



Sea-to-Sky Chapter 54 Executive Meeting Agenda

September 30, 2016

Rosedale on Robson Suite Hotel, Vancouver, BC

Vision: *We improve people's quality of life through infrastructure development*

Mission: *We empower professionals by elevating ethics, learning, and a standard of excellence within the global infrastructure real estate community.*

1. **Key Objectives Membership:** *Increase the value of IRWA membership*
2. **Professional Development:** *Increase the impact of IRWA education and credentials*
3. **Marketing:** *Increase the reach of IRWA marketing*
4. **Structure:** *Strengthen the infrastructure of the association*

1) **Call to Order/Roll Call**Kim Proudlove
President

Attendees: Kim Proudlove, Rasa Cortes, Kelly Griffiths Megan Carbonetto, Sara Lim, Kris Smith, Mary Anne Márr (IRWA President), Jamie Rose (IRWA Field Rep), Stewart Anderson (IRWA Region 10 Chair)

2) **Presidents Report**Kim Proudlove
President

- a) Chapter 54 doing well. Some of the goals:
 - 1) Invest in and include Northern BC members
 - 2) Up the membership by 10% per year
 - 3) Update Bylaws (once new templates are available on webpage).

3) **Vice President Update**.....Rasa Cortes
Vice President

- a) Nothing to report.

4) **Finance Committee Report**.....Sara Lim
Treasurer

- a) Finances are healthy.
- b) Courses went very well we are up \$22,000.00 (before expenses)
- c) Overall we currently have \$68,000.00 (before Course expenses)
- d) Rasa added we should make \$9,000.00 on 900 series of courses just given.
- e) Sara advised we have \$16,000.00 of the \$68,000.00 invested
- f) Jamie informed us that Chapter 54 was compliant (re: Filing Financial & other Reports)

5) **Education Update**..... Rasa Cortes
Education Coordinator/Chair

- a) Course 100c was cancelled as only 4 applied
- b) 900 series (Sept) was very well attended
- c) 800 series in Spring was well attended and 201 and 209 are scheduled for mid-November
- d) Plan to host SR/WA Study Session and Capstone Exam in 2017 as Chapter likely has at least 5 candidates. Will post Region wide once dates/instructor confirmed

**6) Membership Update.....Kelly Griffiths
Membership Chair**

- a) We have 103 members none pending as of meeting date
- b) Some of the welcome packages are not getting to new members smoothly. Kelly to work with Head Office to ensure this is corrected.

**7) Communications Update.....Megan Carbonetto
Communications Chair**

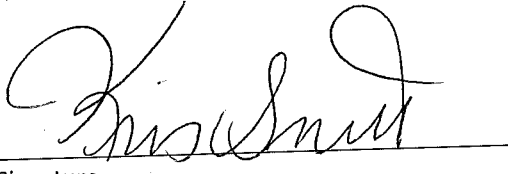
- a) The Website is up to date, and Megan will add the new 100C courses when date is decided
- b) Megan will be creating Twitter and Facebook and linking them to website. We will do Facebook and Twitter instead of a newsletter. Jamie to work with Megan on rules around Social Media.

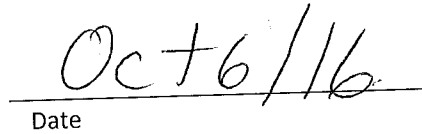
8) Other Businessall

- a) Year End Luncheon is December 7, 2016 at the River Rock Casino in Richmond. No speaker yet chosen.
- b) A contracted Land Agent, doing work on behalf of TELUS was challenged by the BC Real Estate Council that a Real Estate License and Brokerage firm was required. Kim to follow up with Lori Moshuk on this. Kim sent a letter, on behalf of IRWA (and approved by HQ), introducing the IRWA education, without commenting on the Licensing itself. Stewart advised that Real Estate Act is Legislated, Real Estate Council is not. All agree that Real Estate Agents are more about Marketing, Land Agents is more of an Engineering function. Mary Anne advised that IRWA can lobby as long as they have permission from Head Office.
- c) Some suggestions from Jamie, Mary Anne and Stewart on how to grow Chapter 54 membership:
 - 1) Send luncheon invite to non-members
 - 2) We should get business cards at events and follow up with phone calls.
 - 3) Kim says we offered 3 Free Memberships for 2016 (CHIP 5% growth incentive).
 - 4) We should reach out to Managers at Cities etc. and invite them to luncheon (free). Send a hard copy of the invite as emails are often ignored as Spam.
 - 5) Reach out to our consultants. Surveyors, Lawyers etc. to do the talks at luncheon, approach them to join. Target people that will want our business.
 - 6) Look at a list of current membership, where they are employed
 - 7) Offer a door prize at the Luncheon - a good way to get business cards.
 - 8) Target young professionals, offer discounts.
 - 9) Present IRWA as a candidate pool for Companies to recruit from. Use Facebook/Twitter to help recruit.
 - 10) Approach the graduating classes/Professors with invites to lunch/swag/packages. Head office can help.
 - 11) Create a recruitment package to have out at luncheons, send to Cities, Municipalities, and Universities. (Head Office can help)
 - 12) Sponsorships could be investigated for Door Prizes, Membership, and Swag. A good place to start looking is consultants. Faith Rowland would be good to engage on this as a speaker.
- d) Northern Engagement is low, Chapter 54 to work on this:
 - 1) Have some of the executive fly up for meetings/luncheons
 - 2) Look at booking some courses in Fort St John and maybe including Edmonton.
 - 3) Look at engaging Yukon and NWT

- e) Executive Progression. Executives are hard to recruit.
 - 1) Make sure you ask and let people know what the duties entail.
 - 2) Perhaps making some Committees may be a way to attract Executive, as they will see what involvement entails.
- f) Mary Anne stated that HQ are working on Scholarships.
- g) Adjourn 11.59 called by Kim Proudlove, seconded by Kris Smith

Minutes reviewed and approved by Chapter 54 Secretary, Kris Smith for presentation at the next regular meeting of the Executive Team.


Signature


Date

