



Minutes, CDA Member Meeting #18-2, 20 Sep 18

Reference: A. Notes, Member Meeting 18-1, 29 May 18
B. CDA Outreach Newsletter #4, 23 Aug 18
C. CDA Outreach Newsletter #5, 13 Sep 18

Introduction

The meeting was scheduled as requested at ref A, and was announced at refs B & C. Agenda proposals were requested at ref B and an agenda, dial-in instructions, and an action item list tracking the status of items from MM 18-1 were all made available on the CDA webpage. The meeting was held at KPMG offices, Ottawa and by dial-in at 1300 on Thur, 20 Sep, 2018. Attendees at the meeting were as follow:

CDA Exec	VAdm Denis Rouleau
CDA Mgmt	Matthew Overton
	Sean McGrath
Canadian Military Engineers Association	David Burke
Canadian Military Intelligence Association	Andrea Siew
Royal Canadian Air Force Association	Dean Black
Can Assn of Former Def Attaches	Tony Battista

Objective

The meeting had several objectives, including the following:

- Discussion of Association Fee Discount Structure;
- Review of active items from Member Meeting 18-1; and
- Review of status of Op RENEW.

Discussion

There was considerable, free-ranging discussion as summarized below:

CDA Member Survey:

- Dean Black reviewed preliminary returns;
- It was noted that while preliminary results were interesting, they were much too limited to indicate any trends so far, and that the success of the survey would depend on us getting a reasonably large number of respondents across a number of different associations;
- Several members indicated a lack of awareness of the survey. Action is required to follow up with them and to generally promote the survey better through use of the Newsletter and the website.

Association Fee Discount Structure:

- One association objected to the recent announcement that member associations would have a discount amounting to 50% of the roundtable price, up to a maximum usage of 2. They were objecting because the new discount was significantly less than the previous one, the new structure was announced without prior discussion with associations, and it was announced after many associations had already fixed their budgets (Including wired-in assumptions about expected discount rates);
- Matthew explained that the revised discount structure was necessitated by a change in the rate at which the CDA Institute was able to provide seats to the CDA;
- After considerable discussion it was acknowledged that the rate change was made without sufficient consideration to the scheduling and budgeting requirements of the member associations, and Matthew agreed that:

- The Fee Discount structure would be amended to indicate that, in addition to the 50% discount already being offered, for the remainder of FY 2018-19 the CDA National Secretariat would pay the remaining 50% of roundtable fees (in effect offering up to two members from each member association the opportunity to attend the roundtable for free); and
- In the future the National Office would attempt to socialize and publicize event pricing discussions, and to complete them in time to try as much as possible to accommodate association budgetary cycles;

Active Items from Member Meeting 18-1:

- Member Survey and member Meetings are ongoing;
- Newsletter and revised website (Including Event Calendar & Twitter feed) are active;
- Initial drafts of the Governance Library and Charitable vs NFP guidelines have been posted to the website;
- Members have been asked to provide info to support a survey of available affinity programs;
- Members have been asked to nominate SMEs;
- Members were asked to ensure speakers are asked "What can CDA do for you";
- A proposed draft for a standardized summary cover sheet which each association could complete to accompany their annual report will be provided by Nov.

Op RENEW:

- The project target date was a final project meeting by late Nov to support final decision making at the AGM in Feb;
- The Project Discussion Paper was completed in Jun, but there has been little uptake for one-on-one and/or small group meetings meant to amplify Discussion Paper findings;
- It was decided to proceed direct to a final Project Recommendation document based on input received to date, and to distribute that document by approximately mid-Nov to support discussion and a combined Op RENEW Group Final/Member Meeting 18-3 to be held 27 Nov.

Conclusion/Next Meeting:

- The next Member Meeting will be 27 Nov.