

CAFII Board of Directors Special Teleconference Meeting
Monday, October 30, 2017
Teleconference Only

12:45 – 1:00 p.m.

DRAFT MINUTES

Board Present:	Nicole Benson	CRI Canada
	Nick Bilodeau	AMEX Bank of Canada
	Bob Grant	ScotiaLife Financial
	Chris Lobbezoo	RBC Insurance
	Peter McCarthy	BMO Insurance <i>Chair</i>
	Kelly Tryon	The CUMIS Group
	Robert Zanussi	Assurant
Regrets:	Chris Knight	TD Insurance
EOC Present:	Jason Beauchamp	BMO Insurance
	John Lewsen	BMO Insurance
	Sue Manson	CIBC Insurance
	Peter Thorn	TD Insurance <i>Secretary and EOC Chair</i>
Also, Present:	Keith Martin	CAFII <i>Co-Executive Director</i>
	Brendan Wycks	CAFII <i>Co-Executive Director</i>
	Caroline Bucksbaum	T•O Corporate Services <i>Recording Secretary</i>

1. Call to Order; Confirmation of Meeting; & Governance Matters

The meeting was called to order at 12:49 p.m. P. McCarthy acted as Chair; P. Thorn acted as Secretary; and C. Bucksbaum acted as Recording Secretary.

P. McCarthy noted that due to the fact that a quorum of six Directors present, either in-person or on the phone, was not attained for the Board meeting scheduled for October 23/17, that meeting did not take place. Instead, this Special Purpose Teleconference Meeting of the Board of Directors had been arranged for the express purpose of dealing solely with two time-sensitive matters, namely:

- the appointment of two new CAFII Directors; and
- the proposed launch plans for the new CAFII website and related Media Release.

Secretary P. Thorn confirmed that notice of this meeting had been sent to all Directors in accordance with the Association's By-Law and there was a quorum of Directors present, with seven Directors present by teleconference.

P. McCarthy declared this Special Purpose Teleconference Meeting of the Board of Directors of the Canadian Association of Financial Institutions in Insurance duly convened and properly constituted for the transaction of business.

1.1. Approval of Agenda

On a motion duly made, seconded and unanimously carried,

IT WAS RESOLVED that:

The Meeting Agenda be and is approved as presented.

1.2. Appointment of Two New CAFII Directors

P. McCarthy advised that earlier this month, CAFII was advised by Desjardins Financial Security (DFS) that Linda Fiset had left the company's employ and, therefore, it would need to nominate a successor CAFII Director. DFS had therefore nominated André Langlois, Senior Executive Vice-President, Life and Health Insurance – who is also serving as Executive Vice-President, Individual Insurance on an interim basis – for appointment as its new CAFII Director.

On a motion duly made, seconded and unanimously carried,

IT WAS RESOLVED that:

The following nominee be and is hereby appointed a Director on the CAFII Board of Directors until the Association's next Annual Meeting in June 2018:

André Langlois, Desjardins Financial Security

In addition, earlier this year, CAFII was advised by CIBC Insurance that Todd Lawrence would be leaving the company's employ and, therefore, it would need to nominate a successor CAFII Director. CIBC Insurance had therefore nominated Sandra Rondzik, Vice President, CIBC Insurance in the Personal Banking Products Group, for appointment as its new CAFII Director.

On a motion duly made, seconded and unanimously carried,

IT WAS RESOLVED that:

The following nominee be and is hereby appointed a Director on the CAFII Board of Directors until the Association's next Annual Meeting in June 2018:

Sandra Rondzik, CIBC Insurance

Mr. McCarthy noted that as André Langlois was unable to join today's teleconference meeting of the Board, he will be notified of his appointment to the CAFII Board and offered congratulations on his appointment as a CAFII Director, along with the Association's Welcome Aboard best wishes.

S. Manson of CIBC Insurance advised that S. Rondzik would be assuming her new leadership role within CIBC Insurance on November 1, 2017. Given that S. Rondzik was unable to join today's teleconference meeting of the Board, S. Manson agreed to convey to her the Board's congratulations on her appointment as a CAFII Director, along with the Association's Welcome Aboard best wishes.

2. Strategy

2.1 CAFII Website Launch Date Proposal and Related Press Release

K. Martin provided an update on the proposed launch plan for the new CAFII website, and offered comments on a Press Release related to the launch.

The proposed launch plan would involve a final review of the new website's content by a small internal group including CAFII's Co-Executive Directors, B. Wycks and K. Martin, and media consultant D. Moorcroft. The next step would be a soft launch in early November, in which a temporary link to the final iteration of the new website would be circulated to a wider group for review, including the CAFII Board, EOC, and other committee members. This review period would allow for everyone to be familiar and comfortable with the site before its public release, and ensure there are no surprises.

The proposal is to launch the new CAFII website to the public on November 14, 2017. The formal launch would be accompanied by a Media Release, which had been attached for review as part of the meeting materials for this Special Purpose Board Meeting. The Media release would express the reasons for switching to a new website, the desire for a consumer-focused orientation, and additional details and background.

It was clarified that if a CAFII member finds an issue with the new website during the soft launch period which should be brought to everyone's attention before the formal public launch, there are two scenarios:

1. If the matter is small, such as a typo, this can be fixed in a timely manner.
2. If there is a fundamental issue that needs further consideration, the launch date could be delayed until the Board is fully comfortable with the entire website. This could be later in November. There has not been a public announcement about the impending launch; therefore, no one external is expecting it. CAFII Board and EOC members would have an opportunity to discuss and resolve the issue.

On a motion duly made, seconded and unanimously carried,

IT WAS RESOLVED that:

The Proposed Launch Plan for the new CAFII website – including a soft launch in early November, followed by an official hard launch date on November 14, 2017, and the dissemination of a Media Release to promote the launch – be and is hereby approved.

3. Termination

With the two special purpose agenda items for this meeting having been dealt with, and there being no further business, the meeting was terminated at 1:00 p.m. It was noted that the next CAFII Board of Directors meeting would be held on Tuesday, November 28/17, hosted by CIBC Insurance in Toronto.

Date

Board Chair

Recording Secretary