

<p>Attendees</p> <table> <tr> <td><i>Chair</i></td> <td><i>Derek Cockburn</i></td> </tr> <tr> <td><i>Vice Chair</i></td> <td><i>Gary Wuschnakowski</i></td> </tr> <tr> <td><i>Secretary Treasurer</i></td> <td><i>Sherry Sharpe</i></td> </tr> <tr> <td><i>Eastern Regional Director</i></td> <td><i>Valeri Perry</i></td> </tr> <tr> <td><i>Western Regional Director</i></td> <td><i>Jeanette Stead</i></td> </tr> <tr> <td><i>Central Regional Director</i></td> <td><i>Dan Maloley</i></td> </tr> <tr> <td><i>Governance Director</i></td> <td><i>Athena Dinos</i></td> </tr> <tr> <td><i>CEO, FMI</i></td> <td><i>Marty Muldoon</i></td> </tr> <tr> <td><i>Recording Secretary</i></td> <td><i>Brigitte Svarich</i></td> </tr> </table>		<i>Chair</i>	<i>Derek Cockburn</i>	<i>Vice Chair</i>	<i>Gary Wuschnakowski</i>	<i>Secretary Treasurer</i>	<i>Sherry Sharpe</i>	<i>Eastern Regional Director</i>	<i>Valeri Perry</i>	<i>Western Regional Director</i>	<i>Jeanette Stead</i>	<i>Central Regional Director</i>	<i>Dan Maloley</i>	<i>Governance Director</i>	<i>Athena Dinos</i>	<i>CEO, FMI</i>	<i>Marty Muldoon</i>	<i>Recording Secretary</i>	<i>Brigitte Svarich</i>
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<p>1) Agenda & Verification of Quorum</p> <p>Motion to approve agenda and begin meeting, quorum reached</p> <p>Moved: Derek Seconded: Valeri Carried</p>																			
<p>2) Approval of Minutes: January 13, 2022</p> <p>Motion That the Minutes of the Board Meeting held on January 13, 2022 be approved.</p> <p>Moved: Sherry Seconded: Valeri Carried</p>																			
<p>3) Action Items were reviewed noting the Gift and Hospitality policy is still under development and the Strategic Plan draft will be the focus of this meeting.</p>																			
<p>4) Chapter Engagement Strategy</p> <p>Three different initiatives have reached the stage where a structured chapter engagement opportunity would be very beneficial to the next steps. In lead up to the Spring CAC, the RDs and CEO will update the chapters at each of the three spring regional meetings outlining the three initiatives and progress to date.</p> <p>MPOWER: The Board concluded that the pilot was successful and fully endorsed FMI-wide adoption of MPower and efforts underway by National to plan for the “go-live” onboarding of all remaining chapters by June 30th, 2023. Engagement with CAC is key, with proposal to strike a CAC/National working committee to review pilot results and develop a change management plan for onboarding remaining chapters, including continuing to flesh out the use of a nationwide calendar of events as a means to best ensure FMI presence in the market is organized and effective in an increasingly virtual marketplace and avoids inadvertent overlap.</p> <p>Branding and Marketing Review: The Board concluded that refreshing FMI’s branding and marketing approach overall would be timely and important. Research to date will form the basis for the project and the intention is that through the CAC there will be interest in forming a working committee to participate and help to develop refreshed branding and marketing approaches.</p> <p>Governance & Risk Review: Following a few years of effort to update FMI’s governance overall, the project is now at the stage where the Chapter Affiliation Agreement requires updating. The Board encouraged the engagement of CAC with the view that perhaps a working committee of CAC/Board/National could be struck to review and prepare a revised standardized version for consideration.</p> <p>Action: RD’s and CEO to update chapters at the spring regional meetings in March & April</p> <p>Action: Chair, RD’s and CEO to participate at the Spring CAC and propose the working committee approaches for each initiative.</p>																			



Action: RD's & CEO to work with each working group to ensure they prepare for presenting progress at the June BoD/CAC meeting while at PSMW. For the Branding project, plan for a corporate branding workshop as part of the meetings in Halifax at PSMW- suggested two hours. Identify how to move toward stronger brand recognition with CAC engagement viewed as real and valuable.

5) Strategic Plan: Discussion

The board reviewed and edited the draft strategic plan during the meeting in real time resulting in the approved version.

Motion to approve revised strategic plan as revised.

Moved: Jeanette Seconded: Dan **Carried**

Action: release once translated by end of March 2022

6) Other Business

The Western Region meeting will be March 17th

Action: Gary to provide slides on governance update item.

Message from Chair has been sent to all members. This message contained a survey piece as part of the brand audit efforts. Co-marketing materials for PSMW has also been sent to BOD and CAC members to help with promoting PSMW.

7) Closing Remarks: Upcoming Meeting: 2022/2023 Budget Discussion March 23 at 11 am-12 E

May 12th - (**focus:**PSMW Update, PD Week Update, CEO & Board Interim Evaluations)

8) IN CAMERA

(M) Motion required (I) Information