



Minutes

A MEETING of the CENTRAL ELECTIONS AND SEARCH COMMITTEE was held on Thursday, January 21, 2016 at 4:30 p.m.

- Present:** A. Bergeron, P.Eng., Chair
J. D. Adams, P.Eng., Past President [via teleconference]
A. Mukama, P.Eng. [via teleconference]
Z. Liu, P.Eng.
- Staff:** S.W. Clark, LL.B. Chief Administrative Officer
and General Secretary
R. Martin, Manager, Secretariat
G. McDonald, P.Eng., Registrar
D. Power, staff support
- Regrets:** T. Chong, P.Eng., President
C. Sadr, P.Eng., Chair, Regional Search and Election Committee (East Central Region)
W. Turnbull, P.Eng., Chair, Regional Search and Election Committee (West Central Region)
C. Mucklestone, Director, Communications
- Guests:** D. Brown, P.Eng, Chair, Regional Search and Election Committee (Eastern Region) [via teleconference]
E. Kuczera, P.Eng, Chair, Regional Search and Election Committee (Western Region) [via teleconference]
D. Preley, P.Eng., Chair, Regional Search and Election Committee (Northern Region)

CALL TO ORDER

Notice having been given and a quorum being present, the Chair called the meeting to order.

APPROVAL OF AGENDA

The agenda was approved as presented with the addition of the issue concerning a candidate who was unable to participate in the All Candidates meeting.

APPROVAL OF MINUTES FROM NOVEMBER 18, 2015 MEETING

Moved by Mr. Liu, seconded by Past President Adams:

That the November 18, 2015 minutes of the Central Elections and Search Committee be approved as presented.

CARRIED

FINAL REVIEW OF CANDIDATE RECRUITMENT

Members of the CESC and RESC provided their updates. It was noted there was a 50% reduction in acclamations for 2016 (2) vs. 2015 (4). This will continue to be an area of focus. 19 candidates are running for election.

Some issues encountered included the following:

- Some candidates, while interested, could not devote the time that is required to sit on Council. Others would like more time to learn about PEO before putting their name forward
- Obtaining signatures is onerous for some candidates, particularly those who are not active in their Chapters. (This concern will be included in the Issues Report).
- There are no women running for election despite appeals from Ms. Bergeron at the seven town hall meetings that she spoke at. Ms. Bergeron recommends for future years the creation of an informal list of women active in the engineering community, for example OSPE volunteers, for direct communication. Another suggestion was to contact employers to spread the word.
- The lack of remuneration or honorarium is a barrier to some. They are looking for something more concrete for the dues that they pay. Some of the members seem to believe that PEO is a service organization rather than a regulator. (This will be included in the Issues Report)

The committee requested an historic tally of candidate numbers from the last three elections.

Councillor Kuczera suggested a follow up be done with all the 2016 candidates to ascertain what prompted them to run and to provide feedback on the recruitment process. He suggested that this be done before the 2016 elections close. Ms. Bergeron advised that an email from her could be sent to the candidates asking for their feedback regarding the recruitment, nomination and debate process. She will work with Secretariat staff on this initiative.

Councillor Preley suggested digital signatures to simplify the nomination process. He also suggested a central database in real time to facilitate the nomination of a candidate. Secretariat will investigate.

Ms. Bergeron stated that the Issues Report will include whether or not the slate of candidates should be made public or not prior to the close of nominations. Mr. Martin noted that some candidates are very anxious to have their names posted as soon as their information is verified.

Ms. Bergeron advised that one of the candidates may withdraw their candidacy. She will follow up with that individual and report back to the committee.

Mr. Martin provided a report on behalf of Councillor Sadr who was unable to attend. He advised that Councillor Sadr's concern about conducting an All Candidate's debate when there are two candidates and only one candidate is available will be included in the Issues

Report.

Ms. Bergeron thanked committee members and the RESC chairs for their contributions and good work toward the 2016 elections.

VERBAL REPORT ON THE ALL CANDIDATES MEETINGS

Mr. Martin reported that there were three nights of All Candidates meetings to date. The option to participate via Skype was introduced for 2016. A new provider was selected for the webcast in order to provide this option. There was an issue with one of the candidate's email address wherein he did not receive the logistical information for the meeting. This resulted in the scheduling of a fourth debate on Friday, January 22, 2016 to provide this candidate with the same opportunity as the others. Two Western Region candidates participated via Skype which worked well. Feedback from the candidates regarding the moderator, the questions and the overall experience was positive. There were few candidate questions submitted to the website by members. The questions approved by the CESC are the basis for what is asked. Mr. Martin confirmed that the webcasts for the All Candidates meetings are posted on PEO's website and were available "live" as well. He noted that there were approximately 160 live viewers on the first night (East Central and West Central Regions); 220 for the second night (Western and Eastern Regions) and 300 plus for the third night (Councillor-at-Large and President-elect). A full report (live and recorded) will be provided to the Committee upon final tabulation of the figures.

Ms. Bergeron advised that one candidate she spoke to indicated that he would have preferred to have had his competitor's profiles prior to the debate so that he would know what their platforms were. The committee felt that even a one pager would be helpful. Mr. Clark advised that a timing change in the election process would be required but that the procedures could be re-written to accommodate this request. (This will be added to the Issues Report).

Mr. Kuczera observed that the All Candidate meetings he watched were not true debates but rather building on the responses of the other candidates. Mr. Clark suggested that the moderator's script be updated to include an option for candidates to express how they would do things differently to stimulate discussion. He further noted that during previous All Candidate meetings the moderator has encouraged dialogue amongst the candidates by having the candidates ask questions of each other.

Ms. Bergeron stated that having a wide shot taken of all candidates in each position, either at the beginning or end or both, be a standard feature of the All Candidates meetings so that viewers may

see all of the candidates at once.

RESC – GET OUT THE VOTE EFFORTS

Councillor Kuczera asked if further notifications would be going to members encouraging them to view the candidate webcasts. Ms. Bergeron advised that initially after the All Candidate meetings there have been social media blips. There has been re-tweeting and reposting on Facebook. Ms. Bergeron asked for follow up with Ms. Mucklestone to provide further details.

Councillor Preley suggested that RESC Chairs send emails to its members regarding the general election process to encourage voting. Ms. Bergeron asked that a request be sent from the CESC to the RESC Chairs to send out an email reminder to members as suggested by Councillor Preley.

An e-blast was sent out January 21, 2016. Ms. Bergeron asked that the next e-blast contain a one liner reminding members to watch the All Candidates meetings.

CESC – GET OUT THE VOTE EFFORTS

Ms. Bergeron encouraged everyone to check the election insert in the January/February 2016 edition of Engineering Dimensions. For those receiving the electronic version of the magazine an advertisement will pop up with a video of Ms. Bergeron, as Chair of the CESC, encouraging members to vote. Ms. Bergeron has recorded an audio message that will be sent to all members who have provided PEO with a phone number telling them to look for their voting package. This message will be sent on Friday, January 22, 2016. Feedback on these initiatives is welcome.

In response to a query Mr. Clark advised that the ballot is electronic, even for those who receive their voting package in the mail. Voting is done either by phone or on line. Voting begins at 12:01 a.m. on Saturday, January 23, 2016.

Ms. Bergeron advised that social media has been very active. The use of this tool, as well as the audio message, are new initiatives.

Councillor Preley suggested that the e-blasts contain hyperlinks to key websites such as the All Candidates meetings, etc. so that members can access information easily.

Councillor Preley asked about posting the number of votes on PEO's website. Mr. Clark advised that this will be done on a daily basis. Ms. Bergeron suggested a watermark on the PEO website to display 2016 votes vs. 2015 votes.

Mr. Liu advised that he will encourage members in the Chinese community to cast their votes.

Councillor Preley asked about strategies used by other organizations to increase voter turnout. Staff will look into this.

**COMMUNICATION TO ENCOURAGE
VOTER PARTICIPATION**

There was no report in the absence of Ms. Mucklestone.

NEXT MEETING

Mr. Martin will send out a doodle poll to determine the best date for the next meeting. Potential dates are March 8, 21, 22 or 23, 2016.

There being no further business, the meeting concluded.

These minutes consist of five pages.

A. Bergeron, P.Eng., Chair

S.W. Clark, LL.B., Chief Administrative Officer and
General Secretary