

**Ontario Association of Agricultural Societies  
Board Meeting  
October 18 & 19, 2019**



**Present:** Jane Armstrong, Carol Cann, Randy Creighton, Heather Dillon, Beth Howell-Vervaecke, Rodger Lyster, Judy McFaul, Linda Murray, Liz O’Gorman-Smit, Wayne Pfeffer, Colin Pool, Zach Prescott, Leonard Riopel, Bart Scherpenzeel, Brian Slaughter, Glen Syme, Brenda Tipping, Janet Torrance , and Doug Yeo

**Staff:** Vince Brennan

**Regrets:** Kathryn Lambert

**Place:** Sheraton Parkway Toronto North Hotel & Suites  
9005 Leslie St., Richmond Hill  
Thornhill Room

**Minutes**

**Time:** 7:00pm

1. Call to Order at 7:00pm sharp
2. Welcome/Introductory Comments - Doug Yeo
3. Roll call short updates, highlights or concerns - wearing your District hats  
Good comments from all Board Members on the highlights and concerns in your Districts.
4. Appoint an Action sheet recorder - Linda Murray
5. OAAS take back District notes recorder – Brenda Tipping
6. Approval of Agenda -call for any addition items  
**Motion** by Judy McFaul to approve agenda as presented  
**Seconded** by Colin Pool  
**Carried**
7. Declaration of Conflict of Interest - none
8. Approval of Minutes of Sept 17, 2019 meeting  
**Motion** by Rodger Lyster to approve minutes as presented  
**Seconded** by Janet Torrance  
**Carried**
9. Review Action Sheet – Doug – see attach  
For the most part all Actions from last month’s meeting were completed.  
District Director Police Checks Policy – review for District not submitting police Check – what do we do this year?  
Police checks should be in by Convention/Spring Meeting 2020 to receive 2020 District Travel Expenses.  
**Motion** by Rodger Lyster that we give them an exemption for 2019 year only  
**Seconded** by Judy McFaul  
**Carried**

## 10. Board Correspondence Received – Vince

- Have received Thank you letters and emails from the fairs for work done by the Provincial Directors and the office
- ROMA – they have responded that they do not take submissions for speakers.

Jane feels ROMA is a good opportunity to meet with Municipal contacts

A lot of municipalities speak highly of their local Fairs

**Motion** by Jane that that we put in a booth in ROMA 2021 Conference.

**Seconded by** Brenda Tipping

**Defeated**

- Conference is held in January – approximate cost of \$3000 plus tax for a booth plus hotel rooms and meals
  - There was an excellent discussion and it was determined that the Board felt that we needed to have some impact studies and statistics on the actual financial benefits of our Fairs to their municipalities.
  - What message are we telling them? I would like an impact study in place first
  - Would it be better to educate our Ag Societies how to approach Municipalities?
  - Need impact studies done before we go. We need to promote this to our District
  - Challenge to the District to have at least one fair in each District take part in TREIM.
- Email – from a District 6 Director indicating that they had not been receiving copies of the Provincial Board meeting minutes.  
Suggest we could post the approved minutes on our future website – down the road in the Members section

**Motion** by Brenda Tipping that it be referred to the Adhoc Website Committee to consider having minutes posted in a Members only page.

**Seconded by** Zach Prescott

**Carried**

Note: After Board Meeting and minutes have been approved – they may be given out but not in draft format.

ACTION Doug will respond to the email

## 11. Manager updates – Vince Brennan – report to follow

- I have received several emails and phone calls from winners at local Fairs regarding when and where District competitions are. There seems to be a lack of communication between the fairs and Districts and the exhibitors

Could the fair put that information on the back of the OAAS card for the winners?

- Will be meeting with Provincial Ag Minister – no date yet.
- Until recently didn't have a list of all District Annual Meetings to post on our Website and for insurance purposes

12. Convention Administrator updates – Kathryn Lambert – report

We have over 40 speakers and seminars booked. Our opening speaker this year will be “Farmer Tim” – Tim will share his tales through a humorous delivery, expressing the importance of agriculture advocacy and public ag education and awareness. His very successful Facebook page helps to educate others on the joys and the trials and tribulations of farming in a way that is insightful, engaging and entertaining for his farmer and city audience.

Saturday morning speaker will be Jen Puentes from Wisconsin State Fair speaking on struggling with negativity and figuring how to get rid of it!

13. Committee Reports – see attachments

**Motion** by Jane Armstrong that Committee Reports be accepted as received.

**Seconded** by Randy Creighton

**Carried**

- First Impressions

First Impressions is planning on running a program for 2020 so add \$2000 back into the Budget

- Youth - no report

- Finance

Budget- we have increased Budget line for Service Member income by \$5,000. We are asking Provincial Directors to work to get 2 additional Service Members per District

**Motion** by Beth Howell-Vervaecke that Sponsorship Committee have a goal of \$8,000 and a budget of \$500

**Seconded** by Liz O’Gorman-Smit

**Carried**

**Motion** by Wayne Pfeffer that \$2500 be added to the Budget for 175<sup>th</sup> Anniversary celebrations

**Seconded** by Brenda Tipping

**Carried**

- Governance – AODA 5.4 and Special Fair Event 6.1

Governance did not define a special event so that the Fairs can determine what they call a special event - attendance will be at the discretion of the President

**Motion** by Linda Murray that we accept the “Providing Goods and Services to People with Disabilities Policy 5.4

**Seconded** by Jane Armstrong

**Carried**

**Motion** by Jane Armstrong that we have a Train the Trainer Session at the Spring Board meeting train Directors on Accessibility led by Randy Creighton

**Seconded** by Judy McFaul

**Carried**

**Motion** by Jane Armstrong that we approve the modified “Financial Policies and Procedures”  
6.1

**Seconded** by Glen Syme

**Carried**

**Motion** by Jane Armstrong that we approve the revised “Roles and Responsibilities of Provincial Directors” document

**Seconded** by Colin Pool

**Carried**

Randy Creighton suggesting that Provincial Directors take pictures at District AGM's this year even before the new regulations regarding including photos with Quilt forms come into place. Carol Cann brought up her concerns regarding the size of quilts – Doug suggested it be sent to the Competitions Committee for discussion.

- Ambassador

**Motion** by Linda Murray that Chloe Severson, Joleen Otten, Robert Diehl, and Nicole Jackson be approved as Adhoc members of our Ambassador Committee

**Seconded** by Zach Prescott

**Carried**

- Registration
- Auction
- Speakers
- Competitions

It was felt that the prize money for the Provincial Competitions was okay for now, would look at it again later.

**Motion** by Janet Torrance that Judges' Fees at Provincial Competition should be \$75 starting with 2020 Convention

**Seconded** by Brenda Tipping

**Carried**

The Competitions Committee will be addressing the Resolution from District 15 and will be sending a letter to them.

- Judging – covered in Manager's written report

#### 14. Executive Election Nomination Report – Judy McFaul

- Election of 2020 Executive

The following slate was presented as per the nomination report.

- Brian Slaughter for President
- Beth Howell-Vervaecke for 1st Vice
- Liz O’Gorman-Smit for 2<sup>nd</sup> Vice

No nominations from the floor.

**Motion** by Judy McFaul to accept the nomination report

**Seconded** by Brenda Tipping

**Carried**

15. In Camera Session -

**Motion** by Linda Murray to move in camera

**Seconded** by Jane Armstrong

**Carried**

**Motion** by Zach Prescott to move out of in camera

**Seconded** by Wayne Pfeffer

**Carried**

**Motion** by Zach Prescott that the OAAS adopt the recommendations for contract proposals

**Seconded** by Brian Slaughter

**Carried**

16. Adjourned till Sat Morning at 8:30am by Judy McFaul

17. Call meeting back to order at 8:40am

Doug announced that Vince has agreed to the 3 year contract.

18. Strategic plan review and update

- Strategic Pillar #1 – MEMBER SERVICES  
Have achieved almost everything – bits and pieces still left
- Strategic Pillar #2 - ORGANIZATION SUSTAINABILITY  
Looking at business plan  
Link with OMAFRA – plans in place  
Meeting with Helen's replacement and the Minister and Deputy Minister  
ROMA – want to go there but need the statistics to take with us – Focus next year – change to 2021  
Increase profile of fairs – through ROMA, instruction for Fairs and Directors to deal with Municipalities i.e. Beth Meszaros is a good source of information  
Financial Sustainability – Sponsorship committee should help raise funds towards this  
Means of doing business – completed  
Technology – new website, social media  
Staff and directors – attend training
- Strategic Pillar #3 – COLLABORATION and DIALOGUE  
Seek sponsor ships for First Impressions – alternate years\  
Seeking Convention partnerships – ongoing  
Ongoing dialogue with Members  
Enforcing chain of command – can develop policy but harder to enforce  
Mini conferences – District 7 hosting a mini convention in November to help inform our Fairs and give them a taste of convention.

- Strategic Pillar #4 – MARKETING
  - Partnerships and member services – focusing on it
  - Growth in convention – tracking data
  - Enhancing the Branding – everything that Vince sends out is branded
  - Branding - most value for least cost
  - Defining our Target audience – on going – our members are our main target – do we need to go beyond
  - Website –
  - Social Media – policy is coming
  - Sponsorship – selling First Impressions
  - Linking with OMAFRA
  - Creating a marketing plan
    - Want to increase sponsorships – formed AdHoc committees
    - People need to know who we are – government, etc. Promote media attention
  - Provincial Directors to send Gazette to politicians and local farm organizations
  - Staff and directors attend training on emerging technology – what do we want to train people in? Social Media
- Pillar 3
  - Marketing plan Adhoc committee
  - Enforce chain of responsibilities
  - Updated Roles and Responsibilities document
- Pillar 4
  - Partnership – Ad-Hoc committee
  - Website – under way

#### 19. Hospitality Committee – Judy

- Appointment of committee
- Motion** by Jane Armstrong to appoint Judy McFaul, Rodger Lyster, Beth Howell-Vervaecke , Brian Slaughter to the OAAS Hospitality Suite Committee.
- Seconded** by Liz O’Gorman-Smit
- Carried**
- Do we have a spot for speakers to wind down – thank you for them
- ACTION** Mention the OAAS Hospitality Suite in the Convention Booklet, so people know that everyone is welcome – not “invitation only” as it appeared to be years ago.

**Motion** by Judy McFaul to disband Ad Hoc Hospitality Committee

**Seconded** by Brenda Tipping

**Carried**

#### 20. Finance Report – Vince

- Approval of Financial Report -
- Motion** by Linda Murray to approve Income and Expense and Bank statements as presented
- Seconded** by Brian Slaughter
- Carried**

Reinvestment of investment -

**Motion** by Wayne Pfeffer to reinvest investments due on Nov 15, 2020 for one year

**Seconded** by Leonard Riopel

**Carried**

- Review and approve 2020 OAAS Budget - Vince

Manager took a great deal of time to go through the Budget line by line and explaining details and answering any questions.

**Motion** by Brian Slaughter to approve Budget as amended

**Seconded** by Rodger Lyster

**Carried**

**Motion** by Wayne Pfeffer that Kathryn and Vince at IAFE are given permission to hire an appropriate speaker for 2021 as they see fit,

**Seconded** by Bart Scherpenzeel

**Carried**

#### 21. Website update – Vince

**Motion** by Brenda Tipping to re-tender the RFP for website design with responses Nov 30<sup>th</sup>

**Seconded** by Linda Murray

**Carried**

Ask John Draper our current website designer and provider for suggestions.

Would like to recognize John for his service.

#### 22. 175th Anniversary – Doug

Statement on website, info on letterhead, etc. to notate anniversary

Question for the Board - Multiple celebrations over the year at Fairs or just at Convention

Suggestions for what to do to celebrate our 175<sup>th</sup> – broke into 6 groups and brought forward some ideas

Doug walked the group through a discussion of the ideas that had been raised to see which ones the group that were doable and there was interest in following up with them

**ACTION** – Vince to reach out to logo designer and add 175 to existing logo with a banner

**ACTION** – Kathryn and Vince to investigate Shirts for the Provincial Directors and what colour, black, green or blue

**ACTION** – Refer ideas (quilt, Homecraft Presidents, previous quilt winners, craft, barn quilt, & ribbons) to Competitions Committee for review and recommendations. All other areas of 175 will likely fall under staff.

### 23. Sponsorship – Judy McFaul

Andrew Icton – from Lindsay has joined the Sponsorship and Partnership Ad Hoc Committee  
Have picked several companies to approach

### 24. Constitution and By-Laws (review)

- “Office Manager” to “Manager”
- Remove published in an industry periodical and
- Change mailed to circulated under Bylaw 4 B
- Change the names and dates at the end of document

**Motion** by Jane Armstrong to approve the amendments to the Constitution

**Seconded** by Randy Creighton

**Carried**

### 25. New Business

Will be providing a checklist for Districts and revising District roles

**Motion** by Beth Howell-Vervaecke to give direction to Vince to send out the revised Provincial Director Roles to the District highlighting the changes regarding attendance and computer access.

**Seconded** by Jane Armstrong

**Carried**

**Motion** by Beth Howell-Vervaecke give direction to Vince to send Provincial Director attendance over the past year to the Districts prior to their AGM.

**Seconded** by Brian Slaughter

**Carried**

- Provincial & District regarding meals & accommodation – Randy  
Currently Policy 6.1 covers mileage but does not mention accommodation and meals.  
Mileage to Kenora is more than yearly allotment for travel.

**Motion** by Judy McFaul to refer Policy 6.1 to the Governance Committee for review of this policy regarding Randy's request.

**Seconded** by Bart Scherpenzeel

**Carried**

Comment - Zoom conference calls should be recognized as valid method of attending Agricultural Societies meetings

- OAAS Membership Proposal – Vince  
Discussion on current memberships and if we need to look at revising any of them. To be brought up again at future Board Meeting.



- OMAFRA Strategic Planning “Train the Trainer” Program

OMAFRA looked after Strategic Planning previously. 8 to 10 fairs a year since 2013.

Smart to get the material and store it.

Consider holding First Impression Program one year and Strategic Planning – alternate years  
Some District Directors looking for more meat to their role - make Strategic Planning Program an opportunity for them

**Motion** by Judy McFaul that the OAAS take over the Strategic Planning Train the Trainer program from OMAFRA

**Seconded** by Linda Murray

**Carried**

Should the First Impressions committee alternate with Strategic Plan

Adhoc Committee for this year to decide how it will be handled

**Motion** by Randy Creighton to organize an Adhoc Committee to devise how to implement the Strategic Plan program

**Seconded** by Heather Dillon

**Carried**

**Motion** by Brenda Tipping that the Ad Hoc Committee Strategic Implementation Plan Committee consist of Liz O’Gorman-Smit, Beth Howell-Vervaecke, Leonard Riopel, Randy Creighton

**Seconded** by Heather Dillon

**Carried**

Motion by Brian Slaughter to adjourn the meeting

Next meetings November 19, December 10, and January 21, 2020