

**Editors' Association of Canada/Association canadienne des réviseurs  
Minutes of Executive Council Meeting  
June 3–4, 2007**

**Day One  
Sunday, June 3**

**1. Call to order**

The meeting was called to order at 4:10 p.m. on Sunday, June 3, in Room 202 of Stanton Hall at the University of Ottawa. Maureen Nicholson, as outgoing president, presided for agenda items 1 to 5. The incoming president, Moira White, presided for agenda items 6 to 23.

*Attending:*

Susan Davis (agenda items 1 to 5 only)	outgoing Vice-President
Brendan Wild	Vice-President
Greg Ioannou (agenda items 3 to 23 only)	Treasurer
Julia Cochrane	Secretary
Daphne Sams (agenda items 1 to 5 only)	outgoing BC branch representative
Barbara K. Adamski	BC branch representative
Licia Paddison	PP branch representative
Michelle Boulton	SN branch representative
Alan Yoshioka (agenda items 1 to 5 only)	outgoing TO branch representative
Mary Anne Carswell	TO branch representative
Beverly Ensom	NCR branch representative
Brian Parsons (agenda items 1 to 5 only)	outgoing QAC branch representative
Blossom Thom	QAC branch representative
Tom Vradenburg (agenda items 1 to 5 only)	outgoing Member-at-Large
Brenda Belokrinicev (agenda items 13 to 23 only; by phone)	Member-at-Large
Kryisia Lear	Member-at-Large
Marta Horban	Executive Director
Michelle Ou	Minute-Taker

*Absent:*

Faith Gildenhuis	outgoing Past President
Peter Moskos	outgoing Member-at-Large

**2. Approval of agenda**

The agenda was amended to include the appointment of the Forum Monitor and to defer the overview of the association's activities and budget review to later in the meeting.

**Motion:** MOVED by Tom Vradenburg, seconded by Brian Parsons, to approve the agenda. CARRIED.

**3. Receipt of quarterly reports**

**Motion:** MOVED by Brendan Wild, seconded by Tom Vradenburg, to receive the quarterly reports. CARRIED.

**4. Approval of March 2007 minutes of national executive council meeting**

**Motion:** MOVED by Daphne Sams, seconded by Julia Cochrane, to approve the minutes of the March 2007 national executive council meeting. CARRIED.

**Noted:** The motion relates to both March 2007 minutes and the March 2007 in-camera minutes.

**5. Ratification of motions proposed and voted on via the email forum**

There were no motions proposed on the email forum over the past quarter.

There was a round of applause and gift presentation for outgoing members of the national executive council. Susan Davis, Brian Parsons, Daphne Sams, Tom Vradenburg and Alan Yoshioka left the meeting.

**6. Overview of general meeting procedures, expense reimbursement and email forum procedures**

Executive director Marta Horban gave an overview of national executive council procedures for members who are new to the table.

**7. Overview of association's activities over the course of the year**

The overview of the association's activities over the course of the year was deferred to Monday.

**8. Proposed meeting dates and locations for the coming year**

The following dates and locations were agreed on for council meetings in 2007–08.

- Strategic-planning meeting: September 15–16, Montreal
- Budget meeting: November 24–25, Toronto
- Major-issues meeting and AGM prep meeting: March 1–2, Vancouver
- AGM and transition meeting: June 8–9, Edmonton

**Noted:** The March 1–2 meeting in Vancouver is contingent on budget.  
The June meeting is contingent on the 2008 conference dates.  
Mary Anne Carswell cannot attend the September meeting.

**Action:** Mary Anne Carswell will look into having her co-chair attend the September meeting in her stead.

**9. Appointment of committee chairs and representatives to external organizations**

**Motion:** MOVED by Greg Ioannou, seconded by Maureen Nicholson, to appoint the following positions:

- Certification Steering Committee chair: Rosemary Tanner
  - Conference Committee chair: Karen Virag
  - Forum Monitor: Alan Yoshioka
  - Mediator: Jane Kidner
  - Professional Standards Committee chair: Frances Peck
  - Website Committee chair: Ken Weinberg
  - EAC's director and delegate to the Book and Periodical Council: Stephanie Fysh
  - EAC's delegate to Cultural Human Resources Council: Karen Virag
  - EAC's delegate to Freedom of Expression Committee: Marg Anne Morrison
- CARRIED.

**10. Adjournment**

**Motion:** MOVED by Michelle Boulton to adjourn. CARRIED.

The meeting was adjourned at 4:31 p.m.

**Day Two****Monday, June 4: Meeting of the New Council****11. Call to order**

The meeting was called to order at 10:02 a.m. on Monday, June 4, in the Gilmour Room of the Business Inn, Ottawa. The president, Moira White, presided. Attending: see item 1 above.

**11A. Overview of association's activities over the course of the year (deferred agenda item)**

Upon returning to Toronto, Marta Horban will focus on getting the new national executive council up to speed, coordinating EAC's presence at Book Expo and publishing industry news.

From June through late fall, the national office will focus on certification, including selling study guides, finding test locations and invigilators and making procedural revisions based on feedback from the 2006 test administration.

**Noted:** Marta is looking into getting certification coverage in *The Globe and Mail* in late August or early September.

In the fall, with Conference Committee chair Karen Virag, the national office will concentrate on 2008 conference planning, with a focus on developing a core group of national multi-year sponsors.

**Noted:** The national office already has a graphic designer in place. Peter Rocca is looking for a conference venue. The press release announcing the winner of the 2006 Tom Fairley Award will go out in June 2007.

In March/April 2008, the executive director will prepare for the association's annual financial audit.

Throughout the year, the national office will provide ongoing website and e-news updates.

**Noted:** This year's exec read group will consist of the president, vice-president and executive director. Marta wants to start up a French exec read group. How close to the national executive council should the French exec read group be? Exec readers should be familiar with policies, etc. Marta plans to coordinate with new Francophone Affairs Committee chair, Anna Olivier, to find suitable candidates for a French exec group. Efforts will be made for bilingual broadcasts to go out simultaneously (i.e., no lag between English and French communications even if it means delaying the English broadcast until it can be translated).

**Suggestions:** Track Book Expo visitors to find out why they're visiting the EAC booth. Publicize certification at Book Expo. Recruit volunteers who will be active networkers.

**Noted:** A certification press release is in the works.

**Suggestions:** Stop producing conference brochures. They are costly, but not timely. Produce conference postcards that point people to the website instead.

**Noted:** There are a number of members who don't have access to computers or the Internet.

**Suggestion:** Advertise the conference in a trade publication like *Quill & Quire*.

## 12. Business arising from annual general meeting

**Actions:** National office staff will update the website to identify the winner of the 2006 Tom Fairley Award and the new national executive council, and update the national executive council forwarding email addresses, as well as the executive council, branch executive and committee chair email forums.

National office staff will send a broadcast to all members announcing the results of the AGM elections.

National office staff will upload the approved Guidelines for Participation in Interactive Voice to the website.

National office staff will add the forum monitor to the list of committees and mandates.

**Suggestions:** Establish a committee chairs page on the website.  
Add a “contact the moderator” link to Interactive Voice.  
Add an “association highlights” section to the website.  
Create an executive summary of the strategic plan and annual report to make communications more user-friendly.  
Add photos to the annual report.  
Design the annual report for the Web rather than for print. There would be more freedom if the document didn’t have to be black and white.  
Run highlights from the annual report in *Active Voice*.  
Add a link to the association website from Interactive Voice.  
Add a news highlights section to the website.  
Add an association calendar to the website to generate traffic.

**Noted:** Stricter deadlines are required for annual reports in order for summaries to be produced. There has been a lot of discussion on the email forum about *Active Voice*. Most members seem to prefer print communications.

## 13. Business arising from quarterly reports

**Suggestion:** In the future, ensure that all incoming national executive council members also receive the Q2 reports to prepare for the handover meeting.

**Noted:** Susan Davis is still willing to volunteer for the Website Committee.

### *Secretary*

**Noted:** Some executive council members were unhappy with the way GiftTool returned the results of the national rate survey (i.e., in a large Excel spreadsheet with raw data). Executive council members were also concerned that the report itself wasn’t very confidential (i.e., in certain instances it was easy to identify some members based on their responses).

The national executive council and national office staff acknowledged Michelle Boulton, Wilf Popoff and Alan Yoshioka for developing the national rate survey.

**Suggestions:** Hire a data expert to examine the results.  
Hire a member of the association to examine raw data. Many of them work in Excel.  
Ask Doug Linzey (Member Communication Committee chair) to examine GiftTool survey results.  
Anyone who has access to the Excel spreadsheet of raw data from the national rate survey (branch reps and panellists) should destroy their copy.

**Action:** Marta Horban will coordinate with Michelle Boulton and send the national rate survey results to Doug Linzey to see if he can work with the raw data.

**Suggestion:** The Member Communication Committee should be responsible for analyzing all survey results.

### *Executive director*

**Noted:** Marta Horban will be requesting guidance from the national executive council in the coming quarter on establishing annual salary increase guidelines and for setting national office holiday closure dates.

### *BC*

**Noted:** The national executive council will look into paying BC back for its certification loan after determining how the association's financial situation looks after factoring in the cost of the 2007 conference.

### *Prairie Provinces*

**Noted:** Prairie Provinces member Theresa Agnew pushed to get the branch's current policies consolidated into a branch policy booklet that has been ratified and may be published on the branch's website.

**Suggestions:** The Prairie Provinces branch's policy booklet will be of use to other branches. Publish branch policy documents under the national policies page on the members' side of the association's website.

A motion was passed at the Prairie Provinces branch AGM stating that "the Prairie Provinces branch recommends to the national executive council that the certification exams be considered [less as testing tools and more as] rigorous professional development tools that provide both qualitative and quantitative feedback on results to candidates."

**Noted:** Some Prairie Provinces members who took the 2006 certification tests are concerned because they did not receive marks. Test-takers don't know if they were close enough to a passing mark to appeal and don't receive qualitative comments to tell them how they can improve. National executive council members were concerned about the motion to see certification tests as professional development tools rather than accreditation vehicles. Test-takers could pay an additional fee for qualitative comments. The additional fee would be set to offset the cost of additional marking time.

**Actions:** Marta Horban will ask the Certification Steering Committee for guidance on how to respond to the Prairie Provinces branch's motion and the potential cost involved. Licia Paddison will report back to the Prairie Provinces branch that national executive council will consult with the Certification Steering Committee on their request.

### *QAC*

**Action:** Blossom Thom will work with QAC administrator Karen Schell to look for a venue for the September 15–16 national executive council meeting in Montreal.

**Suggestion:** National executive council members who reside in the meeting city should stay at the same hotel with the rest of the group.

**Certification**

**Noted:** The national executive council requests more information from the Certification Steering Committee. What is the committee's marketing plan for the next quarter? When can people start registering for the 2007 tests?

Michelle Boulton circulated a draft EAC advertising policy draft for national executive council members to work on in the next quarter.

**Suggestions:** The Marketing & PR Committee should work with the Certification Steering Committee to develop a marketing plan.  
There should be more collaboration between committees because many of them have overlapping mandates.

**Newsletter**

**Noted:** Proposed publication dates for *Active Voice* are April 1, July 1, October 1 and January 1.

**Suggestions:** The newsletter editors should produce a double volume at some point in 2007 so that the numbering within each volume remains consistent.  
Publish contributions deadline in *Active Voice*.

**14. Budget review**

Discussion was deferred to agenda item 16A.

**15. Report from the national office**

Marta Horban is looking into relocating the national office in August 2007 from its current location at 502–27 Carlton Street in Toronto to another unit on the same floor. The cost of rent for the new unit would decrease by 9% over the current cost for unit 502. Marta plans to channel some of the savings in rent to new furnishings and a kitchenette.

**Action:** Marta will ask the building's management if the lease can be structured so that payments are lower in the first year and higher in later years so the funds for upgrading furnishings and the kitchenette addition would be available immediately.

The national office leased a new duplex, laser, colour printer/scanner/fax/copier and will now look into a new server that will support the new printer and house the new database.

**Noted:** The national office will see revenue from the Toronto branch for use of the new printer. There is no chair for the Online Job Tools Committee so updates to the Online Directory of Editors are falling entirely on staff.  
Marta plans to hire a staff person with a background in professional development to assume the vacant project manager position as of August 1, 2007. She may hire this person part-time and increase the part-time administrative assistant's hours.

**Suggestion:** The national office should consider hiring one part-time person for the conference and another for certification.

**Noted:** Marta needs home addresses from all national executive council members for the annual report to Industry Canada.

**16. Recruitment for any vacant positions****Online Job Tools Committee**

**Noted:** There are three vacant committee chair positions: training and development, online job tools and publications.  
There has never been an Online Job Tools Committee chair.

The Directory Committee chair role was onerous, but it is no longer time-consuming now that the directory is not printed.

Online Directory of Editors upgrades are stalled until the national office can upgrade the national database.

**Suggestion:** Make online job tools a function of the Membership Committee.

**Noted:** Committee mandates can only be altered by member ratification at AGM.

#### ***Publications Committee***

**Noted:** There is no cohesion among EAC publications. Different publications use different publishers.

**Suggestions:** The Publications Committee chair should assess the association's existing publications and look into finding funding to revamp them, where necessary. It is a strategic position. Some members who might be suitable for Publications Committee chair were identified. There are various in-house members in Toronto who could be right for the role.

**Action:** Greg Ioannou will think of more people for the publications chair role and report back to the national executive council.

#### ***Training and Development Committee***

**Suggestion:** A former professional development chair from one of the branches was identified as a good candidate for Training and Development Committee chair.

**Noted:** In the past, the national executive council has discussed promoting committee chair vacancies as EAC professional opportunities.

**Suggestions:** Advertise the vacant positions on the members' area home page.  
Publish testimonials from past committee chairs, focusing on what they gained from the experience.  
Publish a running feature and committee profiles in *Active Voice*.  
Broadcast the vacant positions in the post-conference e-news update.

**Noted:** Thinking about who might be put forward to fill the vacant positions is a function of the Nominations Committee over the coming months.  
The "Get involved" section on the website has already been tweaked and is ready for advertising vacant committee chair positions.

#### **16A. Budget review (deferred agenda item)**

Greg Ioannou reported that financials are in line with last year (surpluses this year and last were mainly due to staff shortages). Reserves are low (the association should have two to three months of operating expenses in reserve), but they are building at a rate of approximately \$4,000 to \$5,000 per year.

**Suggestions:** Streamline financial reporting practices across the association.  
Branches should submit financial statements to the national treasurer.  
The branches should change their fiscal years so they're all in line with national's calendar fiscal year.  
The association should offer design jobs to members first.

**Noted:** Wilf Popoff has taken over financial bookkeeping in Saskatoon.  
Saskatoon, NCR and QAC are operating without budgets.  
With the exception of BC, each branch is a legal committee of the national body.  
National is financially responsible for branches.

**Suggestion:** BC should move toward becoming a legal committee of the national association.

**Action:** Greg Ioannou will look into de-registering GST numbers for branches that don't bring in at least \$30,000 per year.

Registrations for the conference were lower than expected and actual AV costs were much higher than projected.

**Noted:** Marta Horban will have more information on the 2007 conference financials in the coming weeks.  
Lynne Massey is looking into getting a refund from the Ottawa Congress Centre for sound problems during the AGM and banquet.

**Suggestion:** Ask for a refund of fees for Congress Hall, Salons A and E (where most of the sound problems occurred).

Some national executive members requested per diems because there are considerable out-of-pocket expenses associated with travel for national executive council meetings.

**Noted:** Some branches will cover expenses for their national representatives.  
Branches receive money from national based on a flat number of members; however, some of those members (students and emeriti) only pay at 50% and national absorbs the difference.  
Freelance editors lose income to attend national executive council meetings.  
Treasury Canada's per diem covers three meals per day, plus incidentals.

**Action:** Moira White will look into Treasury Canada's per diem rates and report back to the national executive council.

**Suggestions:** A per diem should, at a minimum, cover all meals.  
Set benchmarks for meals.  
It makes more sense to introduce per diems at budget meeting in November.  
All branches should cover expenses for their national representative that national does not reimburse.  
Introduce a \$25 per diem allowance from now until the November meeting.

**Noted:** The branch representatives will need to check with their branches to determine their policies.

**Motion:** MOVED by Maureen Nicholson that members and staff travelling on pre-approved national association business receive a \$25 per diem as an interim measure until the November 2007 budget meeting, effective September 1, 2007; seconded by Brendan Wild. CARRIED.

Some national executive council members are not covered for out-of-province medical insurance.

**Suggestions:** EAC should cover supplementary out-of-province medical insurance, if need be.  
Members could pay a fee toward a fund that would be administered by the association.

**Action:** National executive council members will look into whether or not they are covered for out-of-province medical expenses and report back to Marta Horban.



**17. Division of responsibilities between members-at-large**

**Noted:** Some of the previous members-at-large reported being a bit frustrated about their roles. There were concerns that they did not get to make the most of their time and expertise. Many of the committee chairs report directly to the president or executive director rather than through the members-at-large.

**Suggestions:** There is a degree of initiative required on the part of the members-at-large. The relationship between the member-at-large and the committee can be very productive or unproductive depending on how active the member-at-large is. The committees that would logically work together should be assigned to the same member-at-large.

**Action:** Brenda Belokrinicev, Krysia Lear and Marta Horban will have a working phone call to discuss the nature of the member-at-large positions and to assign the members-at-large to specific committees. They will report back at the next national executive council meeting.

**Suggestions:** The new members-at-large should not presuppose that there is an existing loop. They are responsible for fostering relationships. If problems arise, the member-at-large should bring them forward to the national executive council before the situations get out of hand. Use the committee email forum to build awareness and enthusiasm.

**18. Committee chairs**

**Noted:** The next committee chair training session is tentatively planned to take place in Montreal before the next national executive council meeting in September. In the past there has been discussion about holding one training session on the west coast and one on the east coast. Last year's inaugural training session was not well attended because the national executive council did not get the information to the committee chairs in a timely fashion. Lynne Massey has offered to design the committee chair training session as an adult-education exercise for a course she's taking.

**Suggestions:** Develop a modified cross-country quarterly training session for branch executives. Hold an orientation/meeting session for branch executive members at the annual conference. Modify the conference name badges so it is easier to identify volunteers, committee chairs, etc. Develop conference sessions to facilitate one-on-one conversation between national executive council members and individual members.

**Noted:** Marta Horban is planning to hold a conference call for branch administrators.

**Action:** Marta will let all national committee chairs know that they are expected to attend a September 14 orientation meeting in Montreal.

**Noted:** *The Committee Book* needs updating.

**Action:** Michelle Ou will look at *The Committee Book* to determine what needs updating and report back to national executive council.

**Suggestions:** Perform a cyclical (summer) review of *The Committee Book*. This responsibility should be for a committee instead of staff.

**19. Policy updates**

**Motion:** MOVED by Greg Ioannou, seconded by Brendan Wild, to add Jonathan Paterson to “Member Services Policy 1: Honorary Life Membership.” CARRIED with one abstention.

**Suggestions:** Revise the policy by removing the names of the honorary life members. The names should be published prominently elsewhere.  
The names should stay on the policy unless there is a better place to house them.

**20. Review of strategic plan**

Maureen Nicholson gave executive council members a historical review of the strategic plan.

**Suggestions:** The strategic plan should be part of the committee chair training session.  
Make the strategic plan available in Interactive Voice.

**Noted:** To make a file available on Interactive Voice national office staff must upload it to EAC’s non-secure files directory.  
The strategic plan does not need to be a secure file.

**Action:** Blossom Thom will ask Karen Schell to get in touch with Marta Horban to discuss organizing a social event for QAC, the national committee chairs and national executive council members in September in Montreal.

**21. Other business**

**Motion:** MOVED by Julia Cochrane that Mary Anne Carswell be named as signatory to EAC’s TD Canada Trust business chequing account effective June 4, 2007, in addition to Marta Horban and Greg Ioannou, and replacing Alan Yoshioka; Seconded by Barb Adamski. CARRIED.

**Noted:** *Active Voice* uses the serial comma, but the national office style (used on the association’s website) does not.

**Action:** The branch representatives will take the serial comma discussion back to their branches.

**Suggestion:** The association should stop using acronyms to identify the branches.

**Motion:** MOVED by Julia Cochrane to go in camera, seconded by Barb Adamski. CARRIED with one absence.

[in-camera discussion]

**22. Council priorities for the next quarter**

Discussion of upcoming council priorities was deferred to the email forum.

**23. Adjournment**

**Motion:** MOVED by Julia Cochrane to adjourn. CARRIED.

The meeting was adjourned at 3:10 p.m.

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Secretary

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President