

**MINUTES**  
**CPA Leadership Division: Executive Meeting**  
**November 22, 2013**  
**6:00 pm – 7:30 pm EAST**

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**Attendees:** Joe Putos, Kathy Davidson, Carol Damp Lowery, Kris Head, Jean Robinson

**Regrets:** Swapnil Rege; Jérémie Breau

**1. Review of Agenda and Additions**

9.3 response to Facebook message

9.4 twitter account

**MOTION** It was moved by Carol, seconded by Kris and carried that:  
The Agenda be accepted as amended.

**2. Minutes of the Meeting October 25, 2013**

**MOTION** It was moved by Jean, seconded by Kris and carried that:  
The minutes of Oct 25, 2013 be accepted as circulated.

**3. Welcome to Megan Hudson**

Joe welcomed Megan, who will be the Executive's Resource person.

**4. DRRC Update: *Lead Jean***

Jean reported that the most recent teleconference was November 8<sup>th</sup>. Terms of Reference are being drafted, and Jean is involved in the creation of an evaluation process/tool of the Congress sessions, to be completed by mid February. Jean will follow up at the Divisions Chairs Meeting. Discussion is ongoing re. DRRC/Ask a Researcher sessions and whether they will continue at Congress. Joe will send Jean some additional resources regarding evaluation tools.

**5. Treasurer's Report: *Lead Jérémie***

A report of the current financial status was deferred as Jérémie was unable to attend.

Joe reported that as of January 1st there will be changes to the treasurer's scope of responsibilities, to comply with the new CRA requirements for financial reporting by not for profits. More information will be forthcoming from CPA. These changes will mean increased costs for each CPA division. CPA National has been asked to consider a formula that divides the costs among the Division, CPA and Divisions with surpluses that may contribute to offsetting the costs of the new auditing changes.

## **6. Chair's Report : *Lead Joe***

### **6.1 Division Chairs Meeting November and LSD Proposed Table of Contents for Presentation**

Joe reported on the Division Chairs meetings and the 90 minute session he facilitated around five issues governance, strategy and operations, fiscal sustainability, membership engagement and recruitment, and professional development. He will create a summary of the discussion - report to follow.

### **6.2 New Website Idea – 3 minute spotlight on Game Changing Moments**

The concept of a three minute video submitted by individuals describing a “game changing moment” in their lives (from a leadership perspective) was discussed; these would be posted on Facebook and our website, and would be a new way to engage the membership. Possibly these videos could be an activity completed onsite at Congress, and some samples could be created as examples in order to promote the idea.

**ACTION:** **Joe, Megan and Kathy to connect about the Game Changing Moment video concept and develop it.**

## **7. New Brunswick Workshop Update: *Lead Carol***

Carol confirmed that the New Brunswick branch is interested in the Workshop and that the potential date would be a weekend in May 2014. Carol described the potential budget for the workshop, and discussions around how the profit would be split between the Division and the Branch group. The concept of creating a framework for the New Brunswick workshop that could be used for other Branches or for other groups was discussed.

A proposal for a pre-Congress course has been submitted to CPA, awaiting acceptance.

## **8. Newsletter Fall/Winter Issue Update: *Lead Kris***

The newsletter is ready to go and will be sent out by eBlast, posted on the website, and linked from Facebook page. Next issue's theme is Appreciative Inquiry, and there are a few CPA Board members ready to provide a response to the case which will evolve from the one in this issue.

## **9. Communication: *Lead Kathy***

### **9.1 eBlasts**

eBlasts are being successfully sent out each Sunday, each around a TED talk theme.

### **9.2 Website additions**

A few changes have been made on the website, including a separate page for Executive names, Division documents (minutes etc), and a link will be created to facilitate registration to the Practice Management workshops.

### **9.3 Response to Facebook message**

Carol prepared a response to a message received on Facebook regarding advocacy. All were in agreement with a few edits. Carol will forward the response to Kathy to post.

#### **9.4 Twitter account**

Megan reported on her research regarding the possibility of opening a twitter account for the division. Twitter would be a way to reach out to people who have not “liked” the facebook page, people who may not be engaged with the division at all yet. It can also be a way for the division to learn about resources and information also.

**ACTION: Kathy, Joe and Megan to connect to discuss this in more detail.**

#### **10. Meeting Dates**

Next Meeting: TBD – Joe to send out a doodle poll

**Adjournment: Meeting was adjourned at 7:20pm**