



GRAPHIC DESIGNERS OF CANADA BC CHAPTER
DESIGNERS GRAPHIQUES DU CANADA SECTION DE LA C-B

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2020 AGM MEETING MINUTES

Thursday, 12 March 2020, 6:30pm

Location: VFS Cafe, Vancouver, BC V6A 1K2

▶ **1. Welcome and “Call to Order”**

Acknowledgement:

The AGM takes place on the unceded, ancestral, and occupied, traditional lands of the Musqueam, Tsleil-Watuth, and Skwxwú7mesh (Squamish) Nations of the Coast Salish peoples. We are grateful to the Indigenous peoples of Turtle Island who have cared for these lands since time immemorial.

Meeting called to order at 7:08pm

2. Establish Quorum

Quorum established with 12 CGDs in attendance
26 attendees

3. Approval of Agenda

Motion: Craig Cullimore CGD
Seconded: Johnathon Strebly CGD
Motion Carried

4. Motion to Accept 2019 Minutes

Motion: Marga Lopez CGD
Seconded: Mike Cober CGD
No discussion
Motion carried

5. President's Report

Leanne Prain CGD

March 2020 marks the end of the term for your current GDC BC Executive Board, and the last 24 months have given those of us on the Board a lot to reflect on. It is my hope that our report not only serves as a record of what this board has achieved, but that it also serves as a guiding document for the next Executive Board. It has been written to provide clarity on what the GDC BC Executive Board is and what we are up to.

As President, I am on the front lines of first interactions with the society and I often hear the following commentary: “GDC does a lot.” “How can you be only volunteer-run?” “You really do all of that? I had no idea.” “What should I join – what do I get back?” “I’ve been looking for an organization like you.” “But why would I join?” “Will you connect me with other designers?” “I can’t volunteer, I don’t have any time.” “You are only having one event a month, why?” “What discounts can I get?”

I share this commentary not to provoke but to demonstrate that making the work of a multi-faceted, member-driven society transparent is a difficult task, and providing a one-size-fits all definition of value is a losing proposition. This is a challenge that is shared by all member-run organizations. A strong executive board should be reflective of the wants and needs of its membership, but this reflection only happens with active dialogue and involvement between the executive board and members. We are an organization designed to lead from within, and with every contribution that we each make, our ability to contribute to the design profession is stronger.

For those who are asking questions, I can say from experience – GDC BC is you. Yes, we do a lot in your name and we stretch your membership dollars far, but the real value of this organization to you should be the face-to-face connection that we can provide; whether it is with colleagues, vendors or potential business partners.

As in life, one constant in the design profession is change. While many of our FGDC's may have debated the term graphic artist vs. designer – today's discussion often revolves around the question: are we still designers? From user experience to service design to brand strategists to communication design; those who find themselves within the GDC all fit under one banner – professional creative problem solvers.

When I look at my colleagues, I see people who are committed to a future with a healthy creative industry with deep roots in mentorship, ethics, and leadership. To be a member of this organization is not about proving a job title, it is about showing commitment to the idea that a designer is someone who helps others solve the world around them, and that a certified designer (CGD) is the full embodiment of this calling.

We are so fortunate to be a society of driven volunteers who understand that the more that you contribute, the more that you get back, and those returns, both professional and personal, multiply ten-fold. Our board is able to accomplish a great number of things due to the commitment of our strong volunteer base: designers giving their time to judge awards shows; members who support certification reviews; those who pitch and clean-up at events; those who help with communications materials, and of course our wonderful support partners who consistently join us by showing up for the GDC BC chapter time and time again. Thank you Hemlock Printers, MET Fine Printers, Langara College, Mitchell Press, La Salle College, Spicers Canada Ltd., AJ Graphics, HCMA Design + Architecture, IDEA School of Design, Vancouver Film School, Dryrun, Eventbrite, Nicli Antica Pizzeria, Emily Carr University of Art + Design, Wilson School of Design, Creative Mornings Vancouver, and Western Printers & Lithographers – we couldn't do this without you.

We continue to support ongoing initiatives such as Creative Mornings, the Salazar Student Design Awards, LAUNCH!, Connect UX Workshops, Beers with Peers, and Festivus, but we've also had an increased focus on growing our membership. Our communications team has offered support to events near and far, as we have had several events run in the Okanagan in the past year, thanks to the guidance of member Diana Bartel, and a commitment from members in that region to form a regional presence.

In 2020, I can confidently say that BC's creative community is flourishing and where once GDC BC was unique in program offerings, we have many friends and partners such as Creative Mornings Vancouver, TypeBrigade, VDW, Vancouver Design & Architecture Film Fest, Creative Pulse and RGD who offer amazing events that many of our members choose to attend. While the GDC BC retains our commitment to support events that bolster our student award-winners such as the Salazar Awards

and Practivism; professional development series such as GDC Connect and educator roundtables; international partnerships, such as hosting Practivism X, in conjunction with the ico-D (International Council of Design) – events are not our main focus. Events are only one of the ways that organizations should connect our members together. Informal mentorship, roundtables, casual meals, ethics advice, studio visits, Slack chats, and referrals are the glue that binds our industry together. As this industry continues to evolve, our ability to remain in conversation and celebrate our achievements remains vital.

It has been a pleasure to serve BC's design community and to represent BC nationally. By holding the role of President, I've had the unique insight into the workings of chapters in the North, the Prairies and the Maritimes, and this long view has reassured me that it is important that every member takes an active interest in our national dialogue. As a GDC member, you have the unique ability to impact the future of our profession in this country, and as part of a leading organization in design, internationally. From decolonizing design to redefining accessibility to ethically managing digital transformation to diversifying hiring practices – GDC members have great work ahead of them, but I know that they are up for the challenge.

As I step down from the role of GDC BC President at the 2020 AGM, I would like to profoundly thank the Executive Board who have made GDC BC thrive over the past two years. Thank you to Mike Priebe CGD (Membership Chair), Craig Cullimore CGD (Events Chair), Carolina Becerra CGD (Education Chair), Dennis Boyle (Ethics Chair), Mustaali Raj (Communications Chair), Steph Ganea (Copywriting Chair), Matt Warburton CGD, FGDC (Administrative Support), Pauline Lai (Web Communications Chair), Hannah Friesen (Treasurer), Scott Gray (Associations Chair), Angela Campbell (Volunteer Chair), and Johnathon Vaughn Strebly CGD (Past-President). You have made it all possible.

While I won't go through every board members report, as we want to get to hear Wil, our keynote speaker, I do want to share a few thoughts that have surfaced from the board reports.

Mustaali Raj – Communications Chair

"The past year has been a rewarding undertaking of projects, events, and content creation. Collectively, we had the opportunity to create visual systems for an array of exciting events including the Salazar Awards, LAUNCH! Student Conference, GDC Connect Workshops and Practivism X."

Pauline Lai – Web Communications Chair

"This has been an exciting year for Connect Workshops. We had three sold out workshops focusing on topics of accessibility, service design and inclusivity. We worked with great industry leaders like Clio, POWERSHIFTER and OXD to build better content for the workshops with the support of Amazon, Emily Carr University of Art and Design, and Domain 7."

Katherine (Xinmiao) Zhang – Student Representative 2019-20

"Student voices are equally important."

Hannah Friesen – Treasurer

"This past year has been a strong one for GDC BC financially. We've seen growth throughout the year and have been able to meet all fiscal obligations, with a healthy surplus to carry us into 2020."

Mike Priebe CGD – Membership Chair

"Membership is the commitment to support the design profession and engage with the design community. GDC members bring professional and ethical design to the business community and organizations in our neighbourhoods."



6. Motion to Accept The President's Report

Motion: Scott Gray
Second: Mike Priebe
No discussion
Motion carried.

7. Motion to Accept the 2019 Financial Statements

Motion: Matt Warburton
Second: Johnathan Strebly
Discussion: JVS pointed out that we went from a deficit last year to a surplus this year
Carried

8. Motion to Accept the 2020/2022 Executive Board

President: Caroliona Becerra CGD
Past-President: Leanne Prain CGD
Treasurer: Hannah Friesen
Administration: Matt Warburton CGD, FGDC
Education: Mike Cober CGD
Membership: Craig Cullimore CGD
Partnerships: Marga Lopez CGD
Communications: Doaa Jamal
Events: Pauline Lai
Association Liaison: Scott Gray
Volunteer Coordinators: Twoo Nguyen, Lien Quach
Student Rep: Kathryn Zhang
Ethics: Dennis Boyle CGD
Copywriting: Steph Ganea
GDC Okanagan Rep: Diana Bartel
Web Communciations: –
Public Relations: –
AV: –

Motion: Johnathan Strebly
Second: Scott Gray & Craig Cullimore
Discussion: JVS suggested him and Mark as co-PR Chairs. Will discuss with their wives.
Carried

8. Other Business/New Business

Community by Design Award

Presented to Pauline Lai

In 2020, the GDC established the Community By Design Award to recognize a GDC member in good standing who has made a significant contribution to the design profession in British Columbia.

Award recipients are recognized for demonstrating leadership at all stages of their career, and for advancing the goals of the society while giving back to the GDC community. We recognize these award recipients of being our ambassadors of living by the society's values of Community by Design

Remarks by Leanne Prain, Matt Warburton, Mark Busse, Marga Lopez, Carolina Becerra, Johnathan Strebly



EGM Motions and GDC Changes
No discussion or questions from the floor.

9. Adjourn Meeting

Adjourned at 7:40 pm

CGDs in attendance:

Johnathan Strebly

Mark Busse

Leanne Prain

Craig Cullimore

Mike Cober

Wil Arndt

Mike Priebe

Carolina Becerra

Chris Young

Matt Warburton

Marga Lopez