

IABC-MB AGM – June 17, 2021

Pre-Meeting Attendees – 5:30 p.m.

Jackie De Pape Hornick
Jennifer Cox
Ashlee Espenell
Antonietta Versace Oliveira
Jeremiah Fitzpatrick
Seun Akinlade
Danica Hidalgo
Stacey Ashley
Georgia Dalke

Jackie called the pre-meeting to order at 5:37 p.m.

President's Update: Jackie did some housekeeping items: order of meeting tonight, new members being confirmed tonight, non-board members will be at the meeting tonight, notebook gifts

Professional Development: Antonietta talked about the CMP/SCMP exam (Jackie and Ashlee both passed), where 6 out of 7 exam takers passed! Still wondering when the date would be for the next exam.

Membership: Stacey talked about the committee's goals from the year and great successes. She mentioned the influencer gifts worked well and scored us a membership (Jessica, CEO from Humane Society). Would be great to continue that next year, especially expanding influencer relations on social media.

AGM Meeting – 6 p.m.

Jackie De Pape Hornick
Jennifer Cox
Ashlee Espenell
Antonietta Versace Oliveira
Jeremiah Fitzpatrick
Seun Akinlade
Danica Hidalgo
Stacey Ashley
Georgia Dalke
Marcus Benatti
Evan Matthews
Rajesh
Merrilea

Marjorie Huculak
Crystal Hiebert
Riley Malinowski
Roland Pajares
Shruti Gupta

Regrets:

Brent Wennekes
Jill Harris

Jackie called the meeting to order at 6:02 p.m.

Approval of the agenda:

No amendments

Jen motioned to approve; Marjorie seconded; Motion carried.

Approval of last year's minutes:

Antonietta motioned to approve; Danica seconded; Motion carried.

Maintaining the title of Director of Leadership Development (was voted to change it at last year's AGM):

Jen motioned to approve; Antonietta seconded; Motion carried.

President's Report: Jackie talked about how we began and ended our chapter year in the pandemic. IABC set two goals in September: to improve current membership experience and increase membership. Our board got international attention and grew to over 100 members. We offered eight different local events this year (all online). We also included professional development events such as book club, LinkedIn, and other topics. We provided a new monthly e-newsletter (which resulted in a 35% increase in openings). We offered more informal events like Coffee and Conversation with Jennifer. We ran three study group sessions for members pursuing certifications. Seven members sat their exams this week, including Ashlee, Crystal, Roland, and Jackie. We sent more personalized to members this year and engaged more with potential members. We did a robust revamp of our website and provided a steady stream of content on our social media (including increased LinkedIn followers by 32%). What a fantastic year! Jackie thanked each of our board members for all their hard work. The volunteer of the year award was given to Jeremiah Fitzpatrick, Director of Finance. He advanced the portfolio significantly and was a huge asset to the board.

Financial Report: Jeremiah presented the financial report for the year. \$3,197 in income. We had to repay a large Dare to Lead grant (due to the conference not being able to be held in Manitoba). Expenses were down year over year, and included speaker fees, web hosting, gifts, etc. There was a net loss, which can be attributed to the Dare to Lead grant repayment. Jen motioned to approve; Shruti seconded; Motion carried.

Proposed 2021-2022 Board:

Jen presented the board for the upcoming chapter year.

Continued Members

Proceeds to President – Jennifer Cox

Proceeds to Past-President – Jackie De Pape Hornick

Continues as Director of Finance – Jeremiah Fitzpatrick

Continues as Director of Marketing and Communications - Brent Wennekes

Continue as Co-Directors of Membership and Networking - Jill Harris and Stacey Ashley

Continues as Director of Career Development - Antonietta Versace Oliveira

New Members

Vice-President – Ashlee Espenell

Co-Director of Professional Development – Evan Matthews

Director of Partnerships and Sponsorship – Marcus Benatti

Student Liaison, Red River College – Georgia Dalke

Director of Leadership Development – Sam Swanson

Vacant Positions

Co-director of Professional Development

Director of Administration

Student Liaison, PACE

No further nominations from the floor. Jen motioned to approve the new board; Stacey seconded; Motion carried.

Jackie acknowledged that Marjorie has been a long-standing IABC volunteer but is moving on to the IABC Canada West region board of directors. Thank you, Marjorie!

Incoming President's Address: Jennifer introduced herself, as a communications lead at the University of Winnipeg. Jen said she has big shoes to fill with following past presidents Jackie and Marjorie. Jen joined IABC when she moved to Manitoba to find a community in communications and beyond. Jen would like to double the number of certifications in the next year. She'd also like to do more work in the equity, diversity, and inclusion conversation by bringing in speakers and learning together with other members. There will hopefully be in-person events and meetings, but Jen would also like to continue doing some professional development online to make sure we're reaching all communicators in Manitoba and bring in more international speakers. The Canada West region conference is on October 25-27.

Jen thanked everyone and welcomed each of the new board members.

Marjorie motioned to adjourn the meeting; Antonietta seconded; Motion carried.
The meeting officially adjourned at 6:26 p.m.