



ICF Canada Board Meeting

April 10, 2017

Minutes of the ICF Canada Virtual Board Meeting

Attending:

David Seabrook (Fredericton, NB); Barb Scully (Parkland County, Alberta); Bob Campbell (Windsor-Essex, Ontario); Greg Dandewich (Winnipeg, Manitoba); Kristina Verner (Toronto, Ontario); Luigi Presta (Think Compass); Rob McCann (Clearcable); Stephane Goyette (Montreal, Quebec); Trevor Lewington (Lethbridge, Alberta); Geoff Samson (Surrey, British Columbia); Carl Viel (Quebec City, Quebec); Blair Patacairk (Ottawa, Ontario); Prof. Mehdi Sheikhzadeh (Lambton College); Kevin Silliker (Moncton, New Brunswick); John Jung (ICF Canada)

Outstanding and Action Items

1. Director's Liability Insurance to be purchased
2. ICF Resource Committee and ICF Executive Committee to meet to discuss compliance matters.
3. Translation of materials in multiple languages, especially French.
4. In partnership between Quebec City, Montreal and Sherbrooke, pursue French language opportunities, including encouraging more Quebec and other French-speaking communities globally to get involved with ICF and apply for recognition.
5. Board Members to actively support the Executive Director in fund raising.

Introductions

Following introductions, including introducing Invest Ottawa's Bruce Lazenby's replacement, Blair Patacairk, and nominated new Board Member, Professor Mehdi Sheikhzadeh of Lambton College, a new ICF Canada member, John Jung reviewed the agenda and reviewed the action items from the November 22, 2016 Virtual Board Meeting. He also noted that he has been working on trying to secure Director's Liability Insurance and deal with a number of compliance matters. An e-Minute Book is being developed with Board password protected access only on the ICF Canada Website that will contain key documents such as bylaws, minutes, etc. John further reviewed many items from the April 10 agenda including the status of 2016 ICCI supported projects such as the leads generated for Think Canada last October; development of the new website and content such as the new animation launched on March 23; undertaking the New Connected Countryside Webinar focused on Stratford/Parkland County; and the newly approved 2017 ICCI Projects: Translation of current and new content and development of a new ICF Canada FDI Strategy and Action Plan. The ICF Canada Business Mission to Taiwan was

reviewed by Professor Mehdi Sheikhzadeh, Dean at Lambton College, who attended the delegation to Taiwan. He mentioned how well the trip was organized and invaluable for him and his colleagues in the delegation. Along with attending the TOP7 announcement in Taipei, a conference was held to launch ICF Taiwan, with whom ICF Canada should develop closer relations. The delegation also visited Tainan, Hsinchu, New Taipei City and Taipei, meeting businesses as well as government and research universities during the mission in February. John mentioned that ICF Taiwan will focus its attention on ASEAN access opportunities, which ICF Canada may be able to also benefit from. In addition, there are opportunities for a potential ICF Institute in Taiwan to be developed. A Canadian version of an ICF Institute can benefit from this relationship.

John continued to review many ICF Canada activities including submitting the Technical Committee's Broadband Report in line with the CRTC's announcement in December that broadband should be considered an essential utility. Our report, authored by the Technical Committee, led by Campbell Patterson, validates and supports the CRTC's position. It had been sent to media across Canada, promoted via social media and is available to the public on the ICF and ICF Canada websites. John also reviewed many communications, site visits and speaking opportunities that attracted global media for ICF Canada. He noted the continued success of the ICF Canada Newsletter, renamed iCommunity.ca; development of the ICF Canada Speakers Bureau; and ICCI funding to support French language content translation (subject to securing matching funding). He also reviewed the plans for the ICF Summit in NYC in June and the ICF Canada Board Meeting on June 6.

Carl Viel recommended that John work on a strategy to actively engage more ICF Canada Board members in the ICF Summit in NYC in addition to the ICF Canada Board Meeting. John agreed to pursue additional speaking opportunities, potential contact with ICF Taiwan and introductions during the Summit. One of the opportunities is to host a reception at the Summit. With hosting, it opens opportunities for speaking at the Summit. With a \$10,000 USD sponsorship, the organizers will reach out to ICF Canada Board Directors to speak at the gathering. We would also try to coordinate with ICF Taiwan to potentially host together. In order to create the sponsorship, John recommended an approach to secure ticket sales through ICF Canada which would pool resources sufficient to cover the sponsorship for ICF Canada. Several Board members indicated that they would secure their tickets through ICF Canada in order to allow this sponsorship approach to succeed.

Seema Singh represented Luigi on the phone to briefly speak about Think Canada for this year. She indicated it would be in Toronto and will take place in March 2018. The aim of the event would be to attract Foreign Direct Investors to a matchmaking event in Canada. John also spoke about his recent trip to Australia. He suggested that a potential mission could be launched in Australia in 2018. Carl Veil indicated that from a Quebec City perspective, he would not be interested to attend. John indicated that this could be an ICF initiative instead of ICF Canada if there was broader interest. John covered ICF Canada Financials and Fund Raising Strategies with the Board. Kristina asked about the procurement approach to these projects, noting the burn rate of these projects in 2016. John explained that the approved strategy in the Business Plan was

to develop a track record of activities, studies and communications, all of which would cost around an estimate of \$200,000 in projects, matched in part by the Federal Government. Unfortunately, without active Board support, John was unable to work on developing both ICF Canada's track record and going after memberships and sponsorships. With the current Website there is now at least communications to point to that explains the Membership opportunities, which has started to bring in some new members and interest in sponsorships. Rob McCann was interested to be assured that ICF Canada was compliant with the Government requirements. As a result of these questions, it was decided to organize the Resource Committee meet to discuss these in greater detail. John indicated he would pull together information for this meeting. The members for this meeting would be Greg Dandewich, Carl Viel, Kistina Verner and Rob McCann.

In addition, a question was asked about the nomination process and approvals for new Board members and Board replacements. John indicated that Board replacements such as Blair Patacairk replacing Bruce Lazenby and Mehdi Sheikhzadeh were brought forward to the Executive Committee, essentially acting as the Nominating Committee. Their Board Approval will come on June 6, during the AGM.