

Association of Collaborative Family Professionals (Edmonton)  
Minutes of board meeting held  
4:10 PM – 5:45 PM, Tuesday, April 10, 2018  
Held at Gordon Andreiuk's office.

• **Present:**

Tim Perry  
Anne Daines  
Jessica Chapman  
Lesley Kroeker  
Rose-Marie Cassis  
Rhyannon O-Heron  
James Samaroden\*  
Agnes Leung  
Paul Govenlock

Joanna Waldie  
Deanna Koebernick  
Gordon Andreiuk  
Linda Long  
Moosa Jiwaji

• **Absent:**

Brandi Smith

\*James was appointed to the board at today's meeting.

**1. Meeting called to order 4:15 PM** by co-chairs Gordon Andreiuk and Deanna Koebernick.

**2. Agenda.**

2.1. Carry forward the reports on the divorce magazine and the March 23 divorce symposium.

**Motion:** approve today's agenda with that one change. Rose/James Carried.

**3. Appoint James Samaroden to the board.**

3.1. James was late arriving to the AGM, and indicated after the election that he would be willing to serve on the board. It is possible under the bylaws to appoint additional board members. [Section 4.3.6].

**Motion:** two. Appoint James Samaroden to the ACFP Board of Directors. Rose/Anne Carried.

**4. Executive positions.**

4.1. Discussion about why we have co-chairs, and the intention to have one-year overlap between the two co-Chairs. Gordon agreed to serve a third year as co-chair so that there will be one overlap year for her. Linda had to resign since she was elected a bencher in the fall.

4.2. Agnes agreed to continue as treasurer.

4.3. We need to find a vice-chair who will step up at the spring 2019 AGM. Paul Govenlock volunteered, and the board appoints him as vice-chair.

4.4. The executive for the coming year is as follows:

4.4.1. Co-chair. Gordon Andreiuk, until spring 2019

4.4.2. Co-chair. Deanna Koebernick, until Spring 2020

4.4.3. Paul Govenlock, vice chair until spring 2019

4.4.4. Secretary. Vacant. Gordon continues to do the minutes.

4.4.5. Treasurer. Agnes Leung

**5. New Three Strikes rule for board members.**

5.1. Discussion about implementing a three strikes rule for board members. Miss three regularly scheduled board meetings, *this doesn't include the retreat or the AGM*, and you are

automatically off the board. Attendance by videoconference or telephone are fine, even if the rest of the board is meeting in person.

**Motion:** to implement a three strikes rule for board members, that is, miss three regularly scheduled board meetings, which does not include the retreat or the AGM, and that person is automatically off the board. Rose/Linda Carried.

**6. Approve minutes of previous meeting.**

6.1. No changes to the minutes of February 13, 2018

**Motion:** Approve the minutes of February 13, 2018, with no changes. Paul/Deanna Carried.

**7. Billboard campaign; public awareness and marketing committee (Tim Perry reporting)**

7.1. The CDAA (Anne Daines and Paul Govenlock) has committed \$10,200 funding for the Edmonton Association to run a billboard campaign. See **attached** email notice from the CDAA about the funding program.

7.2. The Edmonton public awareness and marketing committee had a meeting with Outfront Media this past Thursday to get information about billboard campaigns.

7.3. The public awareness and marketing committee is made up of Tim Perry, Mike Good, Mark demands, Krista Rumberg and Tammy Olson.

7.4. Krista Rumberg got an ~\$25k quote from Pattison Outdoor. \$20,000 fees plus about \$3000 development for the following exposure:

7.4.1. 3x static billboards 32 weeks.

7.4.2. 3x digital billboards 36 weeks.

7.4.3. 2x ice District billboards 21 weeks.

7.4.4. Question of whether the static, digital and ice District boards would be running consecutively or concurrently?

7.5. Any campaign would avoid June, July, August and December. Commence in September 2018.

7.6. Upgrade the provincial and Edmonton websites in advance of billboard campaign.

7.7. Discussion about duplication between the provincial and the Edmonton websites. See below under heading website.

7.8. Anne and Paul have registered the domain choosecollaborativedivorce.ca which will be used on some billboards. Directs back to the provincial website

7.9. Discussion about Edmonton running a second campaign in 2019 - 2020. Tim talking about a special assessments from membership of \$250/head for a second campaign.

7.10. Rose asked whether there is a more coordinated approach for the funding being requested for the first billboard campaign. Discussion about whether to vote on the funding request now or at the May meeting after receiving more information. The committee is able to make decisions on its own if it knows what funds are available.

**Motion:** to provide \$15,000 to the public awareness and marketing committee for a billboard campaign that would begin in September 2018. Tim/Paul Carried.

**8. RFJS Reforming the Family Justice System session, Wednesday, April 4, 2018**

8.1. Gordon, Linda and Deanna attended.

8.2. Excellent opening speech that referred to collaborative divorce.

8.3. This was primarily about a program/app called Coparenter for communication, scheduling, & agreements between parents. Alberta Justice is supporting Coparenter as a possible way of reducing conflict between divorcing parents, and avoiding litigation.

8.4. Coparenter works through existing messaging and calendar apps, and also provides some real-time coaching with a human. This is different from my family wizard.

## **9. RFJS meeting April 10, 2018.**

- 9.1. Diana Lowe (executive counsel to the chief justice) and Barb Turner (Director Legal and Legislative Initiatives) are convenors of the RFJS. They met with Deanna Koebernick, Sharon Smith, Vince Gervais and Gordon Andreiuk earlier today to discuss what happens in a team model collaborative divorce, and whether collaborative divorce fits into the RFJS initiative.

## **10. Membership committee**

- 10.1. The committee is made up of Rose Marie Cassis, Linda Long, and James Samaroden. They met to consider Krista Romberg's membership application under the discretionary approval process where the applicant does not have the standard qualifications.
- 10.2. In short, the committee recommended that Krista's application be approved by the board.
- 10.3. Discussion at this evening's board meeting about the specializations or niche that each of the financial neutrals have. There is no jack of all trades.
- 10.4. Discussion as well this evening about the fact that approval of Krista's membership application does not create a binding precedent for future discretionary approvals. The decision is fact driven. The board's decision this evening was driven mostly
- 10.5. Rose and Linda reported on all of the factors that the membership committee had considered in making their recommendation to approve Krista Romberg:
  - 10.5.1. Reviewed the bylaws. Krista could have remained an associate member, but would not have been listed on the website.
  - 10.5.2. The contributions she provides for clients. She has assisted in option development by knowing almost automatically, who can and cannot qualify for mortgage.
  - 10.5.3. Krista's personal contributions to the Association and collaborative divorce. Future benefits to the Association of her continued involvement.
  - 10.5.4. Krista has brought much more to the table than just being a mortgage broker.

**Motion:** to approve Krista Romberg's membership application under the discretionary provision in the bylaws. Agnes/Jessica Carried.

## **11. Board retreat.**

- 11.1. Set for the afternoon of Thursday, June 7, 2018.

## **12. Monthly meetings schedule.**

- 12.1. Discussion about how we lose momentum, especially in the summer. More frequent meetings is better than longer meetings.

**Motion:** Board meetings to be held every month, except for August and December, at 2:00 PM on the second Tuesday of every month. James/Joanna Carried.

## **13. DRN ADR symposium/super conference, May 14-16, 2018.**

- 13.1. A postcard and promotion for the Monday training went out to all ACFP and CDAA members by regular mail. Email promotion has gone out every couple weeks.
- 13.2. Registration has been decent, but not overwhelming. At this point the ACFP stands to recover only part of the \$5,000 seed money committed for the Monday training.

## **14. Website**

- 14.1. Discussion about the duplication of effort and funding between the Edmonton and the provincial website's came up during discussion about billboard campaign.

- 14.2. Tim had been looking at where he could get future financing for the public awareness and marketing committee. Vince told Tim that the Edmonton website will require a budget of approximately \$8,000/year.
- 14.3. Paul is questioning why Edmonton and the province have competing websites. Duplication of effort and funding. Confusing for the public. The provincial website already has very good organic search results.
- 14.4. Anne talked about the Google analytics of the provincial website, and how well certain blog entries have been performing.
- 14.5. Short discussion about the history of the Edmonton website, and that the provincial website committee was working with Liz Ferris at the time and it was slow as molasses in January. The public awareness and marketing committee had originally set up the Edmonton website, then hived it off to a separate website committee.
- 14.6. Continue this discussion with the Edmonton website committee. It may make sense to wind up the Edmonton website, and put all effort in the provincial website.

#### **15. Carry forward.**

- 15.1. Update on divorce symposium, held March 23, 2018, and The Divorce Magazine.

#### **16. Meeting Dates**

- 16.1. May 8, 2018 4:00 PM.
- 16.2. June 12, 2018 4:00 PM.
- 16.3. Retreat is Thursday, June 7, 2018 noon.
- 16.4. July 10, 2018 4:00 PM.
- 16.5. September 11, 2018 4:00 PM.
- 16.6. October 9, 2018 4:00 PM.
- 16.7. November 13, 2018 4:00 PM.
- 16.8. January 8, 2019 4:00 PM.
- 16.9. February 12, 2019 4:00 PM.
- 16.10. March 12, 2019 4:00 PM.
- 16.11. April 9, 2019 4:00 PM

#### **17. Adjourn 6:00 PM**

Attachments: email notice from the CDAA about the funding program

Minutes prepared by G. Andreiuk 2018.04.18  
Distributed to Board for review 2018.04.18  
Distributed to Notice Secretary 2018 xxx

**From:** Marla S. Miller Q.C. <marla.miller@millerboileau.com>  
**Sent:** February 28, 2018 5:33 PM  
**To:**  
**Subject:** ACFP(E): FYI - CDAA Billboard Campaign 2018 - We need you!

CDAA members,

This is your chance to spread Collaborative Practice in your own local community! **Help us help you** build your Collaborative practice.

**Don't miss out!** **The 2018 Billboard marketing campaign** is set to begin on **April 1, 2018.**

**We need you!** We are looking for a person(s) in each of our 9 communities to spearhead local billboard placement and procurement for this exciting new campaign.

**Warning!** Without your local input and involvement we will not be able to place billboards in your community and you may be at risk of missing out on this exciting CDAA marketing opportunity.

**Sign up!** This is an opportunity to spend some of your hard earned CDAA fees to build Collaborative awareness in your local community. **How Exciting! Free local advertising?**  
**Sign me up!**

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## **How to sign up?**

Each community must choose a point of contact person(s) to:

1. Spearhead implementation of the billboard(s) in your local community,
2. Gather input from the local membership,
3. Find suitable location(s) for digital or static billboard signage,
4. Contact the billboard owner to inquire into costs and other considerations for a 6 week spring campaign starting April 1, 2018,
5. Obtain permits from the local community (if necessary),
6. Contact Holly Brady, Paul Govenlock or Anne Daines to advise of your community's decision on location, type of billboard, issues or questions that you may be having.

Check the <http://collaborativepractice.ca/> membership page if you are unsure of who is in your community. Consider running this campaign through your local public awareness/marketing committee if you have one.

**We hope to hear from each local point of contact by the end of this week – March 2, 2018.** Please get back in touch with us as soon as possible at [p.govenlock@longlaw.ca](mailto:p.govenlock@longlaw.ca), [cdranne2@gmail.com](mailto:cdranne2@gmail.com), or [holly@prosperasolutions.com](mailto:holly@prosperasolutions.com)

Our current target, subject to unforeseen complications will be to start the 6 month spring campaign on **April 1, 2018**. There isn't much time! Don't let this campaign start without you.

## **What? - A Billboard marketing campaign to start April 1, 2018**

In an effort to continue to assist our membership to build up their Collaborative practices, we are preparing to initiate a Billboard marketing campaign to start in the spring time of 2018 for a 6 week period, followed up with another 6 week period in the fall. Depending on community reception and membership's uptick in collaborative files, we will consider replicating this campaign in following years with the intent of building a consistent presence in our local communities.

Along with other important CDAA initiatives like our website <http://collaborativepractice.ca/> and the upcoming ADR Symposium <https://adralberta.com/2018-ADR-Symposium>, it is our intention to continue to build up a recognition and presence of Collaborative practice in the province.

## **Where? – In your own local community!**

We will be designing eye catching billboard signage with the assistance of a professional creative designer and copywriter. Designs are currently in the works and will be available soon for you to choose from.

We are looking to place billboard signage in locations that will benefit our CDAA members with the intent of creating an increased awareness of Collaborative Law in their communities. The location and type of billboard (large electronic billboard, large static billboard, small static billboard) will vary from community to community.

At this time, we are looking to place billboards in the following communities where we have practicing members:

1. Edmonton
2. Calgary
3. Red Deer
4. Lethbridge
5. Medicine Hat
6. Brooks
7. Camrose
8. Lloydminster
9. Ft. McMurray

These communities have been chosen based on where our membership is practicing. Should you believe that we have missed you, please let us know.

*Respectfully,*



*Paul Govenlock*



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Placeholder for the May 2018 minutes.

2019.02.24 cannot find typewritten, so will need to type up the handwritten notes I have.

Placeholder. June 2018 Retreat in place of a regular meeting.. Need to type up.

2018.05.08 (1)

4:20 pm to Order  
Linda Dean - Chair  
Linda resignation of Bd, but not from the  
Minutes of Apr. 10 - GA/PAUL  
Carried

### Brandi Divorce Symposium

Holly ~~Jack~~ not attend  
Brandi Brent Paehgele

Our own public service

Vendors Gallery: we were sparse  
compared to the others.  
- formal to pricing floor  
- business.

all of divorce options.

\* -> Demand to record the  
graphic in the disc of  
all divorce options.

- would it be worth it to hold  
afternoon events  
- are billboards far +  
away more efficient

2018 05.08. (2)

Brand vs. Sales.

Overall public  
awareness

Tim Perun

- Mike Good. Remembered the phone 2012 survey +908 unaware of collob.

To measure Bill board from  
have commissioned survey  
for May 2018+2019 - some  
company as <sup>before + after survey</sup> 2012 phone survey

Diverse Workers Logistics

- Organizational start point: too complicated
- Voluntary start point: might not be willing

Take it

- Need better vision
- identified strategy

~~A~~

2018 05.06

(3)

Vince : Website

- main benefit of website
  - central + ability to monitor expense.
  - Con: traffic of only a small law firm
  - Weak results

- Whether,

Annual cost of Edmonton website maintenance

\$800/no SEO

upfront \$9k for SEO + \$3k redesign, rather

~ \$10k/annual

as change distribution split of now

- Still Vince not done comparison of google analytics of provincial vs. Edmonton website  
Vince + Paul trade pointers for google analytics of each website

Website  
Tabled to Retreat

2018 05 09

Budget

Agms prepared. + distrib.  
Draft proposed budget.

Discussion made to funding  
for marketing

Website: \$4k or zero?

Moosa: Governance + too much  
micromanaging - Debating  
merits of

Moosa: \$4k. budget for  
Tim. 2018 carried

Wokion: \$1k for survey in 2018  
Paul/Panwa  
\$1k for survey in 2019.  
Phen survey before + after  
billboard campaign.

5

2018.05.09

6:00 pm

Adjarwad

6:15pm Adjourn

## Attendance at the May 2018 meeting.

Association of Collaborative Family Professionals (Edmonton)  
Minutes of board meeting held  
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### • Present:

Tim Perry ✓  
Anne Daines ✗  
Jessica Chapman ✓  
Lesley Kroeker ✓  
Rose-Marie Cassis ✓  
Rhyannon O-Heron ✓  
James Samaroden\* ✓  
Agnes Leung ✓  
Paul Govenlock ✓

Joanna Waldie ✓  
Deanna Koebernick ✓  
Gordon Andreiuk ✓  
Linda Long ✗  
Moosa Jiwaji ✓  
• Absent:  
Brandi Smith ✓

\*James was appointed to the board at today's meeting.

1. **Meeting called to order 4:15 PM** by co-chairs Gordon Andreiuk and Deanna Koebernick.
2. **Agenda.**
  - 2.1. Carry forward the reports on the divorce magazine and the March 23 divorce symposium.  
**Motion:** approve today's agenda with that one change. Rose/James Carried.
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  - 3.1. James was late arriving to the AGM, and indicated after the election that he would be willing to serve on the board. It is possible under the bylaws to appoint additional board members. [Section 4.3.6].  
**Motion:** two. Appoint James Samaroden to the ACFP Board of Directors. Rose/Anne Carried.
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  - 4.2. Agnes agreed to continue as treasurer.
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    - 4.4.3.Paul Govenlock, vice chair until spring 2019
    - 4.4.4.Secretary. Vacant. Gordon continues to do the minutes.
    - 4.4.5.Treasurer. Agnes Leung
5. **New Three Strikes rule for board members.**
  - 5.1. Discussion about implementing a three strikes rule for board members. Miss three regularly scheduled board meetings, *this doesn't include the retreat or the AGM*, and you are

Draft 2018.04.18