



Annual General Meeting 2023:

Agenda

The Organization

1. Land Acknowledgement
2. Chair of the meeting: Kieren
3. We have met the minimum requirements for attendees at the AGM with 26 in attendance
4. No previous meeting minutes or unfinished business
5. Introduction of TLA
 - a. TLA / Unity Collective connection in 2022
 - b. No staff members in 2022, UC covered cost of staff for events
 - c. Bylaws
6. Review of Org Structure
 - a. Jessie's time with TLA ended in January 2023
 - b. Jessie's role has merged with my role under Board Chair
 - i. Vote
7. Review of Chapters in 2022
 - a. Start of 2022: Previously not tracked, estimating around 8
 - b. End of 2022: Previously not tracked, estimating around 9
 - c. Currently: 14
 - d. Number of chapter coordinators currently: 21 with 1 in onboarding
8. The name of The Lady Alliance
 - a. We have outgrown our name
 - i. Binary
 - ii. Association to previous business structure + events
 - b. L.A. Foundation
 - i. <https://www.lafoundation.org/>: Landscape Architecture Foundation
 - ii. <http://lafoundation.com/>: LA Foundation school in indonesia
 - iii. Lafoundation.ca: C\$19.99 (C\$0.99 first year)
 1. Theladyalliance.com redirects to lafoundation.ca
 - c. Things to think about:
 - i. Location very clearly Canada on the front page
 - ii. Clearly communicate the direction you are taking

- iii. Communities: Are we hoping to welcome more men / non-women in our events?
 1. Our recognition as The Lady Alliance for our communities is hard to move from, suggestion [Your L.A. Saskatoon Chapter] for titles on social media, and a soft transition.
 - a. Vote

The Financials

1. Overall Income of 2022
 - o Apparel: \$241.47
 - o Donations from Website: \$359.05
 - o Empowerment Tour: \$3,730.00
 - o External Fundraisers: \$612.79
 - o Local Event Donations: \$836.00
 - o Partner Donations: \$32,296.75
 - o TLA TV: \$2,944.22
 - o Taxes / Returns: \$6,050.12
2. Overall Expenses of 2022
 - o Apparel: \$1,012.16
 - o Bank Fees: \$495.15
 - o Business Expenses: \$587.72
 - o Credit Card Payment: \$16,026.94
 - o Empowerment Tour: \$1,423.41
 - o Films: \$735.00
 - o Legal: \$2,509.89
 - o Office Expenses: \$1,409.61
 - o Office/Event Supplies: \$485.42
 - o Payment: Guest / Contractors: \$4,105.30
 - o Payment: Jessie: \$3,000.00
 - o Payment: Kieren: \$11,833.36
 - o Repayment: Unity: \$169.78
 - o Shipping: \$0.00
 - o Taxes: \$112.04
 - o Travel: \$2,099.22
 - o TLA TV: \$3,610.98
 - o Website / Subscriptions: \$1,980.16
 - o Whistler / Rossignol: \$0.00
3. Places we need to focus:
 - o Apparel: Lost \$ last year. Spent \$579.51, Made \$241.47
 - o Use an apparel campaign platform to host apparel campaigns each March only.
 - i. Vote to close down store
 - o We closed down TV in 2022 as we were losing money and moved away from film festivals

Our Goals for 2023

1. Fundraising
 - a. Christina new to the role
 - b. MEC Tour
 - c. 2024 Bucket List Fundraiser
 - d. Team:
 - i. Open positions on this committee
2. Scholarships
 - a. Kristine to give a short review on this topic
 - b. Applications have been reviewed, we are confirming with educators and course providers for the final announcement (2 ish weeks)
 - c. Team:
 - i. Heather
 - ii. Open positions on this committee
3. Grant Director
 - a. Jill, unable to make it?
 - b. Team:
 - i. Open positions on this committee
4. Marketing
 - a. Looking for director with a focus on DEI and a unique lens than members of the team
 - b. Team includes:
 - i. Megan: PR
 - ii. Brandi: Social Posting
 - iii. Jam: Emails
 - iv. Open position: Stories
5. Open Positions:
 - a. Admin
 - b. Financial Director
 - c. Bookkeeper
 - d. Fundraising: Committee Members
 - e. Scholarships: Committee Members
 - f. Marketing Director
 - g. Marketing: Committee Member - Stories
 - h. Legal: Committee Member - Waivers + Insurance
6. Board members Commitment:
 - a. There need to be at least 3 and no more than 8 directors on the Board at a time.
 - b. The by-laws call for 2-year terms for directors, up to a max of 4 consecutive years.
 - c. Monthly meetings
 - d. Goal setting in December
 - e. Sticking with the calendar
 - f. Year end reports @ AGM

- g. AGM required
 - h. AGM is when we do transitions through votes
 - i. Roles would be published in March
7. Nominations for positions:
- a. Christina for Fundraising Director: Nominated by Kieren
 - b. Jill for Grant Director: Nominated by Kieren
 - c. Kristine for Scholarship Director: Nominated by Kieren
8. If you are interested in these positions, introduce yourself and share your experience. We will send out a vote through a survey to everyone via email after this AGM for private votes.



Annual General Meeting 2023

Meeting Minutes

April 25 at 6:30 pm PST online through Google Meet

Meeting called to order at 6:30pm

Individuals in Attendance:

Amanda Bonner, Ariel Barlow, Carolyn O'Rourke, Cheryl G, Christie Fender, Christina Radvak, Claire DeLong, Fundraising and Scholarship Committee The Lady Alliance Foundation, Heather Peltzer, Heidi Sinclair, Hilary Carlson, Isis Ortiz, Jelisa Mailhiot, Johanna Jucutan, Kelsey Slack, Marie Sheehan, MB Harper, Megan Munley, Ramnik Kaur, Sarah Tokarek, Serene Bayona, Shailyn Drukis, Shyloe Fayad, The Lady Alliance Foundation (Kieren Britton), The Lady Alliance Foundation's Presentation, Tyler Kennedy, Victoria Hardy

Corrections and amendments to previous meeting minutes: Not applicable

Additions to the agenda: No additions

Agreed Upon Actions: Voting will stay open until April 30th. Kieren will send out the results in the first week of May to all who attended the meeting.

Open Discussion and Participation:

- Kieren provided an overview of the history of the Lady Alliance
- The Foundation's bylaws will be available on the website for review
- Board Director positions:
 - Board Chair, Kieren
 - Financial: vacant
 - Fundraising and Partnerships: Christina Radvak
 - Scholarships: Christine
 - Grants: Jill
 - Marketing: vacant (change into a DEA role: Diversity, Equality, Accessibility)

- Legal: vacant
- **Motions Completed** (votes took place via voting survey):
 - Executive Director and Board Chair merged into one role (89.7% in favor)
 - Soft shift to L.A. Foundation (58.6% in favor)
 - Closing down apparel store (96.6% in favor)
 - Fundraising Director to be Christina (100% in favor)
 - Scholarships Director to be Kristine (100% in favor)
 - Grants Director to be Jill (100% in favor)
- Restructure for an Admin Volunteer role
 - Qualified individual already applied. This role would manage Chapter Coordinators (onboarding, etc.). This position would not be part of the Board of Directors

Discussion Points

- Is there a risk in merging the ED and Board Chair roles?
 - There is no risk, but it's important to continue to build the team as needed
- Currently, there are 14 chapters and 21 chapter coordinators with one currently in the onboarding process
- Eventbrite has been a great way to promote events for all chapters.
- **Name change:**
 - Remove the binary piece from the Lady Alliance name to be more inclusive to the communities we serve.
 - Will align better with receiving donations, scholarships and grants.
 - The pink logo, does justice in keeping the right kind of individuals attending these events.
 - LA Foundation is the name that was decided on:
 - The 'L' stands for 'Local' partnerships.
 - The 'A' links to the 'Aspire' Scholarships and we amplify activity in the community.
 - The logo will not change, just removing the binary focus from the optics, and are focusing on the two pillars: local and aspire. (The Lady Alliance in the logo will now say L.A Foundation)
 - **Votes for the Name Change completed:**
 - 17/29 voted a soft shift to L.A Foundation
 - 3/29 voted stick with The Lady Alliance Foundation
 - 4/29 suggested new names
 - 5/29 said other/not sure
 - The website will have a 'L' for the Local events and an 'A' for the Aspire available scholarships. This will stand out for the name change and will be an easy transition for site visitors.

Financial Statements

- Full financial statements have not come back from the accountant yet. For future AGMs, these documents will be publicly available at the meeting for all to review.
- Expenses on the apparel were more than what was made. Not a profit at this time. Suggestion made to have an annual apparel launch for a specific campaign or event (example: International Women's Day or Indigenous Peoples Day).
- Revenue of \$47,070.40 and expenses were \$56,098.70.
- TV channel revenue of \$2,944 and expenses of \$3,610. This has been closed down.

Fundraising Committee Update (Christina Radvak)

Christina will be working with community partners and will host fundraisers. There are volunteer positions available within this committee. You'd be helping Christina with marketing decks and connecting with different communities for fundraising initiatives. This includes the MEC tour at different MEC locations.

Scholarships Committee Update (Christine)

There have been 35 applications throughout Canada and in the US. Applications have been reviewed and they have been matched to the available scholarships. Working with educators and their programs in terms of our scholarships to align with when these programs take place. Aiming to give away \$6,000 worth of scholarships. Volunteer positions also available within this committee.

There are two types of scholarships:

- Course-provider sponsored scholarship where L.A Foundation is working directly with a provider and we'll put you in touch with them to kind of receive your course of choice.
- General bursary where L.A Foundation gives the receiver the funds and they'll work with a local course provider and identify which course that they want to participate in.

Grants Committee Update (Jill – absent)

She brings together her experience in her lens in the delivery or in the application of grants.

Information regarding Board Membership:

There must be at least three and no more than eight directors on the board at any time and the bylaws do call for a two-year term for directors. This means that if you're voted into your director role through this AGM, you would be on as a director and you'd have goals and KPIs that you need to reach for two years in that role before your role comes up for vote. You have the option to stay on for another two years. The role itself includes monthly meetings, a goal setting meeting in December, which includes KPIs and those goals reporting at the AGMS every year, having your year, and reports attending, the AGM will be required moving forward. Please reach out to Kieren if you are interested!

Meeting adjourned at 7:48pm

Next Annual General Meeting: April 23, 2024 at 5:30 pm PST

Voting Results

| Question | Yes | No |
|---|------------|-----------|
| Merge the Executive Director role, previously held by Jessie Wyllie, into the Board Chair role. | 89.7% | 10.3% |
| Close down the apparel store | 96.6% | 34.0% |
| Nominate Kristine O'Reilly into the Scholarships Director role | 100% | 0% |
| Nominate Christina Radvak into the Fundraising Director role | 100% | 0% |
| Nominate Jill Patrick into the Grants Director role | 100% | 0% |

| Name of the Community | | | |
|--|-----------------------|-----------------------------|---------------------|
| Keep The Lady Alliance Foundation | L.A Foundation | Suggested a new name | Other/unsure |
| 10.34% | 58.62% | 13.79% | 17.24% |