

**Canadian Association of Journalists**  
Board of directors' meeting  
Centennial College, Carlaw campus, Toronto  
June 9, 2012

Present: Micah Luxen, Hugo Rodrigues, Paul Schneidereit, Ellin Bessner, Dale Bass, Nick Taylor-Vaisey, Ellin Bessner, David Wiwchar, Manjeet Singh Atthwal, Shauna Rempel, Anja Karadeglija.

Regrets: Melissa Lampman

- 1) D. Bass called the meeting to order at 9:40 a.m.
- 2) Those new to the board introduced themselves to the rest of the board.
- 3) M. Luxen proposed motion to accept the agenda. E. Bessner seconded. Motion carried.
- 4) The board approved the minutes of the January 22 and April 11 teleconference, and the April 29 organizational meeting.
- 5) The board returned to an item tabled at the April 29, 2012 meeting: The selection of the 2012-13 CAJ executive for the positions of chair, vice-president(s), treasurer and communications co-coordinator.

P. Schneidereit (returning officer) asked for nominations for vice-president. E. Bessner asked how many positions on the board are available. H. Rodrigues answered that there are a few regional positions available and that potentially, there is room for all members. P. Schneidereit pointed out that the CAJ has never had all positions filled. E. Bessner asked about CAJ policy for filling positions if no-one comes forward at AGM. P. Schneidereit explained that the CAJ can nominate regional and national reps. E. Bessner asked for thoughts about nominating more reps., P. Schneidereit suggested adding the discussion to the agenda.

D. Wiwchar nominated D. Bass for vice-president, and D. Bass accepted.

D. Wiwchar nominated D. Bass for chair, and D. Bass accepted.

D. Wiwchar nominated P. Schneidereit for treasurer, and P. Schneidereit accepted.

H. Rodrigues nominated S. Rempel as communications coordinator, and S. Rempel accepted.

H. Rodrigues nominated M. Luxen as vice-chair, and M. Luxen accepted.

- 6) N. Taylor-Vaisey proposed motion that the board meeting move in-camera in order to discuss legal matters. Seconded by M. Luxen, motion carried.

H. Rodrigues proposed motion to end in-camera session at 10:53. P. Schneidereit seconded, motion carried.

- 7) The board settled the committee assignments for 2012-13 as directors volunteered for individual committees.

Membership services committee: H. Rodrigues said he will follow up to see if M. Lampman wants to remain on the committee. E. Bessner, N. Taylor-Vaisey, M. Luxen, M. Singh Atthwal, and S. Rempel volunteered. A. Karadeglija and H. Rodrigues are also members of the committee.

E. Bessner suggested journalists who could join the board. D. Bass said she also had a few people in mind, and suggested sharing some names.

Awards committee: D. Wiwchar, D. Bass, M. Luxen volunteered. H. Rodrigues is also on the committee.

Events committee: N. Taylor-Vaisey, E. Bessner, M. Luxen, and S. Rempel volunteered. P. Schneidereit and H. Rodrigues are also on the committee.

Finance: D. Wiwchar volunteered. P. Schneidereit and H. Rodrigues are also on the committee.

The board selected the chairs for the committees. H. Rodrigues outlined the responsibilities of the membership committee chair in response to a question by E. Bessner, explaining that the no. 1 goal is to grow membership. The board discussed the work to be done by the membership chair and committee. M. Luxen nominated E. Bessner as chair of the membership committee, and E. Bessner accepted.

D. Wiwchar nominated D. Bass as chair of the awards committee, and D. Bass accepted.

H. Rodrigues suggested not choosing a chair of the events committee until the location for the next conference is chosen.

8) H. Rodrigues presented the presidents' report.

H. Rodrigues moved that the executive be charged with ensuring all related elements of the transition to the Canada Not-for-profit Corporations Act be completed in time for approval by the membership at the 2013 AGM and subsequent submission to Corporations Canada by the transition deadline. Motion carried.

M. Singh Atthwal asked to set a timeline for filing 2009 and 2010 annual reports to Corporations Canada. H. Rodrigues said that would be completed by Aug. 31. In response to question by N. Taylor-Vaisey, H. Rodrigues noted the CAJ is in good standing with Corporations Canada. P. Schneidereit also noted the need to update filings with CRA.

The board discussed the CAJ's mailing address, and whether/where to move the mailbox when it comes up for renewal. P. Schneidereit proposed motion to move mailbox to Brantford, ON. Motion carried.

H. Rodrigues said board members should use CAJ e-mail addresses for CAJ business, and information should be stored on Google drive so it can be accessed by everyone.

H. Rodrigues said there was a need to delegate more work that up until now has been done by the president, as it is not healthy for the president or the organization to have so much responsibility on one person. He noted the need to do some succession planning, and have directors become more comfortable with the software the CAJ uses and with its website. He asked directors to set aside an hour a week for CAJ responsibilities, with the chairs of the committees setting aside more.

H. Rodrigues moved to appoint Marianne White as Quebec regional director, effective June 9 until regional elections in 2013. E. Bessner seconded, motion carried.

9) M. Luxen moved that the board adjourn for lunch at 11:58 a.m. Motion carried.

10) The board reconvened at 1:58 p.m.

M. Luxen moved to accept president's report, motion carried.

11) D. Bass presented the chair's report. M. Singh Atthwal moved to accept the report, motion carried.

12) P. Schneidereiit gave new members of the board background information on the CAJEF and H. Rodrigues gave an update of recent CAJEF events. Members discussed future prospects for CAJEF and CAJ and ways the two organizations could cooperate.

13) D. Bass summarized the past-communications co-coordinator report. The board members discussed the costs associated with the website, and the background of previous attempts to re-do website.

H. Rodrigues proposed motion to accept report, motion carried.

Board members discussed the possibility of applying for a grant from the Ontario government to hire an intern, which would help fund the website re-development.

14) P. Schneidereiit presented the treasurer's report.

P. Schneidereiit presented the 2010 and 2011 financial statements and the 2012 budget.

H. Rodrigues thanked P. Schneidereiit for his time and work on getting CAJ finances organized after handover from previous executive director. He noted that whatever events are organized in the future, the CAJ must know what it is paying for, and talked about developing separate budgets for different committees by next year.

P. Schneidereiit gave an update about status of reviewed financial reports from 2010 and 2011 reports and communication with accountant.

Members discussed the importance of growing membership in order to grow revenue.

M. Singh Atthwal asked about funding for chapters so that they hold own events and set up own bank accounts. P. Schneidereit and H. Rodrigues said the chapters are entitled to their own bank accounts and explained what needs to be done in order to set up an account.

D. Wiwchar proposed motion to accept report, M. Luxen seconded, motion carried.

M. Luxen proposed motion to accept 2012 budget, H. Rodrigues seconded, motion carried.

H. Rodrigues requested that committee chairs work with P. Schneidereit so that next budget can be done in committee format rather than legacy format.

15) H. Rodrigues presented the awards committee report.

M. Luxen asked how the CAJ gets the word out about awards, H. Rodrigues answered that is done in the same way as everything else – through social media, website, CNW, e-mail blast, etc.

P. Schneidereit observed that many entries came in at the last minute, and talked about the need to expand the number of entries. The board members discussed changes that could be made to fee structure.

16) Report tabled, and meeting of the CAJ board adjourned for CAJEF annual meeting at 4:05 p.m.

**Canadian Association of Journalists**  
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Centennial College, Carlaw campus, Toronto  
June 10, 2012

Present: Micah Luxen, Hugo Rodrigues, Paul Schneidereit, Ellin Bessner, Dale Bass, Nick Taylor-Vaisey, Ellin Bessner, David Wiwchar, Manjeet Singh Atthwal, Shauna Rempel, Anja Karadeglija.

1) D. Bass called the meeting to order at 9:45 a.m.

2) The members resumed discussing the awards committee report, talking about the number of judges, entries for the student awards, and cash prizes.

H. Rodrigues said that the awards need better marketing/awareness in general, and that this needs to be a priority for the board next year. He asked how do we grow with the resources we have?

H. Rodrigues moved that the fee structure for the 2012 CAJ awards be set as follows (all amounts inclusive of HST):

- member fee \$30
- non-member fee \$110
- two-person team entry for CAJ members - \$50
- two-person team entry (1 or more non-members) - \$200
- three-person team entry for CAJ members - \$80
- three-person team entry (1 or more non-members) - \$275
- teams larger than three people, CAJ members - \$100
- teams larger than three people (1 or more non-members) - \$325
- student entries for CAJ members – free
- student team entries (at least two people on the team MUST be CAJ student members) – free for two-person teams, \$60 for teams above two people
- student entries for non-members (from individuals) are not permitted

The board members discussed changing the awards fees, and the possibility of CAJEF funding.

Motion was carried, with P. Schneidereit abstaining.

H. Rodrigues moved that the 2012-13 CAJ awards committee complete a review of the CAJ awards categories with the following aims and report back to the board for its September 2012 meeting.

- Question whether all current categories should continue being offered
- If sponsored categories are not chosen for the 2012 program, that explanations be offered as to why in order to attempt to retain sponsorship for a different category

- Review all category descriptions and entry criteria with the aim of making each category as platform-agnostic as possible in a manner that is fair to journalists working in all newsrooms

Paul noted that the CAR award needs to be renamed.

Motion carried.

H. Rodrigues moved that the 2012-13 CAJ awards committee identify, at the lowest cost possible, an online entry method to receive and sort entries and permit judges to access their category(ies) for judging for the 2012 CAJ awards program; and, That should this come at a cost to the CAJ, the CAJ treasurer be consulted and a budget and plan for the expenditure be presented to the board for approval at its September 2012 meeting.

Motion was carried, with P. Schneidereit abstaining.

H. Rodrigues moved that “the CAJ continue its partnerships with jhr to offer the 2012 jhr / CAJ Award for Human Rights Reporting and with CWA Canada / CMG for the 2012 CWA Canada / CAJ Labour Reporting Award.”

The members discussed the feedback received about the sponsored awards.

Motion carried.

M. Luxen proposed motion to accept report, motion carried.

3) The meeting adjourned at approximately 10:35 in order to switch rooms.

4) The meeting was called back to order at 10:43.

5) H. Rodrigues presented the 2012 membership drive report.

The board members discussed the report, and the best way in which to offer discounts to new members and remain fair to existing members.

H. Rodrigues moved that the membership services committee present special pricing to the board for approval for a September membership drive by Aug. 31, 2012. Seconded by M. Luxen, motion carried.

H. Rodrigues moved that the CAJ hold a membership drive starting Sept. 17, 2012; and, That the membership services committee be charged with developing and finalizing all necessary materials and plans by Sept. 11, 2012; and, That should any changes be required to the website or e-registernow.com registration portal that these be complete and tested by Sept. 11, 2012.

Motion carried.

Motion to accept report moved by H. Rodrigues, seconded by N. Taylor-Vaisey, carried.

6) A. Karadeglija presented the renewals/benefits report and the membership card costs report.

The members discussed putting out a monthly or bimonthly newsletter.

H. Rodrigues moved to move the report to committee.

P. Schneidereit moved that H. Rodrigues, P. Schneidereit and A. Karadeglija work out the financial details regarding having A. Karadeglija produce a regular newsletter. M. Luxen seconded, motion carried.

H. Rodrigues moved that the CAJ continue issuing membership cards, with a maximum price of \$5 a card.

The board discussed issues around resuming the service, including the demand for a card among members, the implications of giving out such a card, and costs.

Motion carried, with E. Bessner opposed.

7) H. Rodrigues presented his report regarding the CAJ's registration verification procedure. He moved that the CAJ accept the procedure identified in the report, recognizing this has been its practice since approximately September 2011; and, That implementation and monitoring of this procedure be the responsibility of the membership services committee, its chair and CAJ staff members.

Seconded by D. Wiwchar.

The members discussed the CAJ's membership criteria, motion carried.

M. Luxen moved to accept report, motion carried.

8) The meeting adjourned at approximately 11:50 for a break.

9) The meeting was called back to order at noon.

10) M. Singh Atthwal gave his report on the Montreal chapter. He said that the chapter has not yet met physically. The chapter's concerns include the need for a bank account in order to hold self-funded activities. A photo i.d. membership card is also important for the Montreal chapter. M. Singh Atthwal said a goal is to bring community media into the

CAJ fold.

N. Taylor-Vaisey gave his report on the National capital region chapter. The chapter met on April 4. The chapter is working on partnering up with Hacks and Hackers for an event in fall, and hopes that can be first of many similar events.

H. Rodrigues noted that partnerships and welcome and encouraged, at both the chapter and national level.

S. Rempel gave the Toronto chapter report. She said the chapter held a meeting after the conference, and elected the executive. Others volunteered to help with the chapter. The chapter also held an event, and has been meeting with Hacks and Hackers and the Online News Associations to talk about the possibility of partnerships. Most of the events that are under discussion are for the fall, and the chapter is trying to get a good slate of events happening. She also noted other chapters should send information to be included in the Twitter account and Facebook page.

H. Rodrigues moved to accept the chapter reports. Seconded by M. Luxen, motion carried.

11) S. Rempel presented the events committee report.

S. Rempel moved that conference pricing needs to be discussed and reviewed by events committee. H. Rodrigues seconded.

The members discussed pricing, and the motion was carried.

The members discussed the length of the conference and the drop-off in attendance on Sunday.

S. Rempel moved that the CAJ invest in some permanent signage that could be used at events and conference. E. Bessner seconded, and the members discussed who should be responsible for the task.

H. Rodrigues moved that the communication coordinator lead a review and redesign of the CAJ website. M. Luxen seconded.

Motion carried, with D. Wiwchar opposed.

M. Luxen proposed motion to accept report, motion carried.

S. Rempel moved that the events committee investigate investing in proper CAJ signage. Motion carried.

12) The members discussed the cost and contributions of Newspapers Canada and CAJ partnership in the last conference.

H. Rodrigues moved that the CAJ continue its partnership with Newspapers Canada as an Ink&Beyond partner for 2013; and

That the events committee appoint a liaison to take part in meetings and discussions along with the president and treasurer regarding this partnership and the upcoming conferences.

M. Luxen seconded, and took over as chair in order for D. Bass to be able to participate in the discussion. D. Bass pointed out cost and budget issues regarding the conferences, and the fact that other organizations had also previously approached the CAJ to partner up. She resumed her post as chair.

The board members continued discussing the next conference, including the location, local chapter involvement, and partnering with a university.

H. Rodrigues gave the background of CAJ talks with other organizations and reiterated the need to partner up. He asked the chair to sever the amendment.

Motion: that the CAJ continue its partnership with Newspapers Canada as an Ink&Beyond partner for 2013;

The members discussed the motion, and the motion was carried with a vote of five to four.

H. Rodrigues moved that the events committee appoint a liaison to take part in meetings and discussions along with the president and treasurer regarding this partnership and the upcoming conferences; and

That the CAJ board decide as soon as possible on the length of the 2013 and 2014 national conferences.

The members discussed the motion, and the motion was carried, with P. Schneidereit abstaining.

The board discussed partnerships and location for the 2014 conference.

M. Luxen moved to accept the report. M. Singh Atthwal seconded, motion carried.

13) The board set the date of the next meeting for a teleconference at 2 p.m. eastern time on Sunday, September 16.

14) New business:

N. Taylor-Vaisey said he would look into setting up an FOI listserv.

The board discussed having goals and prizes for board members' recruitment of new members to the CAJ.

15) The meeting adjourned at 14:13 p.m.