Meeting commenced at 8:30 a.m.

1. **ROLL CALL:** Scott MacLean (National President), David Crowe (for Victor Mah, AB), Ken Cross (SK), Tim Ness (for Stefane Gravelle, MB), Tamela Carroll (NB), Claudia Kurzac (BC), Leonard Gallant (NS), Paul Noseworthy (NL), Rob Bradbury (Past President), Michael Duncan (ON), Debra Losito (Executive Assistant)

   Guests: Chris Close, Shawn Pettipas

2. **APPROVAL OF AGENDA**
   - Additions to agenda: Quebec branch (w), Mileage Allowance (x), Conference Discount – Affiliate/Corporate (y), Diner’s Club Awards Details (z)
   - Motion to approve amended Agenda, moved by Ken Cross, second by Rob Bradbury. Call to Question. All in favour. Carried.

2. **APPROVAL OF MINUTES OF NOVEMBER 11, 2002:**
   - i) page 5 Tammy providing feedback on food safety courses, should be under j.
   - Motion to accept minutes as amended, moved by Tim Ness, second by Claudia Kurzac. All in favour. Carried.

4. **BUSINESS ARISING:**
   a) **Strategic Marketing Plan Presentation/Questions (Shawn Pettipas, Chris Close):**
      - Presentation by PowerPoint
      - Importance of Direction
      - What (Strategic Direction), how (through marketing plan) and who (who will implement).
      - Discussed External/Internal Environment
      - Completed strength and weakness environment
      - Review Mission and Vision
      - 5 Goals
      Membership satisfaction
      Hire an Executive Director – reviewed specifics (job specifications, selection criteria/search/orientation), conditions (full time or part-time, location, compensation)
      Implement Marketing Initiatives (Communication tools, Attracting new members, standardization, Relationship Building, Continuing Education)
      - Communication tools (journal, newsletter – from National to be sent to members monthly, complaints handling – contact person should be advertised everywhere, website – offer new information all the time to attract people back, lay it out easy)
      - Attracting new members (contact information, BOC, Information packages, Demonstrated Benefits, Word of Mouth)
      - Standardization (Single/common voice, Unified message – letterhead with National header and branch under it, All information channels, Conferences, Localized Issues)
Relationship Building (Business Community – stress benefits, revenue stream, survey, Government – Push strategy [Employers to encourage membership], Public – Mass Media, Educational Institutes – Student members)
Continuing Education (Resources – partnerships (Affiliate, Corporate, Health Inspector Specialists etc), Workshops – certificate, conference, Distance Learning – Credit courses)

Other Initiatives:
Endowment (Donors) – already looking into this.
Conference (Focus, Tradeshow, Opportunity) – don’t want either area to dominate others.

Implementation
- Mission, Resources and Strategy
- Timeline (Quick hits, Short Term, Vision – long term)

Evaluation
- Discussed recommendations

a) Round Table Discussion regarding Strategic Marketing etc. (all):
Vision: Discussed standardizing pamphlets and creating National’s own. Mike felt that if we need to hire a graphics company to do this professionally we may need to. We need to standardize everything.
Executive Director: Questions regarding whether there is other funding available for this? Mike stated that there was some skepticism when initially mentioned to their Branch. Claudia stated that we would need to take baby steps. Identify what we would want this individual to do. Have very specific goals. We cannot afford to hire an Executive Director at this time. Discussed what Debra does at this time. Claudia wanted to clarify that Debra’s job was more than full-time and included BOC work which was not mentioned in this report. Leonard supported Claudia’s stance that CIPHI cannot afford to hire an Executive Director at this time. Feeling that the title would have to be changed as the membership would not support this based on previous “Executive Director’s”. Name will be changed to “Strategic Coordinator” until new name is decided upon. Discussed supporting our Corporates which in turn brings Corporate Commissions in to CIPHI as a possible revenue source. Mike was concerned about hiring a ‘business’ individual. If you have the right individual is this a risk worth taking? There have been continuity issues. At what point would we make an educated guess or gamble? There are some organizations who will hire an individual to do a project for ‘x’ number of years. Tim felt that we need to take care of our members first. We need to ensure that we offer them benefits. Claudia felt that the members would feel better if we hired an individual for specific jobs (i.e. revamping the
website). We need to trust the individual to handle the situation, job etc.

Quick Hits

Website Reorganization – Scott to talk to Mike LeBlanc regarding organizing the website. Claudia to check into Dream Weaver program. Group is happy with up to $3000 for revamping the website. Scott will come back to the group via e-mail if Mike thinks it will cost more. The goal is to have something ready for the conference with completion aimed for September. Scott, Claudia, Mike and webmasters to work on this. Leonard was wondering if students might be good to involve in this work. Will talk to webmasters about other resources.

Newsletter or e-mail update – Suggestion that Scott could do up a current information sheet. Rob will do the newsletter/benefit to send to members. Mike feels that it is not a priority at this time. Tim agrees that there are other issues we need to deal with. Scott suggests that we can place it on the website. Leonard doesn’t see a problem with the Branches sending this to the members once National does it up. Were wondering if Mike LeBlanc might be able to send this out to the members. Note to be added to the bottom for members to have their names taken off if they do not want to receive it. Decided to have Mike LeBlanc send out Scott’s message as Debra’s present internet service was far too slow.

Research:
Endowment Fund – Rob states that he will research how this could be set up including the legal ramifications. Rob will report back by mid-May.

Continuing Education – Ann Thomas and Shawn Mitton are looking into this along with Rob.

Standardization – Debra will contact the branches and bring a list with examples/samples to the next meeting. Needs to be compiled by June for discussion. We need a check-list of items that are available from the branches or National (that we already have) so that we can determine what needs to be updated. Web address needs to be added to the letterhead.

Business Cards: Branch presidents will send Debra information for business cards by May 15, 2003 and Debra will do up 250 cards for each president. The business cards will need to look like the letterhead (bilingual) on top with the round logo on the lower right corner. Tammy will send French information for the back of her card.

Information Packages: To be sent from each branch to Debra to organize. She will make a list and bring the samples to the meeting in June. We need packages for: Information about the profession, Corporates, Affiliates, pamphlets etc. Tim feels we need a “Career Kit”. We also need a folder with glossy front to hold pamphlets. David, Rob and Tammy will get quotes on options and costs involved.

Desk-top Display: Discussion around whether Victor has completed the table
top display and what needs to be on the display (i.e. name, logos). May need a professional to give us some idea of information that should be on this display so that it looks impressive. David states that he knows of a professional who could give him a quote on the costs involved to get this display completed.

**Standardized Template on PowerPoint with CIPHI logos.** Debra to ask Nick to do this.

**Press Releases:**

Rob to contact HRDC (Human Resources Development Canada) regarding funding possibilities for “Strategic Coordinator” in the future.

**Survey:** Rob & Scott will do up a survey for the Conference Committee to include in their delegate binder. For every survey turned in the member will receive a draw ticket for a free membership, golf shirt, CIPHI teddy bear or ball cap.

**Board of Certification:** to be included in all changes.

**Affiliate Memberships:** Valuable for support and funding. Presidents reminded to talk with their employers about becoming an Affiliate member if they aren’t yet.

c) Sabbatical Exchange/Twinning status (President, Past President):

Sabbatical Exchange - Stacey Kelley from Perth Andover is our first exchange candidate. She has signed the “Waiver of Indemnity”. Stacey is going to Los Angeles, California. Do not have funding ($5000 US) from NEHA yet. Rob will contact Nelson about this. Proposals for next exchange will need to be in by the Edmonton conference. Stacey will need to do her presentation at the Charlottetown PEI conference. We do not have a NEHA Sabbatical Exchange person yet.

Twinning Exchange – Is a go with Denmark. Do not have a memo but have heard verbally. Would like to keep the agreement with us as simple as possible. Looking forward to hearing from us soon. Rob will finalize the criteria for this and send to everyone. Have no sponsors at this time. **Motion to provide funding for airfare and ground transportation at an economy airfare, off-peak rate or economical ground transportation. Approval of expense must be approved by the NEC prior to booking, moved by Claudia Kurzac, second by Leonard Gallant. Question. All in favour. Carried.**

d) Health Canada Contract (President, Past President): Still need names of contacts who will be reviewing modules. Scott will be sending out e-mail to request these be sent to Debra by mid May.

Adjourn till tomorrow 8:00 a.m.

e) Stanier Institute/Ottawa H.U. Educ. Symposium Fund Request (Duncan): Mike feels that we should be a sponsor for the Symposium and associate ourselves with this professional organization. **Motion for the NEC to**
submit a cheque for $1500 to this symposium as a one time occurrence, moved by Mike Duncan, second by Rob Bradbury. Question. Claudia shared this with the BC branch who felt they were a worthy recipient and would support this but felt the $1500 was high and that $500 was a more reasonable amount. Rob thought that this amount was not unreasonable. All in favour. 1 against (Claudia Kurzac). Carried.

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<th>f) Bequests (Past President): Rob will handle. He will check with the accountant (Brent) and a lawyer to get more information. Feels that it should not cost more than $500.</th>
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<td>g) Conference 2002 Update (President) – still receiving money. Profits should be around $40,000. Banners will be shipped to Edmonton next week along with the wooden nickel.</td>
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<td>h) Food Conference Partnership (NSF) – 2003 (President): on hold indefinitely. Will not be able to have this in October. Rob will contact Jim Kendzel and Stan Hagen.</td>
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<td>i) Website/Promotional Material – stickers, lamination etc (all): Saskatchewan branch has had the round logo made up as a sticker. Claudia mentioned that she has been contacted by the BC Branch Educational Committee regarding whether she has any CIPHI promotional material. Discussion around purchasing ‘lolly pop’ thermometers with the CIPHI logo on them. These could be sold on the website. Alberta sells them for $7.50 and keeps $.25 each for the branch. Ken will get quote on seals and David will get a few quotes on options for the thermometers. Claudia will have someone bring the laminator to the conference. Rob has volunteered to look after making more tags with the laminator.</td>
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<td>j) CIPHI Laptop (Losito): Saved $600 on the purchase. May need a zip drive if the rewritable CD does not serve the purpose or work well.</td>
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<td>k) CIPHI Position Statement Non-Cert. Personnel/Strategy (all): Reviewed the draft statement presented by David for inaccuracies and continuity. Suggestion that the Position Statement should be dated in the event that it needs to be reviewed/changed in the future. The BC Branch is concerned about having this Statement with the shortage of CPHI(C)s available. Leonard pointed out that this document applies to permanent positions and that individuals could be hired temporarily until a candidate is available. Motion to approve the document as amended, moved by Rob Bradbury, second by Leonard Gallant. Electronic version will be circulated. All in favour. Carried.</td>
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<td>l) Environmental Health Week 2004 Initiatives (Crowe, all): David circulated the announcement with ideas and initiatives attached for implementing this. Mike stated that the Ontario branch was very supportive of this idea but that perhaps we could use an Environmental Health Week promotion package. It could include press releases, promotional material (i.e. stickers, magnets, pens, posters), pamphlets etc. Branches could look for organizations to endorse this like Health Canada, Ministry of Health etc. Scott will approach the Environmental Health Foundation regarding promoting the Environmental Health Week and providing us with Fight Bac and other promotional material. Corporates and Affiliates should receive information about this as soon as possible.</td>
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5. New Business

e) Welcome Manitoba, Newfoundland and Nova Scotia/PEI Branch Presidents (President): Scott presented Leonard Gallant, Mike Duncan and Paul Noseworthy with their pins. Stefane (not present) will receive his in Edmonton.

f) Branch Updates/Verbal Acceptable:
   NL Branch (Paul Noseworthy) – working hard to build up membership. Hard to get people together due to the distance. Problems regarding the branch sending out a press release as there employers do not support this.

   Move receipt of report by Paul Noseworthy, second by Rob Bradbury. Questions. All in favour. Carried.

   Motion to have National return CIPHI portion of membership to NL branch again this year, moved by Rob Bradbury, second by Claudia Kurzac. All in favour. Carried.

   NS (Leonard Gallant) – Talked with Carla Troy to seek support. Trying to encourage previous members to become members again. Have tentatively committed to three keynotes: Mike Duffey, Senator Kirby, Roy Romanoff. Kelvin Latham is Education Chair. Move receipt of report by Leonard Gallant, second by Paul Noseworthy. Questions. All in favour. Carried.

   Motion to increase seed money from $5000 to $7000, moved by Rob Bradbury, second by Ken Cross. All in favour. Carried. Claudia is writing the cheque now for Leonard to take with him.


   ON (Mike Duncan) - Have been rebuilding at the branch level. Trying to reinforce basics and to do these well as an example for their membership. Passed around “The Unsung Hero of Walkerton” article. Ontario branch CD conference was cancelled due to the SARS situation. Spoke to students about CIPHI and the Board of Certification (Pam Scharfe). Finances starting to look better. Trying to deal with issues with members. Have been corresponding with the Ministry of Health and Provincial government. Shared correspondence and Ontario Branch newsletter will NEC. Presented concerns about ad posted for EHO techs. Move receipt of report by Mike Duncan, second by Tim Ness. Questions. All in favour. Carried.

   Rob mentioned that we need letters to recognize regional directors in Ontario (Ron de Burger) and Vancouver (Nick Losito) for all their hard work with SARS on behalf of all Canadian EHOs. Scott will write the letters and send to the website. They will also be recognized at the Conference in Edmonton. Discussed the importance of being consistent with recognizing EHOs in situations that arise out of
no where (i.e. SARS) in the future. All agreed.

Scott will write a letter to the employer of the non-certified PHI who is working in .

MB (Tim Ness) – Tim presented verbal report. New branch president was elected, Stefane Gravelle. Have a very good executive with a lot of enthusiasm. Move acceptance of report by Tim Ness, second by Rob Bradbury. Questions. All in favour. Carried.


AB (David Crowe) – Not much to report as they have been busy with the conference. Victor’s wife had a baby girl on Wednesday, April 30, 2003. AGM in Red Deer May 31, 2003. Please come to the conference in Edmonton. Move receipt of report by David Crowe, second by Tim Ness. Questions. All in favour. Carried.

BC (Claudia Kurzac) – Claudia and Nick met with the Minister. Received a letter of support for the College from the five Regional EHOs. Also met with the Minister of Health & Planning. Have attended several meetings for the BCIT Curriculum review. Did not receive support for their views at the first few meetings. There is a possibility that there could be an optional 3 year program in the future. No volunteer for President yet and Claudia’s term is up in May 2003 with the Vice President stepping down at that time. Move receipt of report by Claudia Kurzac, second by Ken Cross. Questions. All in favour. Carried.

Branch Reports for the AGM are to be in to Debra by the first week of June.

g) Financial/Budget update (Kurzac): Claudia circulated draft budget. Does not include money from Fredericton conference yet. Move acceptance of report as circulated by Claudia Kurzac, second by Ken Cross. All in favour. Carried. Claudia mentioned that we may want to move some more money into a GIC. Motion to invest another $25,000 into a GIC, moved by Claudia Kurzac, second by Tim Ness. Motion to amend motion to $50,000, moved by Claudia Kurzac, second by Tim Ness. All in favour. Carried.

h) Membership Update (Losito): Passed around stats for membership from 1996 - 2003. Membership numbers have more than doubled since 1997 (555 members). Member applications are still coming in for 2003. Debra to send electronic version to Presidents for their information and use with members.

i) Advocacy/Press Releases, Translation, Posting (i.e. SARS, Media Links, CMA, Water group, Outbreak Training etc) (President, Duncan, Carroll, all): Scott shared report from Advocate (Bev Middleton) who attended a focus group on behalf of CIPHI. Expenses for meeting were $600. Scott attended
a Ministry of Health ‘think tank’ to assess the public health system. They recorded short-term and long-term advice. Darcy Chrisp will be attending a Water Quality Focus group on our behalf in Manitoba. Mike Duncan will be attending a Health Canada session at the end of May on Infection Control. Individuals who attend on behalf of CIPHI must be a member in good standing and submit a report back. Mike will ask food division to draft a press release on hazards of unpasterized juice by August 1, 2003 which will be e-mailed to the NEC for feedback.

j) Payroll Deductions (Losito): Leonard will check with Michael Florian and the branch and get back to Debra about the payroll mix up in Nova Scotia. We need to confirm whether these funds are to be applied to the following year. Without proof we will apply the funds but there will be no rebates for this portion for 2004 as they were already paid in 2003.

k) Tele-Conferencing (Losito): Debra will check with Judy from the Ontario branch as they have signed on with Intercall Canada and find it much more affordable. Instructed to go ahead with this service if it is less costly than our present service with Telus.

l) BOC Meeting Update (Ness/Losito): MB and NB will send there reports right away and NS and NL will send by end of month to boc@ciphi.ca.

Move receipt by Tim Ness, second by Paul Noseworthy. All in favour. Carried.

Motion for BOC to pay same rate as the National Executive Council for the conference registration, moved by Tim Ness, second by Leonard Gallant. All in favour. Carried. Dave to share this with Victor (Conference Chair) and confirm with Tim so that he can pass along the information to the BOC.

m) National Conference Binder Update (Losito): Debra congratulated for creating a Conference Planning Binder which has been needed for many years. Debra mentioned that this will be finalized by the next conference and placed in Binders along with the Appendices which will include the budget, time-line, and samples (Conference inserts, forms on disk). The binder will be constantly updated as forms are standardized and information is changed.

n) National Survey Non-Profit and Voluntary Org. (President, Losito, Cross): Scott and Debra provided information on people involved (voluntary and otherwise) with the institute, hours worked and financial information requested. The Survey was being compiled to look into providing extra funds or assistance to non-profit organizations.

o) AEC 2003 Update – Corresp., Registrations, Branch Donations, Banner (Crowe, Branch, Losito): David passed around financial information on money received to date from delegates, exhibitors and sponsors. Debra shared a sample receipt, name tag/tickets, colour code for name tags, and financials received from Keith Lee (conference treasurer). There are 120 delegates and approximately 15 exhibitors and 10 sponsors registered to date. The faxed registrations are still arriving.

p) AEC 2004, 2005 updates (Gallant, Duncan): Leonard and Mike provided an update. Leonard mentioned that the 2004 Conference will be totally non-smoking as the non-smoking bylaw will have come into effect in PEI.
q) IFEH and hosting 2005 Council Meeting (Past President): Claudia stated that we need to attend some meetings, have a presence, but maybe we need to choose a meeting that is closer (US next year). We should offer (in writing) to have a meeting in Vancouver in 2005. Would like to send proxy to Denmark. They are looking for Position Papers on various topics (i.e. Climate Change). Tim suggests that Nelson Fok might be interested in writing some of these. He will speak to Nelson.

Scott has received a complimentary registration to a NEHA conference in Reno, Nevada in June 2003. IFEH meeting is in Scotland at the end of May. It is suggested that we should send in a Position Paper along with our proxy and attend a meeting next year instead, due to short notice.

r) North Atlantic College/Qatar (Past President): We should get involved with this as it could be financially beneficial. They would need to have their program reviewed by the Board of Certification.

s) EHFC – award, fundraiser (Cross):
Award: Concern that the money would be provided to only one candidate. Thought the individual should be a member for at least 3 (consecutive) years instead of one. Rob will send his comments to all and Ken will forward the final decision to the EHFC.

Fundraiser: Would like to sell tickets (1 for $2, 3 for $5) for donated pictures. No money would be provided to National, only to branches. Rob will respond.

 t) Conflict of Interest disclosure form (President, Losito): Signed by the new presidents and updated by the National President.

u) Code of Ethics (all): Rob will send changes that were received to Debra and she will do it up in Word and send it to Mike for the website. Mike will post both versions (old and new) and ask the members for feedback. The final version will be mailed to members along with a motion to change the constitution.

v) Awards/Life member protocol/Nomination form (all):
Awards – Tim needs to receive the presentation in advance, to read and confirm long before the award is presented.

Life member protocol/Nomination forms – Rob will change wording to ‘National Office’. Rob will send to Debra to be posted on the website and filed.

w) Membership Merchandising/Teddy Bear etc (President, Crowe): - David will check with Victor to see what has been ordered and instruct him to go ahead with ordering the Teddy Bears.

x) Past President’s Pin, Name Tag, Business Cards (Cross, President): Victor will look into having rings made, 1 with blue logo on top for regular members to see at conference and 1 all gold for past president.

Name tags – Scott will have a gold rectangular, bilingual name tag made up for himself with National President on it.

u) Website Initiatives/Promotional Material – stickers, tabletop booth etc (President, Duncan, Cross): previously discussed.

v) National Historian Honorarium (Kurzac): **Motion to pay $350 per year for**

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the last three years ($1050.), moved by Rob Bradbury, second by Ken Cross. All in favour. Carried. To be presented to the Historian at the AGM in Edmonton accompanied by a letter from Scott.

Other Business
w) Quebec - Quebec may be interested in forming a chapter. Scott has not heard back yet.

x) Mileage – Motion to increase mileage allowance from $.25 to $.35/kilometer effective April 30, 2003, moved by Tim Ness, second by Rob Bradbury. All in favour. Carried.

y) Conference Discount – Affiliate/Corporate – Question from BCIT about apparent discount for Affiliate (or Corporate) members who purchase Exhibit space at a conference. NEC thought the discount was 10% on Exhibitor booth rental if they were a current Affiliate or Corporate member. Debra to update benefits letter and inform BCIT.

z) Diners Club Awards Details – We have enough points to send a member of the Executive across Canada although there is a fee to use these points now (approximately $25). Motion to provide the NL branch with the Aeroplan award miles so that their president can attend the AEC in June, with the proviso that they would pay the fee associated with using the award miles, moved by Rob Bradbury, second by Tim Ness. All in favour. Carried. Debra to arrange use of these points with Paul through Diners Club.

aa) National Registration – not an option at this time. Conflict between the areas of jurisdiction. You cannot put a national standard on to a provincial or territorial boundary.

bb) Internet: Motion to put up to $1000 to cover initial set up cost, including annual fee, for high speed internet connection, moved by Tim Ness, second by Ken Cross. All in favour. Carried. Debra to check into what will be required and costs involved. Possibly through Blue Tooth technology.


7. Payment of bills:
   Motion to pay bills, moved by Tim Ness, second by Ken Cross. All in favour. Carried.

Motion to adjourn, moved by Tamela Carroll.