



Meeting Attendees: Brad Dunbar, Geraldine Stafford, Gina Hudel, Roberto Villamar, Stephanie Soulis, Faune Lang, Everton Wilmot, Mariam Rasool, Cathy Snyder, Ruben Domingos, Mohsan Abdullah, Kyle Brohman

Regrets: Gwenth Stadig, Linda Lee, Nick Heffner, Shelley Forwell

Staff: Ian McLean, Lester Holley, Carolyn Marsh, Sofia Z. Guzman

CALL TO ORDER RECOGNITION OF QUORUM & APPROVAL OF THE QUORUM

- Quorum being constituted, Chair Brad Dunbar called the meeting to order at 7:34 AM

ADOPTION OF THE AGENDA, & APPROVAL OF THE CONSENT AGENDA AND MINUTES

- Adopted the agenda & approved the consent agenda & minutes

M: G. Hudel E: S. Soulis; Carried

ADOPTION OF THE CANCELLATION OF MEMBERS

- Adopted the cancellation of members

M: R. Villamar E: S. Soulis; Carried

CONFLICT OF INTEREST DECLARATION

- No conflicts of interest were declared

FINANCIAL REVIEW- M. RASOOL

- March results were below budget due to revenue shortfalls, and a deficit is forecast, primarily driven by weaker-than-expected Gala results
- Current membership retention stands at 80.7%, compared to a budget target of 82.4%
- Retention is projected to decline further to approximately 79%
- Sponsorship and event revenue have performed strongly
- The Inspiring Women Presents and Links and Lead programs have been removed from the plan
- Three budget assumptions for the 2026-2027 budget were reviewed and approved by the Board:
 - 1) 2% salary increase effective July 1, plus market-based adjustments as required.
 - 2) 80% membership retention assumption, recognizing that retention is currently projected around 78%–79%, but the organization will continue targeting 80%.
 - 3) 2% membership fee increase for organizations with more than 10 employees.

INNOVATIVE PROGRAMMING'S NOMINATION – I. MCLEAN

- At the Ontario Chamber of Commerce AGM in Ottawa (April 24, 2026), the Greater KW Chamber of Commerce received an Honorable Mention for the Chair's Award for Innovative Programming, in recognition of the Vision One Million series.



STRATEGIC PRIORITIES UPDATE – C. MARSH

Priority 3 - BE DIVERSE AND INCLUSIVE IN OUR WORK

- Diversity and inclusion are embedded in organizational decision-making
- The Chamber has made consistent progress over the past three years

Priority 2 - MAXIMIZE PROFILE & INFLUENCE

- Advocacy and communications efforts continue to strengthen the Chamber's profile and influence.
- Key Q3 initiatives included advocacy related to regional water issues, successful resolutions through the Ontario Chamber of Commerce, and continued delivery of the Vision One Million series.

Priority 1 - GROW FOR IMPACT

- New member sales are meeting budget targets.
- Membership retention remains below target and is affecting overall net membership growth.
- Member satisfaction remains strong, with approximately 85% satisfaction across events, Peer2Peer programs, and volunteer experiences.
- Net Promoter Score (NPS) is approximately 70%.

Revenue Diversification

- New sponsorships have been secured.
- The Chamber has launched the 140K for 140 Years healthcare fundraising campaign.
- Membership retention remains a key focus due to its significant impact on revenue.

STRATEGIC PLAN DEVELOPMENT - UPDATE – B. DUNBAR

- A draft strategic plan has been prepared by Avvey and will be reviewed and circulated by Ian and Brad
- A follow-up meeting with Avvey may be scheduled if needed

NOMINATIONS COMMITTEE – E. WILMOT

- The Committee is awaiting the final list of submissions, with a deadline of May 1.

ADJOURNMENT

Motion to approve the adjournment: M: S. Soulis E: G. H; Carried

Printed Name of Meeting Presiding Officer: _____.

Signature of Meeting Presiding Officer: _____.