-recruited people attracted to join and stay with CFAR.
- Membership includes the ‘who’s who’ of Aboriginal Relations professionals.
- There are clearly understood benefits of being a member.
- Possible membership breakdown –
  - a) Community /other            70 members
  - b) Students                        25 members
  - c) Governments                50 members
  - d) Industry                        55 companies (1 to 6 members long-term)

#### **Financial Status:**

- Short-term annual budget of \$20k.
- Bank balance March 31, 2007 of \$20K (including 2007 fee renewals)
- Longer-term annual revenue of \$100K with some going into a reserve.
- Sustainable through membership fees.
- Possible office and related furnishings/equipment (remember low-cost).

## **Internal and external reputation:**

### **Short term**

- Credibility of CFAR makes it easy to sell membership/benefits.
- We are delivering on our objectives.
- We have quality and cost-effective meetings and conferences.
- We are using member resources/skills to deliver results.
- There is perceived enhancement of personal reputations and development.

### **Longer term**

- Solid endorsement by Aboriginal communities – and other parties.
- We are the Aboriginal Relations ‘welcome wagon’ and the ‘Alma Mater’ of the who’s who of Aboriginal Relations.

## **Delivering on Objectives:**

- We receive regular feedback from members and are responsive to it.
- We request feedback from each activity –
  - Conference
  - Luncheon Meetings
  - Newsletter with ‘member corner’ comments or articles?
- We send out annual membership survey (following renewal) to identify topics or interest, preferred venues/locations of meetings, etc).

## **Accreditation:**

### **Short term**

- We have a method to identify membership (card, etc). Only criteria may be having a job in aboriginal relations [i.e. working with Aboriginal people, community or organization], or taking post-secondary courses in a related field.

### **Longer-term**

- We are presenting recognition awards or have accreditation certificates (which may require or imply certain criteria or standards of knowledge and skills).  
*(Note: It was agreed this area requires more thought and discussion. CFAR wants to increase the credibility of its members and the profession, but doesn't want to create any form of 'elitism').*

## **Next Steps:**

- Rob – will prepare detailed activity plan for May 10<sup>th</sup> – luncheon and AGM.
- Craig – will draft some bridging ‘next steps’ to help us get to our short-term objectives.
- All Board members – will focus on recruiting members and also look for several additional Board members (we should probably have about 12 Board members so we have 8-10 at all meetings...especially over the next year).

## Suggestions on next steps for CFAR

**Concern:** - Need to get more focused on various activities versus having all Board members trying to cover all areas with current limited resources. (We have done this to some degree already).

**Recommendation:** - Form specific committees with a 'chairperson, coordinator or Vice President'. This person will recruit more/new members for their committee, establish a timetable of deliverables (quantifiable if possible), and focus on a specific area(s), e.g.

- a) Membership recruitment and fundraising
- b) Conference (budget, theme, planning details)
- c) Luncheon Meetings (ditto)
- d) Member communications (newsletter, minutes, event feedback)
- e) Future topics, speakers, calendar of events, venues
- f) Accreditation planning and credibility enhancing efforts
- g) Member data-base and renewal plans.
- h) Financial status
- i) Marketing (logo, brochures, newspaper articles, Board pictures, event promos)
- j) General coordination (contacting committees, reviewing reports, planning Board meetings, AGM, administration – by-laws, Director duties, etc)
- k) Other?

Each committee Chair will submit a written report on progress since the last meeting to be incorporated into minutes.

Some ideas for each area:

- a) Membership recruitment and fund raising
  - Specific number of calls each week.
  - Ensure all Board members have paid current member fee.
  - Develop corporate solicitation package (memberships and sponsorships).
  - Larry should probably lead all of this (Kuni, Martha assisting)?
- b) Conference
  - Maria has this well in hand and has some assistance?
- c) Luncheon meetings
  - Maria is doing most of this as well, so let's continue?
- d) Member communications
  - Craig will handle for now, but we need more writers and Craig as Editor.
- e) Future topics, speakers, calendar and venues.
  - Need someone to be planning ahead, e.g. 2007 and be thinking about the who, what, where, when. Need to ensure no conflicts with other major events.
- f) Accreditation/member benefits/credibility
  - Synergies with CANDO, CED and other programs
  - Development of Scholarship program
  - Develop membership card, benefits list and future CFAR certificate/criteria
  - Janet may be prepared to handle all of this?

- g) Member data-base and renewal plan
  - Martha is developing the data-base. Should develop a method to send out a bulk renewal notice that will include our logo on an invoice or renewal form.
- h) Financial status
  - Craig and Rob will manage this in the interim, with a monthly report to Rob. Once Society is registered we will rename the bank account and set up at least three signing authorities (two signatures required on every cheque) and get cheques printed.
- i) Marketing
  - This is a very important role at this time in the development of CFAR. We will be creating 'first impressions' with everything we do, so it needs to be seen as professional and also cost effective.
  - Rob has started some of this, so can he handle all of it?
- j) General co-ordination
  - As interim President, Rob is doing a good job covering most of this, so we should have him cover the rest as well?
- k) Other
  - This is a 'catch-all' for things that don't fit in one committee or are a one-time item. Board members – or members at large - not otherwise working on CFAR deliverables would be recruited for these items, and would otherwise be available to help the above committees. Currently Cheryl and Art fit into this category, and we need to be recruiting a few more people willing to achieve results. [Maybe Cheryl would assist Craig with writing and Art will take on planning the 2007 calendar/topics/speakers/venues?]

With all of these areas, Board members or 'Chairs' need to be willing to ask for help or indicate if they can't meet an expected deadline, prior to this becoming a time-critical item. As mentioned in the minutes, each member needs to have an alternate if they are not able to attend a meeting.

CFB & Associates Inc.  
February, 2006