



**ORRA Board of Directors Meeting Minutes  
Friday March 17, 2017 from 8:30 a.m. to 10:30 a.m**

**Venue:** TechInsights, Solandt Road, Kanata, Ottawa

**Present:** Alex Bibeau, Irene Lis, Gina Maddalena (via phone until 9:30am), Alison Rae, Jennifer Rantz,  
Mike DesLauriers, Glynnis Wilson

**Regrets:** Alex Bibeau, Danielle AuCoin

**AGENDA ITEMS FOR MARCH 17, 2017 MEETING**

**1. Events Update**

- i. Programming update (Jennifer)
  - a. May event speaker needed.
    - Options include Jared Floyd of Quickly Inc. ([www.quickily.com](http://www.quickily.com))
- ii. AGM status
  - AGM date April 19 2017
  - Sponsor search ongoing
    - o **Action Item 1 - 03.17.16:** Gina to continue to pursue several leads
  - Speaker dependent upon available funds
  - Venue tbc: Brookstreet, Divino, LaCharrette, Mill Street
    - o **Action Item 2 - 03.17.16:** Mike to research above venues and costs
  - Time tbc: evening or breakfast
  - AGM presentation to be developed
    - o **Action Item 3 - 03.17.16:** Gina to work with Alex

**2. Marketing Update (Alison)**

- Membership renewals ytd = 28
  - o AGM should trigger more renewals
- Discussion regarding partner member vs regular member
  - o **Action Item 4 - 03.17.16:** Jennifer and Alison to develop definitions for partner member vs regular member
- PaintNite reminder to be issued
- World of Work May event venue tbd
  - o **Action Item 5 - 03.17.16:** Alison to post on LinkedIn, including open Board positions (President and Director Marketing)
- Consider Facebook page for ORRA
- Seek a social media volunteer.
  - o **Action Item 6 - 03.17.16:** Irene to follow up with Carleton grad who is looking to volunteer
- AGM and upcoming events to be advertised
  - o **Action Item 7 - 03.17.16:** Alison to post on LinkedIn, including open Board positions (President and Director Marketing)

**3. Finance update (Alex): Unavailable**

- i. Review vs Notice To Reader – not discussed

#### 4. New Business

- i. Volunteer enquiries (Tunmise Olatifede).
  - o See **Action Item 4 - 03.17.16** above
- ii. Mentor enquiries (Nathalie Houle).
  - o Gina followed up with Nathalie.
  - o Future discussion re whether can support mentoring opportunities
- iii. Job postings.
  - o Can be posted in ORRA's LinkedIn page under jobs tab.
- iv. Other: Glynnis will update website and post Board vacancies

#### 5. REVIEW OF LAST MEETING'S MINUTES

<b>A. OUTSTANDING ACTION ITEMS FROM BEFORE NOV 4, 2016 MEETING</b>	
<b>MEETING AGENDA TOPIC</b>	<b>STATUS / NOTES</b>
1. i. to iv. Roles and objectives will be confirmed once new BoD members understand current volunteer expectations and have reviewed recent survey results	<b>WIP</b>
<b>Action Item 1 - 11.4.16:</b> Jennifer to shorten volunteer JDs to one page each.	<b>WIP.</b>
<b>Action Item 2.i.c:</b> Gina and Mike to draft templates and guidelines re W@W <b>Action Item 3:</b> Gina to talk with Mike and W@W for list of members needing certification to decide on question re offering W@W courses	<b>WIP – to be completed by February 17, 2017</b> <b>WIP - to be completed by February 17, 2017</b>
<b>Action Item 4:</b> Alex to “do the ask” and will follow up with Jennifer – <b>On Hold</b>	Jennifer has approached Hicks Morley as potential sponsor for Nov. event. She will approach Mercer & KPMG as needed and appropriate. <b>Action Item 2 - 11.4.16: Completed</b> Irene to pull first draft of sponsorship document that had multiple level options for review and use for AGM sponsors <b>Completed.</b> <b>NEW Action Item 1 - 01.13.17: - Alison to work with Michael Horne to review and adapt sponsorship model, approach and schedule. Completed.</b>
v. Bylaw revision – on hold	<b>On hold</b>
<b>6. Finance</b>	
<b>Action Items 6 for Alex:</b> <ol style="list-style-type: none"> <li>i. Need to add “actual” columns.</li> <li>ii. Page 2: Update to remove Excel courses.</li> <li>iii. Page 3: Free passes to Total Rewards Conference are missing – to be added</li> </ol>	<b>WIP</b>
<b>7. Marketing e</b>	
<b>Action Item 12:</b> Irene to draft a student outreach plan with Inoka and review with Gina. Inoka has not been available. Irene to draft a plan and review with Gina.	<b>Completed. NEW Action Item 2- 01.13.17 - Irene and Alison to develop schedule to reach out to schools and identify interested presenters (include Inoka and Helen Robert). WIP. Alison and Irene agreed to postpone until after AGM and reconvene in June.</b>

## B. OUTSTANDING ACTION ITEMS FROM NOV 4, 2016 MEETING

MEETING AGENDA TOPIC		STATUS / NOTES
<b>2. Finance update - Alex</b>		
<ul style="list-style-type: none"> <li>Current chequing account balance = \$10,099</li> <li>Bookkeeping is up to date</li> <li>KPMG fees appear high at more than \$4k</li> <li>ORRA now has a cost analysis template to use for events</li> </ul>	<p>Discussions:</p> <ul style="list-style-type: none"> <li>i. Need to achieve more than break-even results at events and secure event sponsors.</li> <li>ii. By-law language re audited books</li> </ul> <p><b>Action Items 3 - 11.4.16: WIP</b></p> <p>Alex will:</p> <ul style="list-style-type: none"> <li>a. Review NFP requirements re audited books</li> <li>Explore accounting fee options</li> </ul>	
<b>3. Events Update - Jennifer</b>		
<ul style="list-style-type: none"> <li>Jennifer is seeking input to 2017 planning via a brainstorming meeting. This includes starting to think about next AGM.</li> <li>W@W for Nov 15 is in process</li> <li>Comp event was successful: venue, presentations, feedback..</li> </ul>	<p>Board members have agreed to brainstorming breakfast meeting date for Friday November 18 at Chipworks.</p> <p><b>Action Items 4 - 11.4.16: Completed.</b></p> <p>Jennifer will</p> <ul style="list-style-type: none"> <li>a. Issue invite to brainstorming meeting to volunteers and members.</li> <li>b. Look into cost of breakfast from nearby venue versus having Board members bring coffee and food for participants.</li> </ul> <p><b>NEW Action Item 3- 01.13.17 - Jennifer to circulate minutes of Nov. 18 meeting to volunteers and Board. WIP? May be on shared drive.</b></p> <p><b>Action Item 5 - 11.4.16: Will not be completed.</b></p> <p>Dave will survey the members who did not attend the comp event.</p>	
<b>4. Marketing Update</b>		
<ul style="list-style-type: none"> <li>Review of by-laws re replacement for Dave</li> </ul>	<p><b>Action Item 6 – 11.4.16 – Completed.</b></p> <p>Dave will edit posting for Director Marketing position and post on ORRA website with November 11 deadline.</p> <p><b>Board Decision:</b> Appoint Alison Rae as interim Director of Marketing pending posting results.</p>	
<b>5. New Business –</b>		
<ul style="list-style-type: none"> <li>Xmas volunteer event will be Thursday Dec. 8</li> <li>ORRA should consider an event for unionized organizations</li> </ul>	<p><b>Action Item 7 – 11.4.16 – Completed.</b></p> <p>Board members to share ideas on venue and format by Friday Nov 11 to allow for planning.</p> <p><b>Action Item 8 – 11.4.16 – WIP</b></p> <p>Alex will enquire re speakers who are SMEs re union matters and total rewards</p>	
<ul style="list-style-type: none"> <li>Next Board meeting date in January 2017</li> </ul>	<p>Irene to issue Doodle invite - <b>Completed.</b></p>	

## 2. AGENDA ITEMS FROM JANUARY 13, 2017 MEETING

<b>2. Finance update - Alex</b>	
<ul style="list-style-type: none"> <li>• Current chequing account balance = \$10,077</li> <li>• Bookkeeping is up to date</li> <li>• KPMG fees appear high at more than \$4k</li> <li>• ORRA now has a cost analysis template to use for events</li> </ul>	<p>Discussions:</p> <ul style="list-style-type: none"> <li>i. Events need to generate money, with break even a minimum requirement</li> <li>ii. Need to look at increasing event fees</li> </ul> <p><b>NEW Action Item 4- 01.13.17 - Jennifer and Mike to review what other organizations charge and make recommendations. WIP</b></p>
<b>3. Events Update - Jennifer</b>	
<ul style="list-style-type: none"> <li>• Need to determine available funding for AGM in order to plan appropriately</li> <li>• Possible speaker: Olympian from Stittsville</li> <li>• February Social event: <ul style="list-style-type: none"> <li>○ options: Paint Nite, Pottery Nite, cooking class/dinner night</li> <li>○ members pay to participate (like any other ORRA event)</li> </ul> </li> </ul>	<p><b>NEW Action Item 5- 01.13.17 - Jennifer and Mike to explore and make recommendation. WIP.</b></p>
<b>4. Marketing Update</b>	
<ul style="list-style-type: none"> <li>• ORRA needs to define membership categories</li> <li>• ORRA e-newsletter to be issued before the 30<sup>th</sup> of every month</li> <li>• Discussion on how to use social media, ie Facebook, LinkedIn, including whether to make LinkedIn a members only portal</li> </ul>	<p><b>NEW Action Item 6- 01.13.17 – Alison to obtain ORRA member list and review currency. WIP</b></p> <p><b>NEW Action Item 7- 01.13.17 – Alison to contact Toronto /GTRA regarding their new Social Media strategy. WIP</b></p>
<b>5. New Business –</b>	
<ul style="list-style-type: none"> <li>i. Student outreach program</li> <li>ii. Telfer update - what events are happening that we need in our calendar?</li> <li>iii. Sponsorship plan for events - if we do a wine and cheese social could we ask Mercer to sponsor?</li> <li>iv. Recurring BoD meetings, ex. 2<sup>nd</sup> Thursday in alternating months?</li> <li>v. W@W Membership Management Program</li> <li>vi. BoD position vacancies to be filled at AGM: President, Director of Marketing</li> </ul>	<ul style="list-style-type: none"> <li>i. Already discussed. See above.</li> <li>ii. WIP</li> <li>iii. Already discussed. See above</li> <li>iv. <b>Board Decisions:</b> <ul style="list-style-type: none"> <li>a. <b>BoD meetings will take place on the 3<sup>rd</sup> Friday of every second month</b></li> <li>b. <b>Volunteers are invited to most BoD meetings</b></li> </ul> </li> <li>v. <b>NEW Action Item 8- 01.13.17 -Gina and Alison to discuss. WIP</b></li> <li>vi. <b>NEW Action Item 9- 01.13.17 – Irene (?) to post President and Director of Marketing vacancies on ORRA website and e-newsletter. WIP</b></li> </ul>
Minutes from January 13, 2017 meeting approved by Board.	

## 6. Close of meeting

 Next Board meeting date: **Friday May 19, 2017**