



Minutes

A MEETING of the CENTRAL ELECTIONS AND SEARCH COMMITTEE was held on Wednesday, November 18, 2015 at 4:30 p.m.

Present: A. Bergeron, P.Eng., Chair
J. D. Adams, P.Eng., Past President [via teleconference – joined at 4:55 p.m.]
A. Mukama, P.Eng.
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
M. Ng, Manager, Chapters
C. Mucklestone, Director, Communications
D. Power, staff support

Regrets: T. Chong, P.Eng., President
D. Preley, P.Eng., Chair, Regional Search and Election Committee (Northern Region)

Guests: D. Brown, P.Eng, Chair, Regional Search and Election Committee (Eastern Region)
E. Kuczera, P.Eng, Chair, Regional Search and Election Committee (Western Region) [via teleconference]
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)

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.

APPROVAL OF MINUTES FROM OCTOBER 15, 2015 MEETING Moved by Mr. Mukama, seconded by Mr. Liu:

That the October 15, 2015 minutes of the Central Elections and Search Committee be approved as amended.

CARRIED

APPROVAL OF 2016 COUNCIL LIAISON Moved by Mr. Mukama, seconded by Mr. Liu:

That Past President Adams be named the 2016 Council liaison to the Central Election and Search Committee.

CARRIED

2016 ELECTRONIC ALL CANDIDATE Mr. Martin advised that the main changes related to the addition of

MEETING PROTOCOL

Skype as a means of participation in the All Candidates meeting (item 1. and 6.a) as well as item 7. which now allows seven full business days prior to each All Candidate meeting webcast for submission of questions for the webcasts.

There was some discussion regarding moderator training to ensure that the Moderator rotates the speaking order as per protocol #10. Mr. Clark advised that the Moderator will be reminded of the rules.

Moved by Mr. Mukama, seconded by Mr. Liu:

That the 2016 Electronic All-Candidate Meeting Protocol be accepted as presented.

CARRIED

The link for the 2015 All Candidates debate will be sent to Mr. Mukama and Mr. Liu for their review.

ALL CANDIDATES MEETING QUESTIONS

The Committee reviewed the proposed pre-loaded questions for the Moderators, including questions 16 to 20 which were submitted by the Chair. Councillor Sadr suggested a question regarding the role of Engineers Canada which was added.

Moved by Mr. Mukama, seconded by Mr. Liu:

That the All Candidates meeting questions be approved as amended.

CARRIED

Mr. Martin will forward the revised All Candidates meeting questions to CESC members.

RESC – CANDIDATE SEARCH UPDATES

Western Region

- Councillor Kuczera has sent letters to two interested candidates regarding the level of involvement as a Regional Council member as well as informing them that \$1,000 is available to them to cover travelling costs related to their campaign.
- Councillor Kuczera advised that he has also been speaking to someone who is interested in another position. The current incumbent does not intend to run again. Ms. Bergeron has provided Councillor Kuczera with the name of someone who may be interested; however, he has not yet had the opportunity to follow up with this individual.

East Central Region

- Councillor Sadr advised that he has been working with seven potential candidates, one for President-Elect, three for East

Central Region Councillor and three for Councillor at large.

West Central Region

- Councillor Turnbull reported that one candidate has already been posted on the website. It was noted that a second candidate was posted as well. Councillor Turnbull advised that there may be a third.

Eastern Region

- Councillor Brown advised that he is working with two potential candidates that are very interested, with the possibility of a third. He noted that there is more interest if candidates know that the current incumbent does not plan to stand for re-election.

Northern Region

- Ms. Bergeron had suggested a name of a potential candidate to Councillor Preley at the October 15, 2016 CESC meeting. Both she and Mr. Ng will speak to Councillor Preley about this at the November 19-20, 2015 Council meeting since he was unable to attend the November 18th CESC meeting.

Some candidates have identified that obtaining 15 signatures is a barrier, particularly for those having no Chapter affiliation. The Chair noted that, as a benchmark, OSPE requires 6 signatures. Mr. Clark advised that it is possible to make changes to this requirement but that it would involve a Regulation change. He further advised that an environmental scan of the nomination process from other provinces, regulators, etc., would be done as part of the policy review if the committee decides to pursue this. It was agreed that this matter should be added to the Issues Report.

Councillor Kuczera suggested interested volunteers considering running for a Council position be invited to attend some of the Council/Board committee meetings so that they can interact with Council members and learn more about PEO.

Ms. Bergeron thanked the Regional Councillors for their continued involvement in this endeavor.

CESC – CANDIDATE SEARCH UPDATES

Ms. Bergeron advised that she has been promoting the 2016 elections at the town halls that she has attended. She is also re-tweeting Facebook postings.

Mr. Mukama advised that he has been talking to his co-workers to garner interest. He has sent emails out to 25 engineers, receiving a response from three and is in the process of scheduling personal, one on one meetings with them.

Mr. Liu advised that he works for a small company but has been speaking to co-workers to encourage them to run as well as letting them know of his involvement on the committee.

Past President Adams advised that he has been speaking to one potential candidate from the Owen Sound area.

Ms. Mucklestone confirmed that President Chong will be promoting the elections at the Chapters Leaders Conference.

In response to a query regarding eligibility Mr. Clark confirmed that as long as the individual is a P.Eng., and lives in Ontario they may run for election, regardless of how long they have been licensed.

COMMUNICATION TO ENCOURAGE CANDIDACY

Ms. Bergeron noted that Ms. Mucklestone is doing a great job communicating the elections.

Ms. Mucklestone provided a communication update as follows:

- Information on candidates was posted to the PEO website on October 24, 2015
- Analytics gathered from time the posting went live to present:
 - 533 visits to the Council election page
 - 175 visits to the Facts page
 - 191 visits to the candidates page
 - 220 visits to the voter resources page
- Upon completion of the Town Hall meetings, the town hall banners on chapter websites to which PEO has access (24) were removed and replaced with a “Call for Candidate” banner
- Two eblasts have been sent to 55,000 plus Ontario P.Engs:
 - The first eblast was opened by 17,000 recipients with 139 click-throughs, which means they went to the website
 - The second eblast was opened by 12,000 recipients with 53 click-throughs
- There have been seven Twitter postings. There were 1,950 impressions (people who looked at the posting through Twitter) with 18 click-throughs and 11 re-tweets
- There have been three Facebook postings
- There are two LinkedIn pages, one a PEO company page and the other a discussion group. Main focus was the PEO company page, which is the official voice. There have been three postings to the LinkedIn company page with 2,700 impressions, 38 clicks and 16 likes or shares
- The Election publicity and voting procedures and call for

candidates starts on page 39 of the November/December 2015 edition *Engineering Dimensions*, as well as being mentioned in the Editor's Note on page 6.

ISSUES REPORT

- Review of signatory requirement for the Nomination Petition Form
- Ways to reduce Council member workload, particularly for Regional Councillors
- Increasing membership of the Central Election and Search Committee, for example, two Regional Councillors.

NEXT MEETING

Ms. Bergeron advised that a meeting would be scheduled in January for the primary purpose of discussing voting communications.

Mr. Martin will send out a doodle poll to determine the best date for the next meeting.

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