

CODE Management Board Meeting Minutes
Saturday, Sept. 20, 2008

12:30 to 3:30 pm, 185 Legion Road N., Toronto, ONT M8Y 0A1

Co-chaired by Wendie Gibbons, President, and Andre Gravelijn, Vice President

Present: Louanna Alexander-Hudgel, Bev Bonk, Heather Downey, Eamonn Nolan, Deb Reynolds, Jenn Santangelo, Kim Snider, Ceris Thomas, John Thomas

Regrets: Marilyn Duffield, Andrea Goldfarb, Giselle Paquette

1. Routine Business

1. Call to order by Wendie Gibbons at 12:45pm.
2. Business arising from minutes

I, Louanna Alexander-Hudgel, move to adopt the minutes from the June 14th, 2008 meeting. Seconded by Ceris Thomas. Motion carried unanimously.

3. Adoption of agenda

I, Dre Gravelijn, move to adopt the agenda for the September 20th, 2008 meeting. Seconded by Bev Bonk. Motion carried unanimously.

2. Discussion/Decision Items

- .1 Presentation by Proctor & Gamble Representative Andrew Di Gironimo on a tagline for CODE (60 min)

Tagline discussion: We will work on paragraphs for our next meeting and work on the tagline in January. It was suggested that we include a question on the conference evaluation/survey about what members need from CODE in order to help us craft these paragraphs.

Action Item: Board members will email regions and talk with CODE members and Instructional Leaders about what they want/need from CODE and bring that info to the next meeting.

- .2 Set Upcoming Meeting Dates (5 min)
December 6th, 2008
January 17th, 2009
March 7th, 2009
May 2nd, 2009 - Executive only
June 13th, 2009

Last meeting it was discussed that a May and June meeting is too much; we could cancel one and just have an Executive meeting instead. If motions arise from the May Exec meeting these motions will be sent out via email and people will need to respond promptly. Deb raised concerns about travel time to the condo

where we have been holding meetings; it is not close to public transit. We will look at alternating locations between the condo and Theatrebooks.

.3 Conference 2008 (30 min)

- AGM protocol: Wendie reviewed the protocol: the Exec will touch on highlights from reports, Carmelina will report on Pulse, then we will have elections. Please come to the AGM if you do not have conference duties.
- Board registration: Most board members have registered; please book your hotel room before Sept. 30th. To register click on the Friday night only option for \$125.
Promotion and publicity: Regional reps should be sending messages that are somewhat different from Wendie's e-mails so members don't feel they are getting the same message over and over again; perhaps include a highlight from the conference to promote. Please promote conference. Deb raises concern about receiving emails from people in different regions; it is suggested that if you are experiencing this problem have a standard response you can cut and paste into the email. Or, respond to the e-mail and cc the appropriate rep.

Action Item: Regional Reps should contact members one week before the Sept. 30th deadline to promote hotel booking, tea with Dorothy, and the train.

- Membership registration: In the confirmation email from Ron, all new members must register and fill in their profile info in order not to be charged again for membership. For current CODE members, they still go to the CODE website registration, and click on free membership and confirm their details. If you get questions from members, please tell them to follow these steps.
- CODE Table: We will have a large prominent area for the CODE Table and will have a sign saying "Have You Activated Your CODE Membership Yet?" for members to do that. All agreed it was a great idea.
- Report (Ceris): We will not be getting quotes to display on smart boards for the Conference as discussed in our last meeting. There has been a change in committee members and Megan Moorehouse resigned her position as publicity person for the conference. Tracey Iddison-Gubbels also withdrew as a workshop leader and so a new dance workshop had to be found. Louanna and her son have graciously agreed to join the committee. Amy Cruikshank has agreed to come on and help with the Trade Fair and will be contacting Deb Reynolds. We have had a few workshop presenters pull out and got a number of Thames Valley teachers to do a double Dance workshop spanning K-12. Thank you for sending out the reminder notice for Dorothy Heathcote. A new reminder will be sent out for a

new swing dance workshop by Mike and Inge Evans in swing dance for anyone going to the Gala Dinner.

Action Item: Ceris will send the board a reminder to send out to members advertising the free Swing Dance workshop for registrants attending the Gala Dinner.

London Community Players have tentatively agreed to bring a coat-rack of costumes to the conference for people to rent and will donate tickets for a door prize. They will promote their season at the conference. A marley covering for the parquet dance floor is being sourced. Our current budget is in good shape; one of the expensive items is the video-conference with Dorothy Heathcote. We are getting close to confirming the details of rental equipment and technicians and are hoping to get some of it pro bono. Ceris explained the differences between telecasts, video conferencing and web casting (where we can see Dorothy, but she doesn't see us). Ceris is hoping to get a quote for webcasting this week. The Board agreed that a webcast would be okay, but if the price quotes are similar a video conference would be better. Louanna has gotten a number of door prizes from a variety of theatres. Ceris has spoken to someone at Media services in her region who can produce visuals of the CODE logo and could video archive the keynote and/or workshop excerpts with the students from the film/video program at the board. Ceris is also considering edible centre-pieces. Ceris has contacted Staples about getting CDs/flashdrives for free for our delegates. Ceris also has a lead on someone doing conference-specific t-shirts for \$10. Discussion about pros and cons of the idea of purchasing the t-shirts when Dre still has CODE stock he needs to get rid of at the conference. The decision is made to leave the idea of t-shirts with Ceris.

Action Item: Ceris will send out her list of board duties to Bev and Jenn. Bev and Jenn will look over Ceris' list of tasks to see if there are any other areas where board members are needed.

Tasks for Board Members:

Wendie needs people for the Bob Barton workshop
CODE Table/Computers at CODE Table (membership/
conference handouts)
Registration table
Meals (tickets or another more environmental method)
Introducing workshop leaders
Liaison from Train Station
Help with Workshop Set up

Heather suggests that it is better to have fewer people working longer shifts at the registration desk to avoid confusion; she also

suggests of doing it by region and having regional reps greeting people from their regions. It is better to have Exec on the display table as much as possible.

Action Item: Dre will look into the technical requirements for Duffelbag Theatre and will clarify if they will receive a free table/membership and will inform Debra of the outcome.

Action Item: Ceris will look into getting video archiving of the conference.

Action Item: Ceris will find out the cost of rental costumes and send it to Wendie; Wendie will send this out to the reps to communicate to their members.

Evaluation for the Conference: Since the conference has an environmental focus it makes sense to have an online version of the survey. Ron will set it up but someone needs to come up with the criteria for the survey, including the info about the tagline. Louanna volunteered to do this and Bev and Jenn passed on the old survey questions to Louanna. Deb raises idea of having a free lesson sent to anyone who does the survey. All agree this is a great idea.

Action Item: Deb will come up with a lesson plan for Drama and Heather a lesson for Dance for the survey.

Action Item: Louanna will create the survey questions to use in the online evaluation.

- .4 Standing committee and Regional Rep reports (20 min): Lorena has resigned her position as Central East rep; she is actively promoting the conference and Wendie has emailed her region and gotten interest from someone for the position. Lesley has resigned from her Membership position and still wants to be involved in CODE and has volunteered to be on the Deerhurst conference committee. Dre has taken on membership duties; big thanks to him. Annette has been very supportive in helping out. We are actively looking for someone to take on Membership. Any membership issues should be sent to Wendie and Dre. Membership is very healthy at this time. Dre is also ensuring that all board members' free memberships are up to date until next year. Ceris raised the issue of honorary members; we are not looking at adding new honorary members at this time.

Publications (Eamonn): Eamonn has been working on an article about Dorothy Heathcote, which includes links for online sites. He has sent a draft to Wendie. Ceris asks if he could attach this article to the CODE Conference Facebook page. Wendie asks Eamonn about creating a CODE Conference Bulletin; Dre is looking into

printing in colour. Wendie passes on a copy and will talk to Eamonn more.

Action Item: Wendie will contact send an electronic copy of the Newsletter Bulletin to Eamonn.

Western Region (Louanna): Louanna is having difficulty in communicating to such a large region; she is planning a Theatre Ontario workshop for November.

Central West (Jenn): Loves the new email system for membership and has been promoting the conference. Is still trying to make contacts in other boards in her region. Is willing to do a Theatre Ontario workshop in January.

Midnorthern (Heather): Has been promoting the conference; has been emailing the region. Reminds reps that there is also union funding for PD and that should be promoted to members. The difficulty is that people in her region have a long drive to the conference. Wendie and Dre had a display at the Sudbury PD in August and made good contacts and got a good reaction from people. Ralph MacIntosh has been very supportive in promoting the conference. The Northern Ontario Regional Arts Conference is in early October and Dre and Wendie will be doing workshops there to promote CODE.

Toronto (Deb): Deb has been emailing her region promoting conference and doing the Trade Fair. Other conferences charge more than us for tables; there is the Ontario Motor Coach Association conference the same weekend and there is some conflict with theatre organizations. Debra suggests considering this when booking future conference dates. We are charging \$150 a table with no food included.

Drama/Dance Liaison: John promoted at the AQs this summer and visited the Teaching Shakespeare School and handed out CODE material. Stratford is having a festival for high school students and John is involved in that. Students perform on the stage, get workshops, and are adjudicated. John is developing a workshop with arts-based learning strategies across the curriculum that we can use in CODE to promote ourselves. Bev and John would like to visit the Canadian teachers at Buffalo teachers' colleges to promote CODE. Funding would be needed for car rental and accommodation.

I, John Thomas, move for coverage for car rental and accommodation for one night for the Drama and Dance liaisons to visit teachers colleges' in Buffalo for liaising with pre-service teachers. Seconded by Heather Downey. Motion carried unanimously.

John will bring more specifics at the December meeting. The Shakespeare CODE camp is moving ahead and is in communication with Stratford and is looking into getting space for free. He will have a committee meeting soon and will report in December. John is wondering about promoting the Shakespeare CODE camp at the conference.

Bev: Bev did a number of workshops in the province this summer and worked on the supplemental material for the curriculum.

Action Item: John will send Wendie a blurb on the Stratford camp for the conference.

.5 Treasurer / VP Report (10)

Marketing and Advertising: Dre travelled Ontario in July visiting the various AQ courses and giving out promotional materials and talking about CODE. This is a great beginning in getting CODE's name out there. Next year Regional Reps will take on that responsibility. Dre also invited Andrew in to talk to us about the tagline. The updated display board will have simple graphics and photographs that can be updated regularly. Deb suggested creating a Powerpoint Presentation. Dre found a stand up banner for the Conference. It also looks like the two image posters will be ready for the Conference.

Budget & Transportation costs: Dre has completed the return for the fiscal year of June 30th and is clarifying a few things with Gail before it is posted online. We are in a healthy position but we are operating on last year's conference numbers and because we have been pre-paying for conferences in advance we have cash flow issues, not budget deficit. Dre is looking at cost saving measures; we have saved by renting cars and paying for the gas versus paying for mileage. Dre recommends that board members using their own cars should only have gas covered. This decision will be deferred to next meeting. Dre sent out an email to board members recommending renting a car or saving gas receipts for this meeting.

.6 Secretary (5 min)

Theatre Ontario Workshop: Kim held the first TO workshop in late August; registration was very low but the workshop went well. She has a finished write up of the K-4 workshop and props; the 5-8 workshop will be sent out soon.

Action Item: Kim will send out Theatre Ontario workshop for The Name Jar K-4 to the Board.

Secondary curriculum update: This summer Kim worked with John Phillips at the Ministry on revising the secondary Drama curriculum based on the feedback received. She feels very positive on the changes that were made. This week Wendie and Kim will meet with John Phillips to take a final look at the curriculum before it goes to print. It will not be rolled out for another year; there is also a new 12 Essential course that will be available.

- .7 President's Report (10 min)
- Conference 2009 (Theatre Canada proposal): deferred to next \ meeting.
 - Conference 2010 update: Contract has been signed for Niagara on the Lake.
 - Elementary curriculum update: Scheduled to be released end of September.
 - Executive positions: Exec members are planning to run again; someone has expressed interest in the Secretary position.
 - January retreat: No motion has come forward about having the January meeting as a retreat. There is money for a one night retreat in January.

I, Heather Downey, move to hold a board retreat on January 16-17th. 2009. Seconded by Ceris Thomas. Motion passed.

- .8 Goals for 2009: Will be deferred but we have talked about having partnerships with theatres who can provide discounts for members. Andrew Lamb at Tarragon is willing to partner. This would be for Drama and Dance Liaisons to begin thinking about.

3 Other Business

OSSTF Grants are coming up. Wendie will apply for next year's conference.

John mentioned possibility of partnering with Theatre Ontario to promote CODE in schools; Wendie will mention this to John Goddard when she meets with him.

Meeting adjourned at 3:57pm.

