



MINUTES FOR THE AGM
October 25, 2014, 11:45 – 12:45
CADA-ON @ Dance Umbrella of Ontario
476 Parliament Street, 2nd Floor

CADA-ON Members Present: Aviva Fleising, Slade Lander, Heather Mills

Board Members Present: Amanda Acorn, Catalina Fellay-Dunbar, Andrea Roberts, Brodie Stevenson, Bageshree Vaze

Regrets: Ofilio Portillo, Michael Caldwell, Mairéad Filgate

Administrators: Amelia Ehrhardt, Lesley Bramhill

Other: Irma Sirvinskaite

Welcome and Call to Order

Meeting called to order at 11:45 by Brodie Stevenson

Approval of Agenda

MOTION TO APPROVE THE AGENDA FOR THE 2013-14 AGM. Moved by Catalina Fellay-Dunbar, Seconded by Bageshree Vase, Approved.

Approval of AGM Minutes of 2012/2013

Andrea requested a few small adjustments to clarify context around a conversation with the Associated Designers of Canada.

MOTION TO APPROVE THE MINUTES OF THE 2012-2013 AGM: Moved by Amanda Acorn, Seconded by Andrea Roberts, Approved.

Chair's Report by Michael Caldwell and Brodie Stevenson

"This past year has seen CADA-ON move forward on three main fronts: the administration of its programs, organizational stability and active recruitment of key partnerships with other stakeholders in the dance milieu in Canada. All of this has been achieved while simultaneously undergoing a process of self-reflection and a return to our founding core values – pursuing our goal of building a strong dance community through our focus on the status of the individual dance artist and working to empower and educate our members towards self-representation

Accomplishments:

- *Published a three-year Strategic Plan*
- *Published the results of our previous Community Consultations*
- *Reached a historical record high membership number of 217 members*
- *Strengthened partnerships with the Canadian Dance Assembly (CDA), the Dance Umbrella of Ontario (DUO), and Canada's National Ballet School (NBS)*

- *Started a Twitter account and now maintain a blog on our website.*
- *The Professional Standards for Dance was made completely available online, to serve a wider audience of dance artists.*
- *Implemented the use of Google analytics and other online tools to accurately gauge our members' interest and use of our online content.*

This past year we successfully transitioned to a new administrative model for CADA-ON with an administrative director and a membership coordinator. This new administrative has allowed the organization be more efficient with it's limited resources and to also communicate more effectively with our members. CADA-ON's voice on social media and online presence has increased exponentially this past year thanks in large part to the new administrative model and their tech savvy ways. We are happy to say that as the result of the amazing hard work of our administrative director, Amelia Ehrhardt and Lesley Bramhill, our membership coordinator, the organization has never been stronger.

2013/14 saw the Training Subsidy Program (TSP) cap raised to \$325 and a record-high usage of the program in the spring of 2014. Approximately 61% of our membership accessed the TSP, which neared our goal of 65% usage from our membership. This upward trend seems to continue in the first part of this membership year.

The progress of Version 4 of the Professional Standards for Dance (PSD) document continues to develop as we prepare for a release later in 2015. The findings from our two previous community consultations with the urban dance and African diaspora communities will be incorporated into Version 4.

CADA-ON continued to initiate strategic partnerships this past year, strengthening its current relationships and seeking out new opportunities for collaboration. A highlight for us was partnering with The Dance Umbrella of Ontario (DUO) and Canada's National Ballet School (NBS) in arranging a program where rehearsal space in non-peak hours at the NBS facilities is available for free to our members. Also of note, CADA-ON initiated a dialogue with the respective boards of Dance Ontario and DUO to begin talking about ways in which these three organizations could collaborate and perhaps pool resources in an effort to serve more efficiently our overlapping members.

On reflection, the 2013-14 year has been characterized by an incredible amount of work put into planning and solidifying the work, programs and ethos of CADA-ON. This necessary work is already beginning to show benefits as we move forward with a dynamic organization that is able to listen to and respond to it's membership while continuing to work and advocate for the status of the individual dancer on a variety of fronts." – Brodie Stevenson and Michael Caldwell

Aviva Fleising asked about the potential partnerships and collaborations between the three Ontario-based organizations. This is a very tentative idea, and the conversation has been started with the Chairs of DUO and Dance Ontario about forming more partnerships between the organizations and even potentially an amalgamation. There have been indications from granting bodies that this would be welcomed.

Administrative Director's Report by Amelia Ehrhardt

Chrystine Chambers moved to Ottawa in October 2013, and Amelia Ehrhardt took over the position of Administrative Director. Amelia will continue in the role for 14/15, and Chrystine will join the board of directors this year.

"The 2013/14 year at CADA-ON was exciting and full of transitions! After coming aboard in October 2013 to replace Chrystine Chambers, I have been lucky to see the organization grow and continue to move forward. Through the hard work of our Board of Directors, new Membership coordinator Lesley Bramhill and I were able to successfully transition into not only new positions for us, but also new positions for the organization. I feel confident that with a solid year behind us, Lesley and I alongside the Board can continue to lead CADA-ON in the strong direction it is currently moving.

In 2013/2014 CADA-ON was able to increase the total number of members to 217. 2013/2014 was a record year for CADA-ON, after reaching 200 members for the first time. Membership grew exponentially, seeing a 15% increase. An active Board-based Membership Committee has been working towards seeking new members for CADA-ON, as well as engaging lapsed members from previous years. Our increase in new members is continuously moving in a forward direction, and so we are working harder than ever on retaining and re-engaging former members. This includes outreach events, personal solicitations and deeper discussions about CADA-ON and its role in the community. Additionally, the value of having a dedicated membership coordinator is particularly apparent with this drastic increase in membership.

We were happy to see an increase in members from other regions of Ontario this year and feel confident that our continued efforts towards this goal will help continue to increase that number. Moving forward we plan on continuing to explore new ways to engage with potential members outside of Toronto.

CADA-ON began a series of community consultations with members of the Street Dance and African Dance communities. With the help of an Arts Service Project grant from the Ontario Arts Council, we were able to hire Soraya Peerbaye to plan and facilitate a series of discussions about CADA-ON's current relationship with these communities and about building stronger, more meaningful relationships moving forward. While the research and preparation took place in 2012-2013, the actual consultations began in the summer of 2013. At the end of the 2013/2014 year we were able to post the reports produced by Soraya to our website and disseminate them to the CADA-ON membership. The goal of these consultations is to figure out how CADA-ON could not only better communicate and form relationships with these communities, but how their needs could be reflected in the day-to-day activities and services in an organization like CADA-ON. What are their training styles and needs? How do they define themselves as professional artists? What kind of fees do they charge and how are those fees reflected in our Professional Standards for Dance? Through these discussions, and now the findings presented to us in the reports, we will reconsider the way we express our mandate and describe our services to be more inclusive and to accommodate the inherent differences of each genre.

We are currently at 199 members for the 2014/2015 year.

In 2013/2014 TSP usage decreased on a percentage level but saw a drastic increase in reported artist spending, at nearly a \$5,000 increase from 2012/2013.

CADA-ON disbursed \$30,782.27 in training disbursements, which is more than \$8,000 more than last year.

We will continue to encourage members of diverse dance genres, including Street Dancers, Flamenco artists, Belly-Dancers and the South Asian community, to become members of CADA-ON and to use the TSP to receive reimbursements for their training. We believe that the results of our community consultations will help us better understand how to make this goal a reality. These diverse communities often have different training structures than contemporary dancers and we want to reflect that in our promotional activities. We will also start directly promoting the TSP at various institutions and training facilities around the city to remind current members about the reimbursement, to increase our the percentage of eligible members using the program, and to promote the TSP as a useful service to potential new members.

In 2013-2014 the Professional Standards for Dance (PSD) was moved to our website. This process, part of our overall website rebuild, saw the PSD become embedded to the website, itemized by section, as well as embedded as a PDF and available for download. This move has made the PSD available to the entire community and any interested parties, and has increased its reach exponentially.

The Board continues to work towards edits to the document with the awareness the PSD requires changes more complicated than a simple revision. CADA-ON is becoming increasingly aware, particularly after the results of our community consultations, that the document does not reflect the working conditions and relationships of all dance styles within the professional dance community in Canada, and we are currently brainstorming ways to make this less of an issue. We hope to uncover some, if not all, of these differences during our community consultation process. While we realize that including everything in a document of the nature is not feasible, we are exploring ways to be as inclusive as possible. This includes using case studies depicting different situations and referencing other resources from organizations such as Equity, ACTRA, CARFAC and the Associated Designers of Canada.

In an effort to increase the geographical reach of our services, CADA-ON set out to create a series of online professional Development videos. We were able to hire videographer André Kassermelli to help us film and edit professional development videos; the first being a promotional video for CADA-ON to assist with membership outreach. Other topics were derived from PSD content and include; contract negotiating and

injury management. The promotional video debuted with our new website. The remaining videos have been filmed and will be edited in the coming months.” - Amelia Ehrhardt

Treasurer’s Report and by Andrea Roberts

Andrea Roberts acknowledged the work of Jennifer Dallas and thanked her for her work as Treasurer in 2013/2014.

In terms of administrative finances, 2013/2014 was a year of transitions: CADA-ON now uses the services of the Dance Umbrella of Ontario for bookkeeping, and has been working towards building a strong internal financial and administrative system. This year, CADA-ON also filed HST returns for the first time (5 years’ worth).

In 2013/14 CADA-ON had an operating deficit. This is due to the record high usage of the Training Subsidy Program (TSP), and the addition of a second administrative position (Membership Coordinator).

In response, CADA-ON will be looking to increase our revenues from the private sector with sponsorships, etc.

With regard to the draft version of the audited financial statements prepared by Marinucci & Company for the 2013/2014 fiscal year, Andrea would like clarification on a few details before they become final. However, she is confident that the statements present an accurate reflection of CADA-ON’s financial position at year end. As such, she recommends that CADA-ON conditionally accepts the audit as presented today. Amelia will follow up with Sam Marinucci next week.

MOTION TO CONDITIONALLY ACCEPT THE 2013-14 AUDITED STATEMENTS PENDING ANSWERS AND CLARIFICATIONS TO QUESTIONS: Moved by Aviva Fleising, seconded by Heather Mills, MOVED.

This year, CADA-ON decided to continue with a full financial audit (as opposed to a Review Engagement). This was mainly in order to qualify to apply for certain grant increases. After some discussion, we agreed to request a full audit again for 14/15.

Appointment of the Auditor

MOTION TO OFFICIALLY APPOINT MARINUCCI & COMPANY AS THE AUDITOR FOR THE 2014/2015 YEAR: Moved by Andrea Roberts, seconded by Catalina Fellay-Dunbar, MOVED.

Presentation of Board Slate and Election of Directors

Members of the Board of Directors who will continue to serve for the 2014-2015 year are: Brodie Stevenson (Chair), Michael Caldwell (Secretary), Andrea Roberts (Treasurer), Catalina Fellay-Dunbar, Ofilio Portillo, Amanda Acorn and Mairead Filgate

New members of the Board of Directors for the 2014-2015 year are nominated as follows:

Danielle Baskerville: nominated by Brodie Stevenson.

Slade Lander: nominated by Brodie Stevenson

Samantha Mehra: nominated by Michael Caldwell

No nomination forms have been received from Chrystine Williams at this time.

MOTION TO ACCEPT THE BOARD SLATE FOR THE 2014-2015 YEAR: Moved by Catalina Fellay-Dunbar, Seconded by Amanda Acorn, Moved.

Other Business and Open Forum

Aviva Fleising, as a representative from the Canadian Dance Assembly (CDA) brought up the issue of the Temporary Foreign Worker’s Program and the new legislation that affects the dance sector. To bring in dancers from outside of Canada, an employer must meet the median wage that Service Canada has set out. This figure has been established with no consultation from the dance or arts community. The figure

also varies by province: in some provinces it is too high (18% over the median wage), and in some provinces it is too low.

It could be that members, or others could come to CADA-ON to ask for and authenticate professional rates of pay. A question is if CADA-ON has a payment rate that is reflective of a salary or a season, rather than a short-term contract or hourly rate. Aviva suggested it would be a good idea for CADA-ON to establish a recommended minimum seasonal salary in the PSD, for the purpose of the Temporary Foreign Worker's Program; however, most of CADA-ON's members are independent artists that engage in short term projects.

Brodie thanked Aviva for bringing up the question and agreed that CADA-ON should consider this question in our ongoing PSD development.

Amelia Ehrhardt brought forth a concern from CADA-ON member Alicia Grant who could not be present at the AGM. Alicia requested that CADA-ON consider the possibility of including studio rentals for choreographers in a subsidy program and that this be brought up at the AGM.

Adjournment

MOTION TO ADJOURN THE 2014 AGM: Moved by Bageshree Vase, seconded by Amanda Acorn, MOVED. Meeting adjourned at 12:43pm.

Appendix: CADA-ON Statistics

Membership

2013/2014 Final		%	Compared to 2012/2013	%
Total # of members	217		189	
New members	57	26%	48	25%
Renewals from 2012/2013	148	68%	135	71%
Renewals from past years	12	6%	8	4%
Category Breakdown				
Professional Artist	134	63%	119	63%
Emerging Artist	69	30%	57	30%
Associate	14	7%	13	7%
Lifetime	2	1%	2	1%
Geographical Breakdown				
Members in Toronto	159	%	134	71%
Members in Ontario	209	%	176	93%
Outside Toronto	58	%	42	22%
Out of Province Members	8	%	13	7%

Training Subsidy Program

	2012/13	2013/14
Total Eligible Members	178	198
# of Participating Members	112	120
% of Participating Members	63%	61%
Total Reported Artist Spending	\$58,996	\$63,768.11
Average Reported Artist Spending	\$526.75	\$531.40
Total CADA-ON Disbursement	\$28,383	\$30,782.27
Average Disbursement	\$253	\$256.52
Cap	\$300	\$325