



## **CCI – Eastern Ontario Board of Directors Meeting Minutes**

Wednesday June 11<sup>th</sup>, 2025, at 12:00 pm

Zoom

**Present:** Andrée Ball, Anne Burgoon, Jonathan Wright, Graeme McPherson, Stephanie Courneyea, Constance Hudak, Michael Lewicki, Stacey Malcolm

**Regrets:**, Noah Johnston, Gerry Boudreau, Nancy Houle

**Staff:** Theresa Place - Recording Secretary

### **1.0 Call to Order**

Andrée called the meeting to order at 12:04 p.m.

### **2.0 Approval of the Minutes of May 13, 2025, Board Meeting**

**01-05-13-2025 :** Mike made a motion to approve minutes which was seconded by Constance. Motion Carried.

### **3.0 Communications**

- No update

### **3.1 Update on Action Plan**

- No update

### **3.2 Social Media Update**

- The board discussed the continued emphasis on video content, as video remains the best-performing medium for engagement.
- LinkedIn continues to deliver the greatest benefits and attention for the organization.
- Facebook remains active, while Instagram is still viewed as valuable, but the monetization strategy is under evaluation.

### **3.3 Podcast Update**

- The Hosts and Jerry met last Friday to discuss the podcast approach.
- A tentative plan was created to rotate podcast hosts among board members.
- Board members acting as hosts were reminded to focus on the approved discussion topics and avoid self-promotion of their personal businesses.
- Opportunities for promotion will be circulated around the broader topic themes.
- Themes and contributors have been established, and no board approval was required for those at this stage.

- The target launch is July, with a plan to maintain a month's worth of content in advance and publish two podcast episodes per month.
- There was discussion about involving the board in approvals for the first recording, but it was generally agreed that if needed, committee analysis could be incorporated with additional lead time.
- Consensus from the board is required to finalize the rollout and move forward with the podcast production plan.
- Mike stated no formal approval process exists currently for podcast topics or committee roles.
- Suggestion to establish a clear, consistent process for topic approval and committee oversight.
- Board agrees that topics should be vetted and approved in advance as a batch, to avoid month-to-month approvals.
- Preapproved topic lists would allow hosts to proceed more smoothly.
- Interview guest scheduling is a challenge, aiming for 8 weeks of lead time.
- Constance stated the plan should be to supply a list of guests for the next two months.
- Flexibility suggested for adjusting podcast timing if urgent updates arise (e.g., legal issues or news from the CO).
- TPM stated an example from Grand River: recorded two episodes every four weeks, with editing done in batches, but could also fast-track urgent topics within a week.
- Need to coordinate with other committees (e.g., education committee) to avoid overlapping topics or conflicts.
- Grand River handled hot education topics with a podcast follow-up after the event, rather than before. Such as a wrap up of that previous event etc.
- Committee coordinating podcast schedules, targeting a July launch with limited June availability.
- Need at least two months of lead time for guest planning and aligning with education sessions.
- Working on a top-20 guest list to avoid duplication and identify best hosts, prioritizing influential guests (even non-members) to expand reach.
- Discussed possible incentives (e.g., discounted membership) for podcast participants.
- Considering contract adjustments for video elements.
- Board asked to confirm whether to participate in a province-wide "host chapter" initiative; next podcast planned for June 30.

#### **4.0 Membership**

- Stacey reported that Membership renewals are at 35 currently, compared to 5 last month and 65 at this time last year.

- Renewals went out later this year (beginning of this week vs. May last year), causing delays.
- Membership committee met with Theresa to finalize plans for follow-up and payment systems, especially for condo corporations.
- Exploring sending one renewal document per management company covering all their corporations.
- Optimism expressed about improving renewal numbers.
- Approval rating may be delayed until Friday due to Grand's golf tournament.
- Anne asked for Management companies to get a full renewal list for all Corporations instead of one offs. **TPM will provide that to Anne.**

## 5.0 Education & Events

- Lunch-and-learn events (1.5–2 hours) are not working well in person.
- Preference to keep the Christmas luncheon at the same time next year.
- Past in-person evening events also had low attendance.
- Event used to be popular before COVID, but recent attempts have struggled to gain traction.
- Suggest reviewing target audience and promotion before deciding to cancel future events.

## 5.1 Current Events

- The "Lawyers, Guns, and Money" in-person event had low registration. The committee will discuss and include Mike about converting the event into a virtual format due to the apparent lack of interest in in-person.
- Stacey will look for past survey results and share with TPM.
- **TPM stated another survey may be best.**

### Golf Tournament

- Golf tournament on June 19th, Golf tournament is down to 128 golfers; meeting planned afterward to discuss.
- Golf balls are currently with Noah.
- Golfers are mainly contractors and property managers; only two board members participating.

### Ottawa Conference

- The Ottawa Conference is scheduled for September 19th, 2025.
- Agenda and program not yet finalized; will be sent for review.
- Conference topic selection date to be scheduled soon.
- Received **CMRAO** submission late but it was accepted; will forward it for review.
- Conference committee will assist with selecting agenda items.

## Next Events

- Discussion on organizing a lunch event, scheduled for October 29 from 12–2 p.m.
- Question raised about whether the event will be in-person or virtual.
- No expert speakers assigned yet; still determining how many are needed and timing.
- Plan includes 2.5 minutes for business updates and 15 minutes per expert speaker.
- Seeking 3–4 volunteers to help run the event.
- A committee member emailed to volunteer for education support and insurance investigation.
- Opportunity to engage past volunteers, including one from seven years ago, to assist.

## 6.0 Sponsorships/Advertising

- Stacey presented an updated sponsorship structure that incorporates the new podcast initiative.
- Annual sponsorship renewal letters are being sent out by TPM.
- The renewal deadline for existing sponsors is June 28.
- After June 28, outreach will begin to new potential sponsors.
- Some new companies have already expressed interest if current sponsors do not renew.
- Email communication will go to existing sponsors first.
- Michael is working on technical aspects; users did not have access to the shopping cart setup on the website.
- The shopping cart was not visible to buyers; follow-up needed to ensure it is fixed.

## 7.0 Financials

### Review of April 2025 Month-End Financial Statements

- The most recent financials were April – TPM provided May's financials today. The April Financials were reviewed last month.
- Outstanding payments still need to be sent to Stephanie; the same issues with RBC access persist.
- Approval issues: Stephanie cannot be added properly because of previous email assignments.
- Urgent efforts are underway to resolve this with RBC and Telpay, aiming for resolution today.
- Some reports showing items 91+ days overdue; these need to be reviewed and cleared up where appropriate.

- Profit and Loss report is to be provided in a comparable statement.

### **8.0 LCCI Update**

**02-05-13-2025** – No new applications

### **9.0 CCI National Update**

- Stacey advised that virtual NLF is November 6<sup>th</sup>, 2025.
- Constance noted that CCI Grand River did an excellent job.

### **10.0 New Business**

- No update currently

### **11. Next Meeting** - virtual – Board meeting

Rescheduled for **Tuesday, July 8<sup>th</sup>, 2025 at 12 PM.**

### **In Camera Session to discuss Theresa Place Media Renewal Agreement**

### **12. Adjournment**

- The meeting concluded, at 1:00 p.m.