

Approved Minutes (On-line version)  
Board Meeting of the Canadian Permafrost Association  
Teleconference  
Meeting #13  
Friday June 14, 2019 1500-1700 EDT

Attending

Antoni Lewkowicz (AL)  
Peter Morse (PM)  
Lukas Arenson (LA) Joined late  
Wayne Pollard (WP)  
Panya Lipovsky (PL)  
Barb Fortin (BF)  
Carolyn Gibson (CG)

Excused

Christopher Burn (CB)  
Ashley Rudy (AR)

Note taker

PM

Agenda

1. Approval of the Agenda
2. Approval of the Minutes of Meeting #12, May 12, 2019.
3. Matters arising (not covered later as agenda items)
4. President's report (AL)
  - a. Eighth Canadian Permafrost Conference in Quebec City in August 2019 update
    - i. Student awards
      1. List of students and judging criteria
      - ii. Mackay Lecture and Hugh French Award
        1. Plaque/trophy
        2. Adjustments to Terms of Reference
  - b. Nominations Committee:
    - i. Update
  - c. CPA newsletter
    - i. Update
  - d. Canadian Foundation for Permafrost Studies
    - i. Update
  - e. What is Permafrost? for website
    - i. Update
  - f. Hill Times Op-Ed piece
    - i. Update
  - g. 2019 AGM

- i. Timeline and responsibilities
- 5. Treasurer's report (BF )
  - a. General update (BF)
  - b. Co-membership fees with CGS (BF)
- 6. Secretary's report (PM)
  - a. G-Suite
    - i. Update on Owners, Managers, Groups and Permissions
- 7. Communications director report (AR)
  - a. Web-site and social media
  - b. MailChimp
- 8. Early Career representative report (CG)
  - a. Update on Eighth Canadian Permafrost Conference + Early Career planning.
    - i. Update judging and student awards
    - ii. Update on Tweet at GWF Conference
  - b. Update on involvement in CGS (The Canadian Geotechnical Society) conference?
- 9. President-elect report (LA)
  - a. Mailchimp template
    - i. Update
  - b. Membee approach to request remembrances for HF
    - i. Update
  - c. Proposal to confirm joint fee schedule with CGS
    - i. Update
  - d. Policy of corporate sponsorship adjustment
    - i. Update
- 10. Any other business
  - a. Community Pamphlet (PL)
    - i. Update
  - b. Policy guideline regarding communications (WP)
    - i. Update
- 11. Adjournment

#### Summary of Action Items

1. AL: Finalize plaques/awards
2. AL: finalize adjustments to terms of reference for awards.
3. AL: Organize meeting of Nominations Committee
4. AL: Finalize and translate CPA newsletter
5. AL : Make progress on Canadian Foundation for Permafrost Studies
6. AL: Finish up "What is Permafrost" piece for website.
7. AL: Follow up on silver pins.
8. AL: Get a list of students registered at CPC and pass to CG.
9. LA: follow up on CGS decision regarding membership fees.
10. PM, BF, and AL: Develop a plan for Strategic Plan
11. PM: Follow up email about G Suite.
12. PM: Doodle Poll to set up next meeting.

13. AR: Edits to French portion of the website
14. CG: Contact students attending conference to make list of students interested in participating in the CPA Student Award
15. CG: Develop Infographic from information about Early Career members.
16. CG: Let the CPC know that we need about 10 min for our presentation to students
17. LA: Attempt to connect Membee to Mailchimp
18. LA and AR: collate HF comments.
19. LA: Make progress on Policy of corporate sponsorship adjustment
20. PL: Finalize Community Pamphlet
21. WP: Make progress on Policy guideline regarding communications

### Minutes

1. Approval of the Agenda
  - a. No comments
  - b. DECISION: Agenda unanimously approved.
2. Approval of the Minutes of Meeting #12, May 12, 2019.
  - a. No comments
  - b. DECISION: Minutes unanimously approved
3. Matters arising (not covered later as agenda items)
  - a. None.
4. President's report (AL)
  - a. Eighth Canadian Permafrost Conference in Quebec City in August 2019 update
    - i. Mont Jacques Cartier Field Trip - No takers. Asked by organizing committee to advertise this field trip.
    - ii. Student awards
      1. List of students and judging criteria.
        - a. CG will address this.
    - iii. Mackay Lecture and Hugh French Award
      1. Not going as expected. HF partner willing to fund, but would like a few changes. Give out every second year. A good idea. Gives the award more gravitas, and saves money. No money available this year. AL suggests that we fund it this year. Alternative is to rescind or postpone the award. Or, let's talk with MA, and ask if it is OK to give the award without funds. Seems a loss if we don't give it this year. We can either ask MA if he is OK with no funding, or the CPA disburses the funds.
      2. WP: What is our budget? Can we take it out of conference revenue.
      3. AL: We will get our \$10000 back, and may get \$2000 profit, but not sure. Last conference meeting said small profit, but not \$0.
      4. WP: We need to give it, with some monetary award. We should try to give it in full.

- 5. LA: Completely agree. BF, knows the budget better, but I thought we had money set aside for an award in the budget. Support CPA funding this year, and 2 years gives us more prestige.
- 6. BF: We have budget for this, and we have agreed to give the award.
- 7. PL: If we have the funds, yes, and every 2 years.
- 8. PM: Agree with PL.
- 9. AL: Moves that the Board agrees to award the HF award this year, and we use the CPA funds this year. WP Seconds.
- 10. DECISION: Unanimous agreement to approve the motion.
- iv. Plaque/trophy
  - 1. Still working on these
- v. Adjustments to Terms of Reference
  - 1. No update.
- b. Nominations Committee:
  - i. No meeting of the nominations committee, probably follow up with a teleconference of the nominations committee.
- c. CPA newsletter
  - i. Have a partial draft, and I will put on Google Docs for you to review. Then we need a translation.
- d. Canadian Foundation for Permafrost Studies
  - i. No update
- e. What is Permafrost? for website
  - i. Has been working on it. Will get improved by illustrations, and your comments. Please spend some time and edit it, and improve it. On Google Docs.
- f. Hill Times Op-Ed piece
  - i. No update
- g. 2019 AGM
  - i. Timeline and responsibilities. We do have a fair amount to do in the next 2 months. I think we need to have some kind of plan to start a strategic plan. What is it we want to be, what is it we're offering? That leads back to where we hope this association will go. We need to develop a process to produce a strategic plan before the AGM. If we come up with a process, we can bring it to the membership. Then the members can have input.
  - ii. WP: We don't have enough time to make a plan, but we do have the time to develop the process.
  - iii. LA: Agree. Good idea to have a plan for the process. Strategic planning and visioning is a slow process. We should be able to present a strategy.
  - iv. AL: That is what I will aim for. PM, BF, and AL can do this through G Suite. Between now and the AGM.
- h. Added: Silver pins for lifetime members

- i. Went to a jeweler. The final cost per pin is about \$100/piece for 10, about \$10/piece for 40 of them. Pins would be given to lifetime members, and awardees. A lot of the cost is set up for the casting, but then after that, the cost goes down. I'll do some more research on this.

## 5. Treasurer's report (BF)

- a. General update (BF)
  - i. EC (45), 8 Lifetime (8), Regular (54) , Corporate Gold (4), Corporate Silver (1), Institutional Silver (2), Institutional Gold (2), total 116. 1 new member, and 2 outstanding payments.
  - ii. Do we keep the information in Membee for the deceased member?
  - iii. AL: I will ask the USPA how they handle lifetime members who have passed away.
  - iv. BF: \$5183 revenue. Exp \$9326 since Jan, mostly REM web solutions. Remainder were banking fees. \$372 Membee, \$301 stickers.
  - v. BF: Should I do quarterly reports?
  - vi. LA: Only GST is due quarterly.
  - vii. AL: Did you send me a second cheque to endorse for REM?
  - viii. LA: No, I could directly send it, it's been sent, and cashed.
- b. Co-membership fees with CGS (BF)
  - i. Still waiting on this info from LA
  - ii. LA: The CGS is happy with the proposal, and would support it, but the board has procedures to follow. The proposal will be brought to the board for discussion. In parallel, I've contacted the Gibson Group, who organize the CGS, how they do this with the co-memberships. I've asked how they do this with other memberships.

## 6. Secretary's report (PM)

- a. G-Suite Update on Owners, Managers, Groups and Permissions
  - i. Now registered with Google for Nonprofits and I've activated G Suite. Can look into other tools such as Youtube, Ads and Google Maps. Secretary and the President are Administrators of the Google for Nonprofits account. When logged into G Suite, President and Secretary are Super Admins who can manage G Suite apps, groups, and membership (all over-arching control). Treasurer added as a User Management Admin, who can modify everything for those users who are not super users to give us a degree of flexibility. Set up two user groups. First called "CPA\_Board\_Shared\_Drive". It is for all members of the board, and the President and Secretary are Owners. It is a working directory with documents that the board members would normally want to access. Second group called "Secretary's Files". It has two members, the Secretary and Memberatlarge2, Secretary is the Owner. Purpose is to keep copies of final documents, draft versions, confirmation of police records checks, etc. Basically copies of the material in the CPA\_Board\_Shared\_Drive, plus any extra correspondence and lists that

Secretary compiles. Will follow up with detailed email to the group on administration and ownership.

7. Communications director report (AR)

a. Web-site and social media

i. no Update

b. MailChimp

i. LA: Made a test group in Mail Chimp and tested.

ii. AL: Comments for Ashley? Need a few edits to the French portion of the website. I brought these to AR's attention. Not much has been done since posted. We want to improve it if we can.

8. Early Career representative report (CG)

a. Update on Eighth Canadian Permafrost Conference + Early Career planning.

i. Update judging and student awards

1. CG: Told the Student group that we will sponsor an award. The organizing committee said we could go ahead and organize it ourselves. Main question is how we select the students?

2. AL: Do we restrict the potential competitors to the students we funded, or do we want to open it up to others? If so, we have to ask if they meet the "permafrost" criteria. If we offer membership, that might draw in new students. If they already have a membership, we can offer a renewal.

3. AL: We can get a list of students from GD, and ask the students if they are interested in participating in the award.

4. AL: Will ask for the list from GD, pass to CG. CG will contact the students. Award will be a certificate, and new membership, or 2020 membership if they are already a member.

ii. CG: CPA presentation on student day, Monday. We need to decide who wants to speak. Any topic, but good to highlight the value of joining the CPA, and also talk about the distribution of the Early career members. I can contact our Early Career members and draw up an infographic about the distribution.

iii. AL: Idea of polling for thesis titles, location, etc. seems like a good piece of information to gather. In terms of who will speak, who will we recommend. Probably should be me.

iv. CG: I may not be able to attend the meeting, but I will try to make a short video if I can't.

v. CG: Will let the organizing committee know that we need about 10 min.

b. Update on Tweet at GWF Conference

i. Got out a Tweet, and let them know next year.

c. Update on involvement in CGS (The Canadian Geotechnical Society) conference?

i. CG: Not much response from CGS, but still following up.

9. President-elect report (LA)

a. Mailchimp template

i. Tested the new template.

- ii. Haven't connected Membee to Mailchimp yet. Still trying, but should just take one click
- b. Membee approach to request remembrances for HF
  - i. There is a commenting option on the webpage, and we will collate them.
  - ii. AL: The plan at the conference will be to have an informal dinner. I will pass around a book for people to write comments. Also planning a celebration of life in September, and that book can circulate them. We should probably take down the on-line comments. Something handwritten is a bit more personal.
  - iii. LA: Comments are not posted automatically, AR and LA get them as emails and we post them.
  - iv. AL: Will ask GD to announce the dinner at the start of the conference.
- c. Proposal to confirm joint fee schedule with CGS
  - i. Discussed above.
- d. Policy of corporate sponsorship adjustment
  - i. No update

## 10. Any other business

- a. Community Pamphlet (PL)
  - i. PL: First draft is on Google Docs. Open the document in full form, rather than the preview. Most of the credit should go to CG, she has done most of the layout. We may need to vote on the fact that we are offering membership for 2 years.
  - ii. AL: We do need to vote on that.
  - iii. AL: We need to pair down the text a bit more. We should all look at this. We need to tailor the text to fit the audience. With the key audiences we might have slightly different versions. Maybe we can remove a few things. Not all will matter to communities. Looks fantastic.
  - iv. PL: What is the strategy for printing and distribution? Digital? Printed and mailed?
  - v. AL: Meet with MS, and ask her opinion. We want to make the best possible contact. She will know. She may be willing to send it out for us.
  - vi. PL: I can print on the colour printer at work.
  - vii. CG: If you do decide to distribute digitally, I might be able to re-configure so that it looks better on screen.
  - viii. PL: Many of the benefits that we have worked out will help with other promotional material.
  - ix. AL: Moves that CPA will offer free membership to communities for both 2019 and 2020. WP seconds. No additional comments.
  - x. Vote: Unanimous agreement.
  - xi. No more comments.
- b. Policy guideline regarding communications (WP)
  - i. No update. Need to talk with AL a bit more about it. Won't take long.
  - ii. LA: Would be helpful. We don't want to overload our members with things, so guidance would be helpful.

- iii. AL: That is the kind of thing we need to ask members.
- iv. LA: Not sure how complicated this will get. In Mailchimp, you can unsubscribe to these newsletters (Canadian law). Theoretically, we could have different newsletters, updates from the president, or all announcements, etc. Takes some work from our end, but it is an option.
- v. AL: For now, KISS seems to be the best approach. A reasonable approach is to ask the membership about communications. Too much, enough?
- vi. LA: We can see who is unsubscribing, and we can always approach them and find out why.

#### 11. Adjournment

- a. 14:28
- b. Next meeting: PM Action: Set up a Doodle poll, morning and afternoon, July and second week in August. Does G Suite have a Poll? PM will check it out.