

**Ontario Association of Agricultural Societies
Board Meeting via Zoom
October 16 & 17, 2020 at 7:30 pm**



Present: Valerie Allen, Carol Cann, Randy Creighton, Heather Dillon, Beth Howell-Vervaecke, Rodger Lyster, Grace Mullen, Linda Murray, Liz O’Gorman-Smit, Heather Owens, Wayne Pfeffer, Zach Prescott, Leonard Riopel, Bart Scherpenzeel, Brian Slaughter, Glen Syme, Brenda Tipping and Doug Yeo

Staff: Vince Brennan, Kathryn Lambert

Absent:

Guests: Mike Dupuis

Minutes

1. Call to Order at 7:30 pm sharp
2. Welcome/Introductory Comments - Brian Slaughter
Welcome to our Fall meeting
3. Appoint an Action sheet recorder - Valerie
4. OAAS take back notes (information for Ag Societies) recorder – Liz O’Gorman Smit
5. Around the room short updates, highlights or concerns **wearing your District hats**
6. Approval of Agenda -call for any addition items
Motion by Zach Prescott to approve agenda as presented
Seconded by Wayne Pfeffer
Carried/ Defeated Yes - 13 No - 0 Abstain - 0
7. Declaration of Conflict of Interest – none declared
8. Code of Conduct – reminder
9. Approval of Minutes of Sept 15, 2020 meeting
Motion by Brenda Tipping to approve minutes as amended
Seconded by Linda Murray
Carried/ Defeated Yes - 14, No – 0, Abstain – 0
10. Any Business Arising from the minutes? None
11. Review Action Sheet
 - Reminder to send photos for Convention
 - Police checks reminder
12. Board Correspondence Received - None
13. Committee Reports
Motion by Doug Yeo to receive Committee Reports as circulated
Seconded by Leonard Riopel
Carried/ Defeated Yes - 15; No - 0; Abstain - 0

*“The OAAS is committed to providing an environment in which all persons are treated with respect and dignity.
The Designated Harassment Officers are Brenda Tipping and Doug Yeo.”*

Program Committees

- OAAS Programs (*First Impressions/Strategic plan*) – report posted on website
Waiting for response from Maberly.

- Youth – report posted on website

Zach - Youth committee has completed their task of creating draft policies for Agricultural Societies and completed the training plan. Brenda - 3 ad-hoc youth on committee did a lot of work. They will be implementing it at their fair. A lot of time an effort by the committee.

- Finance – report posted on website – deferred to Saturday morning
- Sponsorship –
- Governance – report posted on website

Recommendations: The “District Board and District Roles and Responsibilities” – Appendix E will be presented to the Board at the October 2020 Provincial Board Meeting, for their review, and approval

Motion by Leonard Riopel that the Board approve the “District Board and District Roles and Responsibilities” – Appendix E” presented by the Governance Committee as amended.

Seconded by Randy Creighton

Carried/ Defeated Yes 16; No 0; Abstain 0

Recommendations: The “Roles and Responsibilities of Provincial Director – Appendix D” will be presented to the Board at the October 2020 Provincial Board Meeting, for their review, and approval

Motion by Carol Cann that the Board approve the “*Roles and Responsibilities of Provincial Director – Appendix D*” presented by the Governance Committee as amended.

Seconded by Heather Owens

Carried/ Defeated Yes 13; No 0; Abstain 1

Recommendations: The “OAAS Programs committee”, “Judging Committee, and Nominations Committee” – Terms of Reference” will be presented to the Board at the October 2020 Provincial Board Meeting, for their review, and approval.

Motion by Valerie Allen that the Board approve the “*Terms of Reference*” presented by the Governance Committee as amended.

Seconded by Heather Owens

Carried/ Defeated Yes 14; No 0; Abstain 0

Convention Committees

- Hospitality –
- Ambassador –
- Registration -
- Auction –
- Speakers –
- Competitions – report posted on website

Recommendations:

Reformatted the Competition Documents so they all have the same formatting and layout

Created a General Rules document and removed the general rules from each of the competition documents

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Created an excerpt from the Judging Manual containing the detailed judging standards for the provincial competition categories.

Updated the Photography Competition document.

Motion by Brenda Tipping that the Board approve the format, clarity, capitalization, grammar, and punctuation changes to the Provincial Competition documents as presented by the Competition Committee.

Seconded by Zach Prescott

Carried Yes 16; No 0; Abstain 0

Motion by Doug Yeo that the Board approve the General Competition Rules document as presented by the Competition Committee.

Seconded by Zach Prescott

Carried Yes 16; No 0; Abstain 0

Motion by Doug Yeo that the Mini Judging Handbook Competition Rules be updated and brought back to the next meeting for approval Competition Committee.

Seconded by Valerie Allen

Carried Yes 16; No 0; Abstain 0

Motion by Brenda Tipping that the Board approve the Photography Competition Rules document as presented by the Competition Committee for the 2021 season.

Seconded by Linda Murray

Carried Yes 16; No 0; Abstain 0

Suggestion for a new class at the Provincial Competition Convention

Added 3 new competitions for Maple Syrup

- o Golden Maple Syrup
- o Amber Maple Syrup
- o Dark Maple Syrup

Any exhibitor at an OAAS member society will be eligible to compete at the Provincial competition. No District competitions at this time.

Actions: Kathryn will approach the Ontario Maple Syrup Association for sponsorship money if the competition is approved by the OAAS board.

Recommendations: Review in 2 -3 years time to determine if participation level merits a district competition to be eligible to compete at the provincial competition.

1 class preferred to 3 classes – amber

Talk to districts at spring meeting to get their feedback to get their buy in

Ad-hoc Committees

- 175th Anniversary -
- Judging –

14. Manager updates – Vince Brennan

Report was posted on website – any questions?

Linda likes the Subject line for email

Website – love the place for files for Board Members

- Convention Administrator updates – Kathryn Lambert Convention options report

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Some scenarios for convention

Option 1 as is

Option 2 up to 500

Option 3 – 250 in pods

Option 4 – virtual – York region is dropping back to level 2 Covid restrictions on Monday
CAFE, OFA, IAFE conventions going virtual

Pheedloop platform

- 4 evenings for sessions – 30 topics
- Entertainment
- Tradeshow
- Speakers

Different tabs for different things i.e. 125th, Tradeshow,

Register through Assist Expo – will get link to pheedloop and option to select seminars

Mon to Thurs night- offering 4 seminars at 7 and 4 seminars at 8 pm each night

Pre-registration required

19 sessions confirmed

Ambassador program – will offer 2 evening sessions for them, Zoom break out rooms for small meetings. Can access all other seminars

Sponsorship –

Pheedloop – sponsors show up on login page & top of pages – can have a sponsor attached to every session

Different sponsorship levels will be available

Auction – 32auctions website; encourage gift cards and other

Wheelbarrow of wine /beer – perhaps get provincial director in the area to put it together and deliver

Service Members

Will get complimentary tradeshow and free showcase submission upon paying membership

Showcase – allowed 2 video applications per person/group

Service members fill out their own information on the Tradeshow link

\$99 cost for 'lead retrieval system" which allows service members to communicate and interact with convention participants

Will need volunteers to assist with Zoom seminars. At least 3 will be required for each seminar

To start Zoom call

Introduce speaker

Moderate Chat discussion

Thank speaker

Etc.

AGM – via Zoom – available at no cost to membership

Pheedloop cost \$3,000 for 500 delegates

Hotel will extend contract for a year – no penalty for cancelling for 2021

Motion by Doug Yeo - that the Board approve the transition into a virtual 2021 Convention and AGM.

Seconded by Zach Prescott

Carried/ Defeated Yes 16; No 1; Abstain 0

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15. Executive Election Nomination Report – Doug Yeo – report posted on website

Motion by Brenda Tipping to appoint Kathryn Lambert and Vince Brennan as scrutineers for the election

Seconded by Linda Murray

Carried

- Election

Results – come into effect after the OAAS AGM February 2021.

President – Beth Howell-Vervaecke

1st Vice President – Liz O’Gorman-Smit

2nd Vice President – Glen Syme

Motion by Valerie Allen that the Board approve the deletion of the emailed/texted ballots.

Seconded by Brenda Tipping

Carried

16. In Camera Session

17. Adjourned till Sat Morning at 10:00 am

Saturday, October 17

Present: Valerie Allen, Carol Cann, Randy Creighton, Heather Dillon, Beth Howell-Vervaecke, Rodger Lyster, Grace Mullen, Linda Murray, Liz O’Gorman-Smit, Heather Owens, Leonard Riopel, Bart Scherpenzeel, Brian Slaughter, Glen Syme, and Doug Yeo

Staff: Vince Brennan, Kathryn Lambert

Absent: Wayne Pfeffer, Zach Prescott, Brenda Tipping

Guests: Mike Dupuis

18. Call back to Order at 10:00 am sharp

Motion by Doug Yeo that the Board recommend that Vince take as his focus: 1. continuing his dialogue and connections with government, commodity groups and other organizations for Ag Societies, 2. sourcing and following up with potential fundraising, grants and sponsorship options, and 3. doing background research for identifying a facilitator for the renewal of the Strategic Plan over other duties during the next 3-4 months.

Seconded by Rodger Lyster

Carried Yes 13; No 0; Abstain 0

19. Finance Report – Vince

- Income and Expense Statements – Vince

- Bank Balance Statements – Vince

Motion by Glen Syme to motion to approve the Financial Reports as presented

Seconded by Heather Owens

Carried/ Defeated Yes 13; No 0; Abstain 0

- Have 2 GIC investments – due Nov 15. Want to leave them open – can we do a 6-month term rather than 12 month term until we have better feel as to what funding may be forthcoming from the government or membership fees.

Motion by Carol Cann that we let Vince decide how to reinvest the investments when they come due in November.

Seconded by Leonard Riopel

Carried Yes 13; No 0; Abstain 0

- OAAS Membership fees

Recommendations: proposed-asking from fairs to give 75% of what given in 2019

Motion by Rodger Lyster that the Board approve decreasing the Agricultural Societies Membership fee structure for 2020 by 25% of the current 2019 fee if paid by Dec 31, 2020 with the provision if the OAAS receives government funding toward membership fees that an equivalent amount will be refunded to the Agricultural Societies.

Seconded by Leonard Riopel

Carried Yes 14; No 0; Abstain 0

From Friday meeting

Motion by Doug Yeo that we remove the reference to Maple Syrup in the General Competition Rules document as presented by the Competition Committee.

Seconded by Randy

Carried Yes 15; No 0; Abstain 0

Sends a good message that we realize they are struggling – their fees have provided a lot for them. Will they expect that any fees will be decreased in the future? Need to stress this is a ONE-TIME reduction

Provincial Directors will need to promote these new fees and benefits of membership to the Ag Societies in their Districts

Deadline of Dec 31 for 75% after that – full fees

Board members agrees – need deadline Dec 31 and ONE-TIME deal

Some Districts are waiving their District fees

If we are successful accessing membership dollars from government, we will refund the equivalent amount of fees to the Agricultural Society

Budget

Decrease in Registration fees -

Decrease in revenue for Tradeshow -

Save money on Showcase -

\$125 for 3 days last year –

\$100 for all sessions for early Jan 29

\$125 after early bird rate

Ambassador - \$25

If we decrease the value – will people expect that it will be cheaper in the future – undervaluing the convention

Making it available at night – maybe we will get more people that can't take 3 days off going to Convention. May get a younger demographic to attend – Board may not have sent younger members prior

Can we get some fairs doing webinars that do not normally attend?

Had a good turn out for our webinars

People will be bored in February – cannot go on vacation – will be looking for something to do

Offer early bird rates – absolutely no cancellations

Record AGM – and put on website – could do it annually

Do not want to devalue our product – we have an established record of attendance

Quality seminars – speakers

General consensus - \$100

Ambassadors – reduced rate - 50% – they can join any session as well as their own session

- **OAAS Convention Registration fees**

Motion by Grace Mullens that the Board approve the following fee structure for 2021

Convention:

\$100 for early bird registration rate paid prior Jan 29 – allows access to all sessions

\$125 after early bird rate

Ambassador - \$25

AGM – no fee

Seconded by Heather Owens

Carried/ Defeated Yes 15; No 0; Abstain 0

Official notice sent out by this weekend

Past presidents fee for Convention

Motion by Linda Murray that the Past Presidents pay a registration fee of \$50 for the 2021 Convention

Seconded Leonard Riopel

Carried/ Defeated Yes 13; No 1; Abstain 1

Finance Committee report

Recommendations:

1. challenge the auction committee to come up with auction ideas virtual online no silent Auction platform for online – Budget line \$7,000 revenue
Open it up to the whole membership and friends and family and not just registered people?
Can we auction alcohol in Ontario – is it legal??
Need to notify Districts and Agricultural Societies if not holding regular auctions at convention
2. work with Kathryn to see the process to have 50/50 the success with Glencoe fair
Very positive experience, very good customer service
\$50/month – can guarantee a minimum pot
No timeline on one time 50-50; 3-month limit on month to month
They look after the bookwork – no work for fair

Motion by Heather Owens that staff proceeds with setting up a 50/50 Convention lottery with The Lotto Factory.

Seconded by Grace Mullens

Carried/ Defeated Yes 15; No 0; Abstain 0

Doug – start in December to catch the Christmas rush
Drawn at AGM
Directors & Board members should not buy tickets. Immediate family can.

3. Kathryn to verify the fees are for virtual program platform that CAFE is using

Other: look into CEWS wage covering with 30% less income available
Vince is looking into the CEWS Wage subsidy program – we should be eligible from September onward.

- CEBA – additional \$20,000 loan will be available – 50% is forgivable.

Grants - Liz

Have submitted Trillium Grant – The OAAS is over the \$250,000 limit for audit requirement
RED – proposed marketing campaign – print and website – Directory enhancement
May need to hire consultant – may need ad-hoc committee – must be spent by end of March 2021
Grassroots growth – can put in up to 3 projects
Convention being virtual

20. Review 2021 OAAS Budget – Vince

Motion by Liz O’Gorman-Smit to approve the Budget as presented with the understanding that it will be reviewed as required and adjusted if necessary

Seconded by Beth Howell-Vervaecke

Carried/ Defeated Yes 14; No 0; Abstain 0

21. Strategic plan review and update

Break into groups to discuss plans for next 3 and 5 years.

Beth reviewed updates to the Strategic Plan

- Strategic Pillar #1 – MEMBER SERVICES
- Strategic Pillar #2 - ORGANIZATION
- Strategic Pillar #3 – COLLABORATION and DIALOGUE
- Strategic Pillar #4 – MARKETING

Motion by Heather Owens to accept Strategic Plan as presented

Seconded by Leonard Riopel

Carried

Brain storming session – where do you see the organization in three years and five years?

~~22. Provincial and District Roles review~~

23. Information only - Provincial District Elections are open in Districts 1, 4, 7, 10 & 13 and 12 is still open

24. Around the room - review of this weekend’s meeting

25. Next meetings November 17, December 15, and January 19, 2021

26. Adjourn