

**Editors' Association of Canada/Association canadienne des réviseurs  
Minutes of Executive Council Meeting  
September 12–13, 2009**

**Day One**

**Saturday, September 12**

**1–4. “Blue Sky” Planning Session**

The national executive council, Susan Bond (chair, SK branch), Felicitas Egonyu (member, SK branch) and Perry Millar (member, SK branch and chair, EAC Training and Development Committee) participated in a strategic planning session at the Western Development Museum, Saskatoon. Cheryl Dougan, a Saskatoon-based professional facilitator and coach, led the session. See *Blue Sky Planning Session – 2009-09-12* for a report on the session.

**Day Two**

**Sunday, September 13**

**5. Call to order**

The meeting was called to order at 8:48 a.m. on Sunday, September 13, in the Venice Salon of the Radisson Hotel, Saskatoon. The president, Michelle Boulton, presided.

*Attending:*

Michelle Boulton	President
Greg Ioannou	Vice-president
Moira White	Past president
Mary Anne Carswell	Secretary
Sheila Mahoney	Treasurer
Barbara K. Adamski (agenda items 8–22)	Member-at-large
Debra Roppolo	Member-at-large
Theresa Best	BC branch representative
Arden Ogg (agenda items 1–4, 7–22)	PP branch representative
Kelly Fournel	SK branch representative
Beverly Ensom	NCR branch representative
Ken Weinberg	TO branch representative
Nancy Holland	QAC branch representative
Carolyn L Burke	Executive director
Michelle Ou	Recording secretary

**6. Approval of agenda**

The agenda was amended to remove reference to “outgoing” members of the national executive council, to replace Greg Ioannou’s name with Sheila Mahoney’s in agenda item 10 and to correct the spelling of Beverly Ensom’s name.

**Motion:** MOVED by Mary Anne Carswell, seconded by Moira White, to approve the agenda, as amended. CARRIED.

**Noted:** Agenda items that were deferred from the June national executive council meeting do not appear on the September agenda.

**7. Review of action points from June 2009 national executive meeting**

**Action:** In fall 2009, Moira White will research recording of conference sessions. (R)

- Action:** Ken Weinberg will check to see if there are website committee members who could help branches with their web pages. (R—This will happen after the website is migrated to a new web host)
- Action:** Maureen Nicholson will work with Frances Peck to produce a draft operational policy for revising *Professional Editorial Standards*. (R—Frances Peck will work with incoming chair Jan Walter to produce the draft operational policy)
- Action:** Carolyn L Burke will contact consultants to determine the types of grants EAC is eligible for. (R—Greg Ioannou will send Carolyn contact information for consultants)

The national executive council discussed hiring an intern to focus on updating *The Committee Book*, creating a volunteer handbook and to take over developing the membership kit. Executive council members suggested looking into Ryerson University's Stephen J. Mills Mentorship Awards, which pay students for mentorship projects in the publishing community.

- Action:** The national office will look into finding an intern to update *The Committee Book*, create a volunteer handbook and take over developing the membership kit.
- Action:** Debra Roppolo will let Raphaël Thierrin know EAC is exploring the idea of hiring an intern to take over the membership kit project.
- Action:** Michelle Ou will submit a business plan for the trainers directory for the November national executive council meeting.
- Action:** Ken Weinberg will develop a "How to make the most of your branch web page" section for *The Committee Book*. (R)
- Action:** The branch representatives will find a delegate from each branch to serve on a national communications advisory group.
- Action:** Barbara K. Adamski and Debra Roppolo will find a representative from each national committee to serve on a national communications advisory group.
- Action:** Beverly Ensom will research information in Library and Archives Canada on what EAC should archive. (R)
- Action:** The national office will add the National Capital Region as the location of the 2012 conference to the association website.
- Action:** Moira White will ask a personal contact how to recruit a law school student to determine the association's financial structure and national's legal responsibility for the branches.
- Noted:** Consultations with second-year students at Osgoode Hall Law School are free.

Discussion of group insurance plans was deferred to the national executive council email list.

**8. Receipt of quarterly reports and business arising**

**Motion:** MOVED by Moira White, seconded by Debra Roppolo, to receive the quarterly reports. CARRIED.

***President***

The national executive council discussed producing customizable, print-on-demand desk calendars and flip books for members to purchase.

**Motion:** MOVED by Greg Ioannou, seconded by Beverly Ensom, that the national executive council authorize Michelle Boulton and Michelle Ou to move forward with producing flip books.

In discussion, it was noted that PrintWest is a potential supplier for these print-on-demand products. The PrintWest sales representative is married to a member of the national executive council; however, he will not earn a commission if PrintWest is awarded the project. PrintWest has printed and distributed *Active Voice/Voix active* for several years and has also sponsored EAC's conference.

CARRIED with two abstentions.

Michelle Boulton reported that she will present the keynote address at the Manitoba Editors' Association's (MEA) annual general meeting in October.

**Motion:** MOVED by Theresa Best, seconded by Debra Roppolo, that members of the MEA be offered the opportunity to subscribe to *Active Voice/Voix active* for \$10. CARRIED.

**Motion:** MOVED by Sheila Mahoney, seconded by Barbara K. Adamski, that the discount subscription offer be extended to other editing organizations as well. CARRIED.

***Treasurer***

**Motion:** MOVED by Sheila Mahoney, seconded by Moira White, that expenses related to national executive council meetings be submitted to the national office no earlier than two months before and no later than one month after each meeting. CARRIED with one abstention.

**Action:** Carolyn L Burke will put the job of auditing the association's finances out to tender.

**Action:** Carolyn L Burke will resend FTP access details to the national executive council.

***Saskatchewan***

**Noted:** The national executive council thanked the Saskatchewan branch for welcoming the group to Saskatoon and for sponsoring a festive Saturday-night social aboard a chartered boat on the Saskatchewan River.

***Toronto***

**Noted:** The Toronto branch is partnering with Front Runner to offer an Adobe InCopy seminar in October.

***NCR***

**Noted:** The NCR branch will not take part in *Salon du livre* this year. The branch cites financial constraints as a factor in the decision not to participate.

***QAC***

**Noted:** The QAC branch is not participating in Word on the Street in Halifax. The branch does not have enough volunteer interest to take part and the event is too small to make participation worthwhile.

***Members-at-large***

**Action:** Ken Weinberg will write an article for the branch newsletters about signing up for the Membership List.

**Noted:** The Francophone Affairs Committee chair has resigned.

**Motion:** MOVED by Greg Ioannou, seconded by Theresa Best, that EAC sign All Language's letter of intent to translate EAC's e-news updates into French for one year. CARRIED.

**Action:** Debra Roppolo will ask Raphaël Thierrin to write a statement explaining that EAC has outsourced its translation work and is looking for volunteers for the Francophone Affairs Committee.

**Consensus:** The national executive council endorses a tip-of-the-month contest on email list. List members can decide how to run the contest. The winning tips will be posted on the website, Interactive Voice and in e-news updates. (EAC will need permission from the winners to post the tips.)

**Action:** Barbara K. Adamski will ask Anita Jenkins to find a member news coordinator to collect notices of professional achievements from EAC members.

***Executive director***

**Action:** The national office will submit quotes to the national executive council by November 1 for migrating the association website to a new web host.

**Action:** Greg Ioannou will draft a proposal for branch restructuring and submit it to the national executive council by November 1.

**Action:** Michelle Boulton, Greg Ioannou and Moira White will draft a proposal for rejigging the national committee structure.

***Certification Steering***

**Motion:** MOVED by Moira White, seconded by Beverly Ensom, that the national executive council approve the Certification Steering Committee's proposed test schedule. CARRIED.

**Action:** Executive council members will post feedback about the Certification Steering Committee's (CSC) credential maintenance proposal in the national executive council forum on Interactive Voice. Debra Roppolo will consolidate the feedback into a report for the CSC. The CSC will be asked to draft a new plan for credential maintenance for the national executive council to vote on November 1.

***Conference***

**Action:** Debra Roppolo will report back to the Conference Committee that it should be targeting overall expenses of \$20,000 to \$35,000 for the 2010 conference.

**Action:** Debra Roppolo will report back to the Conference Committee that EAC cannot afford simultaneous interpretation of the keynote address, closing plenary and annual general meeting at the 2010 conference in Montreal, and that the executive council encourages the Conference Committee to find bilingual presenters for the conference.

**Noted:** The date of the Montreal conference has been changed, to 29–30 May 2010.

***Awards***

**Noted:** Nancy Flight will chair the Claudette Upton Scholarship Committee.

***Forum Monitor***

**Action:** Barbara K. Adamski and Debra Roppolo will send the dates of the upcoming national executive council meetings to the committee chairs so they know what their reporting periods are for quarterly reports.

***List Monitor***

**Action:** Debra Roppolo will ask Julia Cochrane for a status update on the revisions to the List Guidelines. Debra will ask Julie to include the revised guidelines with the quarterly report Julie submits for the November national executive council meeting.

***Marketing and Public Relations***

**Action:** The national executive council will read the draft Communications Plan and send feedback to Michelle Ou within two weeks (by September 28).

***Mediator***

**Action:** Debra Roppolo will ask Michael Benedict to write an article promoting EAC mediation for *Active Voice/Voix active* and the branch newsletters

***Member Communication***

Discussion of the Member Communication Committee's mandate was deferred to the November national executive council meeting.

***Newsletter***

**Action:** Barbara K. Adamski will inform the Newsletter Committee that its request for a portion of ad revenue to increase the page count of *Active Voice/Voix active* as needed is denied. Each issue of the newsletter is 20 pages, including ads.

***Professional Standards***

**Noted:** The committee has recommended printing the revised *Professional Editorial Standards*. This was also discussed in the draft external marketing plan.

***Nominating***

Moira White reported the Publications Committee chair has resigned.

**Action:** Moira White will ask Maureen Nicholson and Krysia P. Lear for suggestions for a new Publications Committee chair.

**Action:** National executive council members will send suggestions for a new Publications Committee chair and *Meeting Editorial Standards* subcommittee members to Moira White.

#### **9. Committee mandates**

Discussed under agenda item 8.

#### **10. Budget review**

Carolyn L Burke and Sheila Mahoney reported that two of the 2008 quarterly transfer payments to the branches are still outstanding. As well, 2009 conference revenues were higher than expected, but expenses were higher than expected as well. The association's financial health has not changed since 2008, but national finances are being better managed now. Discussion of the impact of the increase in membership fees in June 2010 was deferred to the November meeting, when the executive council will set the budget for the coming year.

#### **10A. Industry Canada and how it is (mis)treating our members (previously agenda item 14)**

Greg Ioannou reported that Industry Canada has been outsourcing work to ad agencies in spite of the fact that it has standing contracts with many editors, including EAC members.

**Consensus:** The national executive council supported drafting a letter to the Industry Canada contract administrations officer, written on behalf of EAC, to explain that Industry Canada's actions have affected a number of EAC editors. The letter will also ask Industry Canada how it intends to address the matter.

**Action:** The national office will issue a call in the next e-news update inviting members with standing Industry Canada contracts to contact Greg Ioannou.

#### **10B. EAC pursuing government contracts for its members (previously agenda item 15)**

**Action:** Greg Ioannou will draft a message to the membership re: EAC pursuing government contracts and submit it to national executive council for review.

#### **11. Report from the national office**

Discussed in the executive director's report (agenda item 8).

#### **12. Review of strategic plan**

Tabled.

#### **13. Policy updates**

Tabled.

#### **14. Industry Canada and how it is (mis)treating our members**

Discussed under agenda item 10A.

#### **15. EAC pursuing government contracts for its members**

Discussed under agenda item 10B.

**16. Motion from the secretary**

Deferred to agenda item 17A.

**17. National executive council's electronic communication between meetings**

National executive council members reviewed draft guidelines for communications by email and on Interactive Voice between meetings.

**Action:** Ken Weinberg will produce a workflow for the exec read based on improvements to Interactive Voice

**17A. Motion from the secretary (previously agenda item 16)**

**Motion:** MOVED by Mary Anne Carswell, seconded by Sheila Mahoney, that for purposes of conducting national executive council business via an Internet vote, and since Internet voting prevents the assurance of the usual quorum of the council, namely seven members, a minimum of two-thirds of national executive council members, i.e. nine members of the current council, must vote in order for the vote to succeed (whether pass or fail).

In discussion it was noted that the national executive council does not have the authority to change the number of council members that makes up a quorum of the council. That is a constitutional change that must be voted on by the membership.

MOTION WITHDRAWN.

**Action:** Mary Anne Carswell will draft online voting guidelines for national executive council.

**18. New branding for EAC**

Tabled.

**19. Acknowledgement of volunteer contributors (writers, editors, designers, translators, etc.) to EAC publications**

Tabled.

**20. Other business****21. Council priorities for the next quarter**

**Action:** National executive council members will each select five priorities for the association to focus on for the next three years and the next five years. Council members will also fill out the *2009Q3 Strategic Objectives and Goals* (one-year plan) and report back to the national executive council in three weeks (by October 5).

**22. Adjournment**

**Motion:** MOVED by Mary Anne Carswell to adjourn.

The meeting was adjourned at 3:38 p.m.