



## **Constitutions and Bylaws Committee Minutes for Monday, March 21, 2016, 5:30 p.m.**

**National Office - Boardroom 1967  
100 Queen Street, 4<sup>th</sup> floor, Ottawa, Ontario**

**Present:** D. Petriu (Chair), N. Giannakoulis (tel.), N. Pothier, M. Stiermann (tel.), E. Tremblay

**Regrets:** A. Picotte, I. Borré, T. Bujaczek, S. Morton, L.M. Smith, J. Squires

Chair opened at 17h46

### **1. Adoption of the agenda**

Carried Unanimously

### **2. Approval of minutes from 2016-01-12 (documents)**

Carried Unanimously

### **3. Presentation by Ben René on CAPE rebrand**

Ben René presented an outline for a branding strategy, which has already been presented to the communications committee.

The branding strategy is one of three major communications plans for the year 2016, which include a website redesign and a content strategy. The branding strategy aims to identify and solidify CAPE's brand. Our approach to branding has historically only involved affixing the logo to documents and promotional items; a branding strategy would go beyond the logo and ask us to think of every aspect of members' interaction with the organization. A brand isn't just a logo, it's an experience and a feeling that comes to mind when people think of the organization.

The branding project would start with a survey of the membership, to glean information on what members think of our organization. This would inform the rest of the project, which may or may not include a rebrand. In the end, CAPE will have a clear-cut branding standards manual which will help us promote a professional and consistent image to our members.

The survey will help in developing the brand and how people feel about the brand. When you propose a rebrand it needs to fit the organization. The members can expect to see an abstract and different product which will reflect our values. CAPE is looking at getting promotional items/swag, which are biodegradable or otherwise environmentally friendly.

Questions - Capture the current feeling about this logo and what they foresee in the upcoming survey. Make the surveys quantitative and qualitative; provide interviews at all levels of the organization such as NEC and Staff. There should be a small group to decide on the logo and esthetics. Need to be able to manage the conversations.



We will take all in info and bring to an identity designer to take the info and make something that really works, is vibrant and represents our organization.

Cost analysis of rebranding should also be done to balance all this process.

Discussion on the survey ensued.

#### **4. Review of Roadmap (documents)**

A Roadmap was presented to the NEC. It was not presented to vote but to see how it will evolve and that committee reports will be presented in writing.

Should there be or are there mechanisms for equity seeking groups.

Credibility of the process is the key. It was suggested to have a mini convention on rebranding and a have a process which is inclusive with subgroups.

**Action:** Dorin and Ben working together on developing the survey.

**Next meeting April 11, 2016**

**Timeline adjustments - too soon to discuss and revisit**

**Retreat in May – need to revisit in May**

#### **5. Taking stock of the current petition and complaints for our Bylaw 5 revisions**

There was an informal discussion with regards to Bylaw 5 which needs to be rewritten.

As things are not clearly spelled out in the constitution and bylaws, the NEC's first instinct is to call lawyers for opinions.

A question was raised as to what is the CBC's purpose, work and role? With regards to the current complaints the NEC has essentially settled upon an approach without consulting the CBC.

It was suggested that the mandate for this committee be revisited to deal with issues that may come up in terms of interpreting the Constitution and Bylaws. It was also suggested that the CBC should keep track of all interpretations and decisions based on the C&B.

Peter Engelmann provides all the legal opinions regarding the C&B.

Jessica's document (bylaw 5) was circulated and it was suggested to come to an agreement for the draft for the April meeting.

**Action:** Revise bylaw 5 on complaints – redistribute with comments Jessica's final version of Bylaw 5.

It was suggested that the constitutional survey be sent at the same time as the membership's vote in June on the dues structure. To be further discussed at the May meeting.



It was also suggested to keep the survey questions relatively short and to no more than 20 questions.

InSite met with staff last week and information with regards to other modules/tools was provided that CAPE was not aware were there to use.

It was suggested to send the survey via Canada Post and discussion ensued whether sending documents by mail would increase attendance and participation.

**6. Meeting adjournment :** The meeting was adjourned at 7 p.m.