



## 2016 Annual General Meeting

Monday, October 24, 2016

Ottawa Marriott Hotel, Ottawa, Ontario

### MINUTES

#### 1. Call to order

Noting that there were sufficient voting members in the room for a quorum, Catherine Shedden called the meeting to order at 12:40 pm

#### 2. Introduction – CACE executive 2015-2016

The 2015-2016 Executive was introduced: Catherine Shedden (President), Bruce Buruma (1<sup>st</sup> Vice-President), Maxeen Jolin (2<sup>nd</sup> Vice-President), Trish Smith (Secretary), Steve Lapierre (Treasurer), Kimberley Hamilton (Past-President), Christian Charles-Bouchard (2016 Conference Chair), Allison Grange (Director at Large) – unable to attend the conference.

#### 3. Approval of Agenda

**MOTION** to approve the agenda for the 2016 AGM:

Simon Vinet (CSDCEO) / Shawn McKillop (Grand Erie District School Board)

Motion Carried

#### 4. Approval of Minutes of AGM - October 19, 2015 – Charlottetown, PEI

**MOTION** to approve the Minutes of the 2015 AGM:

Debbie Buott Matheson (Chignecto Central Regional School Board)/ Victoria Miles (Capilano University)

Motion Carried

#### 5. President's Report (Catherine Shedden)

The President's Report is posted on the CACE website. The 2015-2016 year has been exciting for the CACE executive and CACE members. CACE launched a new website. This website provided a fresh updated look and content, offering much-needed added value for members. The website is intended to be a hub of information for all who are interested in education communications in Canada. Along with the website, CACE was able to offer members a number of online professional development opportunities such as videos and tutorials. CACE engaged the services of Golden Planners Inc. (GPI) to take care of association management services. GPI has implemented a number of checks and balances and processes to improve accuracy of recordkeeping and accounting. CACE needs to continue to be sustainable and have reviewed the membership fees. It's been 10 years since the last fee increase. We will be presenting to you shortly a motion for your approval to increase the membership fees and also to adopt a new group membership fee structure that should encourage more memberships from the same organization. We also did a Call for Members interested to join the Executive and also to be involved as Regional Liaison. A Regional

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Liaison framework has been developed and will be shared with regions this fall. The annual conference continues to be our key event, providing networking and professional development opportunities and also the opportunity to recognize the work and achievements of individuals and organizations through the BRAVO Awards. Work has been undertaken to develop a Conference Standards Manual to provide the basis for standards and guidelines for all aspects of the annual conference planning and production. We have also entered into discussions with CPRS and NSPRA to explore various partnership and collaborative options. I would like to take this opportunity to thank our corporate sponsors: Gold sponsors: Chabo Communications, SchoolMessenger; Silver Sponsor: PathFive; Bronze Sponsor: TD Insurance. I would also like to acknowledge and thank all those who volunteer time and expertise for the organization as well as to all of our members who contribute to student success through excellence in communications.

**Motion** to accept the President's Report:

Jonathan Laderoute (Renfrew County District School Board) / Doug Strachan (Surrey School District)  
Motion carried

#### **6. Treasurer's Report (Steve Lapierre)**

The Treasurer's Report is posted on the website. The conference last year (October 2015) resulted in a profit, however, since the BRAVO Awards program was revamped last year, the expenses related to BRAVO Awards vs. revenue resulted in a deficit of approximately \$7,000. General operations expenses vs. revenue also resulted in a deficit, largely due to two major undertakings: one was the cost of developing and launching a brand new website (cost of \$6,000) and the second major operational change was the contractual agreement with Golden Planners Inc. to provide association management services which became effective April 1, 2016. As part of the decision to engage the services of Golden Planners, the Executive Committee approved the use of cash reserves. GPI has implemented a number of improvements to the administrative and financial processes and have also put in place a new accounting system to provide better financial tracking and reporting capabilities. Looking at the overall financial results for the last fiscal year, CACE shows a deficit of a little over \$9,000.

The auditors completed their audit for the period ending June 30, 2016 and you can access the audited financial statements posted on the website. The auditors' opinion is that the financial statements present fairly, in all material aspects, CACE's financial position and the results of its operations and its cash flow for the year ended are in accordance with Canadian accounting standards for not-for-profit organizations.

At last year's AGM, we mentioned that CACE had submitted to Revenue Canada the GST/HST returns for the years 2005 to 2014 in accordance with the Voluntary Disclosures Program (VDP). On February 2, 2016, Revenue Canada confirmed acceptance of this submission and indicated they would waive the penalties that would have normally been applied on the information disclosed and also indicated they would grant interest relief in accordance with the VDP. After several telephone follow-ups to Revenue Canada to find out the status of the processing of the submissions and the refund payments due to CACE, a request was made by Golden Planners on CACE's behalf to expedite

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the process to receive the refunds claimed. Any refund claimed was being withheld since Revenue Canada deemed CACE to be non-compliant until such time as the submissions through the VDP program were processed and Notices of Assessment provided. We're pleased to announce that Revenue Canada has now completed the processing of the HST submissions and Notices of Assessment have been received which indicate that the refunds claimed are being paid and sent to CACE shortly. Thanks to GPI, the HST file is now completely up to date.

Due in large part to the corporate sponsorship support we've received, it has helped us maintain a substantial amount of funds and a cash positive financial position. We hope to reach a break-even or small profit position at the end of this fiscal year. The Executive is confident that the decisions made this past year are fiscally responsible and will help ensure the longevity of CACE.

**Motion** to accept the Treasurer's Report and Auditors' Report:

Michele Routier (District scolaire francophone Sud)/ Simon Vinet (CSDCEO)

Motion carried

**a. Appointment of Auditor**

**Motion** to appoint BDO Canada LLP to audit the accounts and financial statements of CACE for 2016-2017:

Kerry Donnell (Hastings and Prince Edward District School Board) / Sharon Priest (Eastern Townships School Board)

Motion carried

**b. Membership Report** (Trish Smith)

The main priority of the membership portfolio was to increase membership province by province. We now have 8 members from Manitoba for total membership of:

139 full members + 10 associate members

**i. Membership Fees**

It's been 10 years since CACE increased its membership fees. I am bringing forward a motion to increase the fees in consideration of maintaining sustainability of our organization.

**The first motion – Motion A is as follows:**

**Whereas** the membership fee of the Canadian Association of Communicators in Education has not been increased since prior to 2007. The exact date is unknown. The 2008-2009 executive determined against a fee increase as noted in the 2009 Treasurer's Report.

**Whereas** the main source of revenue for the Association is in membership fees,

**Whereas** the costs of operating the Association have increased,  
Whereas the services offered to the membership by the Association have increased and broadened,

**Now therefore be it resolved** that the Canadian Association of Communicators in Education

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membership fee be increased from \$195 to \$250.

**Motion:** Debbie Buott Matheson (Chignecto-Central Regional School Board) / Doug Hadley (Halifax Regional School Board)  
Motion carried.

I am also presenting a second motion to change the group membership fee structure to encourage multiple memberships from large organizations, who have more than 3 or more communications staff in their organization who can benefit from their membership in CACE. CACE also wants to provide the opportunity to some organizations that are large and aren't members at the moment to become members – a way to attract more group memberships and increase our membership overall. We want to focus on public school boards, school board trustees and look at provinces that are under-represented in our membership base.

**Motion B is as follows:**

**Whereas** the Canadian Association of Communicators in Education is a membership-based organization,

**Whereas** a defined membership fee structure for multiple memberships within one organization may increase the number of members,

**Whereas** some Association members work for organizations with more than one Association member,

**Whereas** the Association encourages organizations to have multiple memberships,

**Whereas** funding for professional memberships often comes directly from the employer,

**Whereas** members make up the majority of Conference attendees,

**Now therefore be it resolved** that the Canadian Association of Communicators in Education create a membership fee structure of:

- Single member: \$250
- 2nd member from the same organization: \$200
- More than two members from a single organization: \$600

Motion B: Sharon McMillan (Ontario Catholic School Trustees' Association) / Debbie Buott Matheson (Chignecto-Central Regional School Board)  
Motion carried

## 7. **Conference 2015 Report** (Trish Smith)

The 2015 annual conference in Prince Edward Island was a very successful conference. Even though it was a stressful process at time, it was immensely satisfying to be involved in the organization of the conference. All who attended probably still have fond memories of the Amazing CACE Race. Anne of Green Gables, Cow's Ice Cream, great professional development sessions and memories. As part of the formal report: we had a total of 87 delegates and ended up with a profit of \$12,900.

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**8. Nominations Report (Kim Hamilton)**

Past President; Doug Strachan and Past President: Simon Vinet (both sit on the Nominations Committee)

CACE added a position last year = Maxeen Jolin (BRAVO Awards program Chair)

Call for nominations went out in the Spring. These are the nominations:

**9. Election of Officers – CACE Executive 2016-2017**

Catherine Shedden: President = acclaimed

1<sup>st</sup> Vice-President: Bruce Buruma = acclaimed

2<sup>nd</sup> Vice-President: Maxeen Jolin = acclaimed

Secretary: Trish Smith = acclaimed

Treasurer (and BRAVO Awards Chair): Steve Lapierre = acclaimed

Director at Large: CACE thanks Allison Grange for her work helping CACE as the new Director at Large. Allison is unable to continue her role on the Executive Committee. We have a nomination for Debbie Buott Matheson for the position of Director at Large = acclaimed.

Since Catherine Shedden continues as President, Kim's responsibilities as Past-President will continue.

**10. Appointment of Regional Liaisons**

As part of CACE's succession plan to maintain viability and stability of CACE management, we have new members joining as Regional Liaisons:

British Columbia: Deneka Michaud

Alberta: Angela Baron

Saskatchewan: Claude-Jean Harel

Ontario: Shawn McKillop and Jonathan Laderoute

Quebec: Kim Hamilton

Atlantic Canada: Stephanie Comeau

**Motion** to accept the Nominations Committee Report:

Jonathan Laderoute (Renfrew County District School Board) / Kyle Nichols (High Prairie School Division #48)

Motion carried

**11. Election of Nomination Committee (Kim Hamilton)**

Kim Hamilton, Simon Vinet, and Doug Strachan. No other names put forward.

**12. Appointment of Conference 2017 Chair**

Kyle Nichols and Stephanie Trottier (Calgary) announced the 2017 annual conference:

- Co-chair for 2017 conference Kyle Nichols/ other conference co-chair (Angela Baron)
- Promotion of the 2017 annual conference, video presentation

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- Conference theme: Rurban Perspectives Rurbaines
- Location: Edmonton, Alberta
- Graphics design produced by new corporate sponsor, PathFive, who have also agreed to be the first conference sponsor for 2017 by providing 'in-kind' services of the graphics image and conference website production.  
Conference dates to be confirmed once hotel arrangements are confirmed (to take place late September or early October 2017).

13. **New Business** = no new business presented

**14. Adjournment**

**Motion** to adjourn the 2016 AGM:

Stephanie Comeau (Conseil scolaire acadien provincial) / Diane Hutchinson (Battle River School Division)

Adjourned at 1:30 pm

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Trish Smith  
Recording Secretary

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