

**National Association of Federal Retirees
Fredericton and District Branch (NB62)
BOD Meeting – September 10, 2016 - 9:30AM
Hazan Park Centre, 2nd floor, Oromocto**

PRESENT

Elliott Keizer, Cyril Theriault, John Richards, Ian Culligan, Wayne Gunter, Chris Goddard, Denise Blanchard, Rae Hopper and Wilson King.

ABSENT

Ron Brooks, Clayton Tupper, Norm Sheen and Jacques Piché

1. WELCOME

Elliott Keizer, President, welcomed everyone to the meeting.

2. APPROVAL OF THE AGENDA

Agenda was approved as submitted. Motion to approve the Agenda as presented

Moved by Cyril; Seconded by Wilson

APPROVED

3. MINUTES OF BOARD MEETING OF JUNE 4, 2016

Motion to approve the minutes as presented

Moved by Chris; Seconded by Denise

APPROVED

4. BUSINESS FROM THE MINUTES

a) Board of Directors duties and responsibilities

Standing item on the agenda until approved.

b) Partners update –Ron

Ron was absent so Elliott presented the update. Ron talked to all of our partners and stated that all are interested in continuing the relationship with our branch. They are also interested in having a table at our Fall Dinner; that would be 7 tables.

They discussed ways to promote the agreements we have with them and the benefits our members can receive. They talked about various ways to get the message out to the members through the use of email and promoting our website and local newsletter insert in Sage. They did not see a need to change the agreements we now have.

Some suggestions and observations from our partners:

- Robert Stoney: interested in making another presentation to our members.
- Rick Topples: would like to have a link on our website.
- Coast Tire: would like to make their sale/tire rebate information available to our members through our website.
- Schnitzel Parlour: will not be able to attend the Fall Dinner as dinner is their busy time;

he will supply business cards to place them on the table.

- Griffins Pub: not a lot of users but there are a few repeats; may have pizza coupons available at their table.
- Audiocorp: had 3-4 members so far. He said he could do more by asking patients if they are members of NAFR and welcoming partners of members.
- Home Watch: very few members using the service but does want to continue.

Recommendations:

- Branch needs to promote the use of our website.
- We should use our email list to promote the discounts available to the members.
- Look for ways to advertise specific events if partners request.

Motion to pay the cost of the partner's meals for them and their guest at the Fall Dinner and to accept the report.

Moved by Cyril; Seconded by John

APPROVED

c) Membership – Wayne

No missing cards reported since May. At the end of August, Denise, Wayne, Elliott and John received a two days CRM training provided by National Office staff.

Next is to focus on recruitment of currently Federal employees to become new members. Our planning session highlighted the need to focus on recruiting current employees but the problem is how to reach them. A small group has been appointed to develop some ideas on this. Denise is currently working on a Power Presentation based on the new NAFR brochure. It will give us something that we could show before our Special Events and our Dinners.

National Office is working on developing "Click Dimension" part of CRM to be able to contact our members with email addresses with direct mass emailing. These notices can also be posted on our Branch website for access at their convenience.

We are also working on the phone message system where our members with only phone access will be able to call a local number anytime to find recorded voice messages like the messages posted on our website.

Chris, Denise and Wayne will work on a phone message regarding our Fall Dinner.

Motion made that the Membership report be accepted.

Moved by Wayne; Seconded by Ian

APPROVED

5. REPORTS

a) Finance – John

John presented the balance sheets and cash flow.

As of September 8, 2016 we have a surplus of \$2,386. Spending in the following categories is considerably less than originally predicted: branch advocacy, stationary supplies, branch volunteer engagement.

In addition, \$2,300 was budgeted for the Sage inserts and it is not certain yet if National will bill us this amount; still waiting for an answer.

Surplus unappropriated funds in our chequing account at fiscal year-end are subject to repatriation to National. Our charge for the past 3 year's surplus funds will be about \$1,500. In light of the forgoing, John suggested:

- We should increase our equipment reserve back up to \$5,000.
- That we examine all planned expenditures for this fiscal year; particularly against our budget request made for this year.

How should we spend our money?

- Training: Board training; working on a non-profit board, board orientation session for new board members. Cyril will contact Deborah Krouse regarding "working on a non-profit board".
- Technology: targeted to their needs, poll members, Sage insert, Fall Dinner. Send a message to members about their needs.

Motion to accept the Treasurer's report.

Moved by John; Seconded by Ray

APPROVED

b) Special Events

Norm was absent; no report available.

6. NEW BUSINESS

a) Planning Session of 27 August 2016 – Elliott

Following the Planning Session, the Executive met on September 1st, to outline a course of action to propose to the Board at our meeting of September 10th. It ended with 5 priorities and a series of activities to be pursued. Instead of tackling everything at once, the Executive suggest to start immediately with the formation of two key committees:

1. Recruitment

The Chair will be the Membership Director who reports back to the Board. The goal is 2,500 members by December 31, 2019. Some comments include:

- Focus on potential for recruitment at the base and ex-military
- Coordinate with National Initiatives and use National Office as a resource
- Could invite potential members to meetings and social events
- Use pre-retirement and scan seminars
- Determine opportunities for cooperation with other organizations
- Consider use of social media, print materials, etc.
- Conduct research to fill information gaps

Motion to form a recruitment committee with Wayne, Denise, Chris and Cyril (at first) and non-board members.

Moved by Wayne – Seconded by Ian

APPROVED

2. Event Organization

The Chair will be the Special Events Director who reports back to the Board. Mandate includes increasing the NAFR profile/awareness at the local level. Some comments

include:

- Responsible for AMM, dinners, seminars and other ad hoc opportunities
- Recommend topics, speakers, venue to the Board. A first job is to carry out a survey of possibilities for our involvement
- Make all administrative arrangements
- Cooperate with National initiatives

Motion to form an Event Organization Committee with Norm and Ian.

Moved by Denise – Seconded by Rae

APPROVED

b) CRM Training – 25 & 26 August 2016 - Elliott

Elliott reported that the training went well. Alex and Paula were very useful and cooperative.

c) SAGE Announcement - Cyril

Deadline for the SAGE Winter 2017 issue is September 22nd for branch reports and September 29th for Branch announcements.

Summer and winter issues were free. Now it could be any two Sage issues; our branch will pay for the fall issue.

Suggestions for the Sep 29 deadline: people who died, future event, volunteer recruitment, point members to our website.

d) New Board Member – Linda MacDonald – Cyril

Linda came to a number of information sessions and was at the last spring meeting. She will be filling the balance of Frank's term (May).

Cyril motion that Linda be appointed to fill the balance of Frank's term on the Board.

Moved by Cyril; Seconded by John

APPROVED

e) Business Cards – Denise

Denise presented a sample business card that she created using Vista Print. It was agreed that we order 50 single business cards for each member.

She also prepared a report as to which branches have Facebook pages and/or websites. She shared a few ideas from their websites that we could use in our branch.

Meeting adjourned at 12:00 PM

**Next Meeting: October 15th, 2016 - 9:30 AM,
2nd Floor, Hazen Park Centre, Oromocto**

Recorded by: _____
Denise Blanchard, Admin Director

Approved by: _____
Elliott Keizer, President