



CPHA ACSP

CANADIAN PUBLIC HEALTH ASSOCIATION
ASSOCIATION CANADIENNE DE SANTÉ PUBLIQUE

Canadian Public Health Association Annual General Meeting

Monday, June 20, 2011

Palais des Congrès, Montréal, Québec

Minutes

Chair: Erica Di Ruggiero, CPHA Board Chair

1.0 Opening Remarks

The meeting was called to order at 12:05pm, ET.

Erica Di Ruggiero, Board Chair, welcomed delegates to the 2011 Annual General Meeting (AGM) of the Canadian Public Health Association (CPHA), and introduced the CPHA Board members.

Erica outlined the objectives of the meeting:

- To present the 2010 year-end reports and to outline the strategic direction for 2011;
- To present Bylaw changes for ratification by members;
- To remind members how to get involved in CPHA's policy development process;
- To provide an opportunity for members to ask questions and provide comments about CPHA's activities, reports and strategic directions.

It was noted that the Rules of Order had been revised slightly to reflect the new policy development process. CPHA would still very much like to recruit a formal parliamentarian for future meetings. Members who may be interested in taking on this role as a volunteer were asked to come forward at the end of the meeting.

It was further clarified that specific comments on important and/or emerging public health policy issues are best raised at the Annual Policy Forum to be held the following day, where policy is the sole focus of the agenda. Members who are not able to attend the Forum were reminded that they can also use CPHA's policy development process to raise specific policy issues. The process and the template are readily available on the CPHA website.

Motions from the floor must be submitted in writing.

2.0 Adoption of the Minutes of the Annual General Meeting held June 14, 2010 in Toronto, Ontario

Motion *André Corriveau/Hope Beanlands*

That the minutes of the June 14, 2010 AGM meeting held in Toronto, Ontario be accepted as circulated.

.../CARRIED

3.0 Adoption of the 2010 Audited Financial Statements

Joel Finlay, Chair of CPHA's Finance Committee, presented an overview of the Audited Financial Statements for December 2010. The statements have been reviewed and approved by both the Finance Committee and the Board. The Auditors have provided CPHA with an unqualified opinion which confirms that the financial statements fairly present the Association's financial position at the end of December 2010.

Statement of Financial Position

Total assets for 2010 have decreased from a year ago due in part to a decrease in our investment fund, some of which was utilized in the second half of the fiscal year to ensure a consistent cash flow for the organization. Our reserve funds are placed in long-term investments. Our current liabilities have decreased from the previous year. The contributing factor to this is the decrease in overall project activity as shown by the decrease in deferred revenue. Net assets have decreased to \$974K reflecting a small deficit of \$53K. The statement this year indicates that we have large receivable amounts made up of funds owed to us by government funders for project activities. There is a larger deferred revenue balance wherein we are holding money on other projects. CPHA's investment account is intact and these items help with the day-to-day cash flow management.

Statement of Operations

The Statement of Operations ending December 31, 2010 shows our total revenue has increased significantly to \$7.4M from \$5.5M in 2009. This is due in large part to contributions received around the Centenary celebrations. The ratio of national office expenses to revenue has improved largely due to management's ongoing efforts at cost containment, as well as the continued development of new revenue sources.

Although we experienced a net loss for the year, the restricted reserve fund continues to remain relatively intact, sitting at just over \$1M.

With respect to revenue generation, CPHA's business lines have remained fairly constant in their contributions towards our bottom line. The KnowledgeCentre™ is a new line of business which will be launched at the Conference. This represents an investment for the Association's future and provides further

diversification to our sources of revenues. CPHA continues to build on corporate relations and fundraising. We continue to explore additional partnerships with foundations. The Board has also launched a Personal Giving Campaign.

Motion **Shannon Turner/André Corriveau**
That the 2010 Audited Financial Statements of the Canadian Public Health Association be accepted as circulated.

.../CARRIED

Comments/Questions:

- Michael Rachlis inquired as to membership revenues and the purpose of the special fund (i.e. personal giving campaign).
- CPHA's Chief Executive Officer, Debra Lynkowski, replied that we have approximately 1,100 members and the average fee is approximately \$160.00 (with reduced fees for students and retired individuals). The total revenue of approximately \$160K is split between the Canadian Journal of Public Health (CJPH) and the Membership Department. The Journal is one of the primary benefits of membership. CPHA needs to revisit its membership structure because current fees do not cover the costs of membership administration and benefits. Debra also explained that the personal giving campaign is not intended to be a special, designated fund; it is intended to support the overall work of the Association. Erica Di Ruggiero will speak to the specifics of the campaign later in the agenda.

4.0 Appointment of the CPHA Auditor

Joel Finlay explained that while the Auditors were originally appointed in 2009, a formal Motion is required on an annual basis.

Motion **Pat Martens/Richard Stanwick**
That the firm of BDO Canada LLP, Chartered Accountants be appointed as auditors for CPHA for three years starting in 2009.

.../CARRIED

5.0 Bylaw Revisions

Erica Di Ruggiero explained that a working group of the Board was established to review the CPHA Bylaws to ensure that they were up to date with current practices. The proposed bylaw revisions have been approved by the Board and are now being brought to the Annual General Meeting for ratification.

The suggested revisions are needed to reflect changes in operations since the Bylaws were implemented in 2006. The revisions fall into three general categories:

1. Those which address the dissolution of the Advisory Council and the need to reallocate two Director positions, thereby increasing the number of elected positions and potential number of appointed positions;
2. Clarification of the process for appointment to the Chair Elect position;
3. General edits to a number of clauses to make the language and intent clearer.

In presenting and reviewing the proposed bylaw revisions, delegates were asked to focus any questions or discussion on sub-

stantive issues. Any editorial type comments are to be submitted in writing after the meeting and will be referred to the Board for review. Delegates were referred to the detailed table in their packages which included the current Bylaws, proposed changes, and the rationales for those changes.

Erica presented the proposed changes as approved by the Board and brought before the AGM for review and ratification.

Comments:

It was noted from the floor that the language in the Bylaws should be more gender-neutral and inclusive.

Motion **Brent Friesen/Jim Frankish**
Whereas CPHA wishes to amend its Bylaws in the manner and for the reasons set out in the document entitled "Bylaw Revisions 2011", dated June 20, 2011, hereinafter referred to as the "Bylaw Document".

Whereas the Bylaws of CPHA provide that the Bylaws may be amended by a further Bylaw approved by a majority of Directors at a meeting of the Board and sanctioned by affirmative vote of at least two-thirds of the Voting Members at a meeting duly called for the purpose of considering said Bylaw.

And whereas the Directors by resolution approve the amendment of the Bylaws in accordance with the provisions of the Bylaw Document.

Therefore, be it resolved that:

1. *The Bylaws are hereby amended to incorporate the revisions as set out in the Bylaw Document, a copy of which is annexed to this resolution.*
2. *The Directors and Officers are hereby authorized and directed to do, sign and execute all things and documents necessary or desirable for carrying out the foregoing.*

.../CARRIED

6.0 CPHA Annual Report to the AGM

Erica Di Ruggiero expressed her pleasure at the growing numbers of members, students and emerging public health leaders in attendance at the Annual General Meetings. She also conveyed her gratitude to the many partners, sponsors, and international guests.

It was noted that 2010 was an exciting year for CPHA and public health. On the occasion of CPHA's Centenary, there were many events, including:

- The unveiling of the Public Health Expo to more than 1500 participants at the Centennial Conference;
- The release of *This is Public Health: A Canadian History*, an interactive e-book which provides a chronological history from the early colonial period until 1986, when the *Ottawa Charter for Health Promotion* was launched. The book was recently translated into French and Spanish thanks to the support of the Public Health Agency of Canada;
- The launch of the content-rich Centenary website profiling the 12 Great Achievements in Public Health, with profiles, stories, scrapbooks and videos; and
- The announcement of the winners of the inaugural Population and Public Health Research Milestones Initiative, rec-

ognizing research milestones that significantly contributed to the public's health in Canada and globally (a partnership of CIHR Institute of Population and Public Health and CPHA). The milestones were published as a special section in the November/December 2010 issue of the *Canadian Journal of Public Health*.

In addition to celebrating the past, the Board of Directors used 2010 as an opportunity to look to the future – of public health and of CPHA – by reviewing and refreshing CPHA's Strategic Plan.

Our new three-year Strategic Objectives are as follows:

- To achieve sustainability and financial resiliency through continued diversification and growth of funding sources;
- To increase CPHA's relevance to the public health workforce;
- To better position CPHA as the independent voice for public health;
- To enhance and promote CPHA's convenor role on public health issues; and
- To enhance CPHA's capacity in support of healthy public policies (through policy analysis, communications and advocacy).

Erica noted that it is an ambitious vision for our organization but one we are confident we can bring to fruition.

Erica personally thanked the members of the Board and the various Committees for their work on CPHA's behalf this past year.

Nominating Committee Report

Lynn McIntyre, Chair-Elect, and Chair of the Nominating Committee presented the Nominating Committee Report. Committee membership was renewed for a two year term beginning January 1, 2011. Members include:

- Maya Charlebois (volunteer member from Alberta)
- Stephen Corber (Board member)
- Richard Massé (volunteer member from Quebec)
- CPHA Board of Directors Chair, Erica Di Ruggiero (ex officio)
- CEO, Debra Lynkowski (ex officio)

Lynn noted that the Nominating Committee implements the process by which Board members are elected to the CPHA Board of Directors, in addition to offering advice to the Board on ongoing processes and possible appointments. The Committee reviews nominations to ensure that they meet the predetermined criteria that are set each year, and recommends to the Board which nominations should stand for election.

This year's formal Call for Nominations will be circulated to all members in early August with a planned closing date of September 14, 2011. Elections will take place in October/November. Members were strongly encouraged to vote.

CPHA's 2011 Election is for two positions: a Director position and the Student Director position. The Preliminary Announcement sent to members in June summarizes the skills and experience being sought. Interested members were encouraged to speak with current Board members and Nominating Committee members to learn more.

Questions and comments can also be forwarded directly to Lynn McIntyre.

Lynn announced the recent appointment of Katie Lafferty to the Board of Directors, in an External Director position for a two-year term. Katie is the Executive Director of the Canadian Stroke Network and has already contributed significantly to CPHA as an active member of the Finance Committee. She also brings a professional background in health promotion, communications and marketing, business development, and organizational leadership.

CEO Update

Debra Lynkowski, Chief Executive Officer, outlined CPHA's challenges, achievements, and future plans. Members were encouraged to read the detailed Annual Report and Policy Report.

Debra remarked that CPHA's longevity is a testament to its continued importance and relevance. She noted that more than ever, Canada needs an independent voice for public health and CPHA must be that voice. As an example, Debra reflected on CPHA's recent intervention in the Supreme Court of Canada appeal on Insite (the supervised injection facility in Vancouver). Thanks to the extraordinary generosity of a group of lawyers from the Toronto law firm, Stockwoods, and the expert advice of a group of CPHA members/volunteers, CPHA was able to present a compelling legal argument supported by solid evidence and science, rooted in public health principles.

This year, CPHA spoke out on a number of important public health issues including: health inequalities and the social determinants of health, asbestos, gun control, guard rails, stairways, prison health, immunization, pandemic planning, injury prevention, tobacco control and the cancellation of the long-form census. CPHA worked on the development of new position statements, appeared before numerous Parliamentary Committees, as well as the Canadian Commission on Building and Fire Codes, and wrote Op-Eds and Letters to the Editor. CPHA will continue to have that strong, independent voice and speak to the tough issues.

Another area where CPHA needs to focus its efforts is helping to build capacity in the public health sector. We've always had an important role to play here through hosting educational events such as this Annual Conference, through the publication of the CJPH, through our role as convener and secretariat to many important coalitions and networks, and through our national and global funded project activities, many of which focus on building capacity and knowledge transfer. With the launch of the CPHA KnowledgeCentre™, built for public health, by public health, CPHA has an opportunity to truly connect the public health community right across Canada. *(Debra provided slides listing CPHA's currently funded projects).*

A continued focus for the Association must be its business transformation. In the past four years, CPHA has restructured, reduced its space twice, and focused on creating solid, diversified revenue streams. This path of transformation is critical to the sustainability of the organization and must be our primary focus as we continue to address our ongoing financial challenges.

We need to continue to be open to new partners and new collaborations. It was noted that at a certain point in our history we were 80-90% dependent upon government funding. The environment has changed dramatically since that time. Our old model of funding is no longer sustainable. We must continue to change our business model to adapt to the new environment. We can no longer be overly dependent on any one source of funding. Our new model focuses on a number of different revenue sources, including corporate sponsorships, business development, and individual giving. The commitment and active support of CPHA's members is also a critical component.

Debra expressed her sincere thanks to the Board of Directors, with particular thanks to Erica Di Ruggiero, Cory Neudorf and Lynn McIntyre as Chair, former Chair and Chair-Elect, respectively. She also noted the excellent work of the various committees, including the Policy Review Group, Awards Committee, Nominating Committee, as well as the generous contributions of CPHA's partners, exhibitors, sponsors, volunteers, and of course, the members. Finally, she expressed her thanks to CPHA's dedicated staff.

7.0 Question and Discussion Period

Erica Di Ruggiero opened the floor to questions and comments from members about the business of the Association.

Questions and Responses:

- Pat Martens noted that research was not part of the Association's new strategic objectives. It was suggested that the Board may want to address this by including a further objective: "to support knowledge development, synthesis and dissemination of public health relevant research to improve population health".
 - In response, it was noted that the Board did have a long discussion about how best to characterize the role of evidence in the role of the Association. It is implicit but it needs to be made more explicit in how we do our work.
- With regards to generating revenue, Jake Pauls expressed concern that CPHA is building its budget too much on outside organizations and not enough on its membership. He suggested that CPHA go beyond the Personal Giving Campaign and consider a membership structure similar to the American Public Health Association which includes sections and interest groups (membership in the latter would be for an additional fee and the sections/interest groups could drive some of the work of the Association). He also mentioned the Canadian Injury Prevention Conference in Vancouver in the fall as an opportunity to recruit new members, and possibly create a community of practice around injury prevention.
 - It was noted that the KnowledgeCentre™ is subscriber-based and provides the opportunity to establish communities of practice. Because it is subscriber-based, there is revenue attached to it.
 - The membership structure does need to be revisited as it currently operates in a deficit (i.e., the fees do not cover the cost of the benefits (e.g., journal) and the administration). We need to find a structure that suits the membership but is also sustainable.

- The Policy Forum is another mechanism to raise issues such as injury prevention to solicit a discussion.
- Diana Daghofer asked if CPHA had done any follow-up since its development of a Position Statement to ban the mining and export of chrysotile asbestos.
 - It was clarified that there has been significant work in this area, including letters to various Ministries.
- John Owen asked to what extent is CPHA currently attracting or involved in any way with voluntary/not-for-profit organizations focused in the health or social science field.
 - Debra replied that CPHA is very much involved with a variety of organizations, both through coalitions in which we participate and in our project work. We are very proactive in aligning efforts where appropriate.
- Joel Kettner suggested that the strategic objectives should be more measurable; right now they appear to be 'goals'. He also inquired as to the meaning of 'relevance' vis-à-vis the public health workforce.
 - It was noted that the three-year Strategic Objectives are part of a ten-year vision until 2017. The objectives are meant to focus our short term efforts. At every Board meeting, the CEO reports on the progress of work towards achieving these Objectives.
 - As to relevance, CPHA is the only organization that speaks for public health in the traditional sense as well as advocating in the broader sense. The membership has asked us to be more relevant. The KnowledgeCentre™ is our key strategy for the engagement of members and the public health work force. The notion of the broader public health interest is evidenced by the growth of our policy development and our policy activities.

8.0 Closing Remarks and Date of Next Meeting

Erica Di Ruggiero closed the meeting by expressing her gratitude to CPHA staff for their tireless efforts.

She also addressed the previously mentioned Personal Giving Campaign. She noted that at some time in the previous week, members would have received a personal letter from her and the Past Chair, Cory Neudorf. Although CPHA has charitable status, charitable giving is minimal at this time. The Personal Giving Campaign signals a necessary shift in culture for CPHA. All Board members have made personal gifts. Now we need all of our members to choose CPHA as one of their preferred charities. Every gift counts – large or small. What is most important is that everyone give. Your support will allow CPHA to continue to be the independent voice for public health in Canada.

Erica closed the meeting by once again acknowledging the Board members and their contributions, and most particularly Joel Finlay, Chair of the Finance Committee, whose term ends in 2011. She also thanked the members for their participation, noting that it is the members who "make" the Association.

Motion

Joanne Beyers/Cory Neudorf

Moved that the CPHA Annual General Meeting be adjourned. (1:34pm ET)

.../CARRIED