



# Alliance Française Canada

## Minutes/Procès verbal

<b>Date</b>	Thursday, December 9, 2021
<b>Object</b>	<b>Annual General Meeting of the Alliance Française of Calgary</b> <b>Assemblée générale de l'Alliance française de Calgary /</b>
<b>Location</b>	Held via videoconference
<b>Present</b>	Véronique Giry (President), Christian Guyette (Treasurer), Vincent Crabol (Secretary), Andrea Jung, Marc Lacrampe, Justine Huet, François-Xavier Jeannet and other members of AFC
<b>Also present</b>	Jean-Baptiste Roux (Director), Liva Loudenot, Anne-Carole Dimier (Directrice AF Edmonton)

### 1. Opening of the Annual General Meeting/Mot de bienvenue et ouverture de l'Assemblée générale

- Jean-Baptiste, Director of the AFC, opened the Annual General Meeting (AGM) by welcoming all present to the meeting and thanking them for their presence.
- Veronique, President of the AFC, welcomed everyone present and reviewed the agenda for the meeting.
- The meeting was called to order at 18:00.

### 2. Confirmation of Quorum/Vérification du quorum

- Jean-Baptiste Roux, Director of AFC, counted the members of AFC who were present in person or by proxy and confirmed the presence of a quorum.
  - 24 members were physically present, and 7 proxies were received.
  - The meeting, having been duly convened, was ready to proceed with business.
- Véronique Giry asked Vincent Crabol, Secretary of the Board of Directors of the AFC, to record the minutes of the AGM.

### 3. Approval of the agenda/Adoption de l'ordre du jour

- No modifications or additions to the agenda were proposed.
- **MOTION:** Motion to approve the Agenda.
- Motion moved by: Veronique Giry
- Seconded by: Gerard Carlier

### 4. Approval of the minutes of the last AGM of December 15, 2020/Adoption du procès-verbal de l'AGA du 15 décembre 2020

- **MOTION:** Approval of the Minutes of the December 15, 2020 AGM.
- Motion moved by: Veronique Giry
- Seconded by: Justine Huet

## 5. The President's Report/Mot de la Présidente

- Véronique Giry reflected on a year marked by the pandemic, its impact on the society and on the economy.
- Despite the challenging context, the AFC adapted well from both, a technological standpoint, adjusting its offer – physical/virtual, but also on a human level, showing resilience and unity. This translated into robust financial results.
- Véronique commended Jean-Baptiste and his team for their excellent adaption to the Covid pandemic including the movement to online classes and smaller in-person class sizes.
- Véronique introduced the new strategy and shared some key highlights:
  - Redefinition of AFC's Mission, Vision and Values
  - In-depth business analysis was performed including SWOT and PEST Analysis.
  - Competitive advantage: combination of education and culture
  - Main strength: the team and its dynamism
  - 3 key challenges: students, members and staff retention
  - 3 areas of development: marketing, community outreach and revenue diversification
  - Veronique Giry thanked Jean-Bapstite and Christian Guyette for their outstanding contribution to the creation of the new strategy.
- Véronique reported on a reflection around the current distinction between voting and non-voting members status. Feedbacks were received that it was perceived as a negative signal of a club-like operation. Veronique insisted this was not in alignment with the values of the AFC. A vote to change the by-laws and revoke the voting member status was held.
- **MOTION:** Motion to revoke the voting members status.
- Motion moved by: Veronique Giry
- Seconded by: Emmanuel Giry
- 22 members in favor and 2 abstentions.
- Jean-Baptiste will file the updated by-laws. A special AGM will be scheduled beginning of 2022 to review and approve the new by-laws. This could also be conducted via email.

## 6. The Director's Report/Rapport d'activité du directeur

- Jean-Baptiste Roux, Director of the AFC, presented his report for 2020-21.

### The School

- 1,071 students were taught throughout the year (vs 1,194 students last year).
- Children represented 43% of all students; a record (<20% in 2015).
- Group classes (adults and children) are the main revenue drivers.
- Private courses (virtual and in-person) revenue grew and represent 25% of the school's revenue.
- Corporate and gov courses declined
- Children courses in person (95%), 50/50 for adults based on result of most recent students survey.

### Exam centre

- Exam Center's revenues were up 75% in 2022 with growth for both TEF and DELF and the launch of the TCF this year (immigration).
- Exam Center represents 18% of the school's revenues VS 10% in 2019-20.
- Anticipated decline for 2021-22 due to change in immigration policy.

### Mediatheque

- Mediatheque use was up from 2019-20 but most borrowers are non-students.
- Ambition to grow this pole of activity.
- A new librarian joined the team during Summer 2021 and many projects in the pipelines: i.e. meet the author events.

### Cultural events

- Many events held in 2021, both online and in-person (more than previous years)
- Key events included: Bastille Day, Rencontres avec les auteurs, sorties randonnée, soirée cinema. the launch of a podcast as well as English courses.

### The AFC team

- 34 employees, 87% which are women.

### Communication

- Increase of visibility via social media including a YouTube channel (first in North America).
- AFC team is the primary communication angle.
- 9,000 subscribers to the monthly NL with a 34% open rate.
- Online sales represent 50%
- 6,151 website visitors per month.

### Satisfaction surveys (for classes)

- 10 satisfaction surveys were sent to the students
- 98% would recommend the AFC.

### The AFC's partners

- The AFC maintains a strong partner network both commercial (ex: Yann, Metrovino) as well as "Communautaire" and institutional.

### Financial results

- New Treasurer: Christian Guyette (formerly Secretary)
- A very successful financial year for the AFC.
- Revenues surpassed \$1MM in revenue for the second consecutive time.
- AFC is financially self-sufficient at 95%, outperforming AF network's average (90.5%)
- Generated a \$259 profit and received of total \$203K in subventions amongst which \$135 were Covid related.

### The AF network

- Lost 23% of students (20% for AFC)
- 5 new AF
- AFC in the Top 6 on all poles of activity in North America.
- AFC has been highly successful among all worldwide AFs.

### Looking towards 2022

- Find the right balance between online and in-person courses.

- Increase brand visibility
- Upcoming events: Nuit des idées podcast, Soiree peinture, Meet the author, Marguerite Duras play and 5k run in Rouleauville.
- Jean-Baptiste explained the importance of members leaving Google reviews for the AFC.

#### Questions from members

- Jean-Baptiste opened the floor for questions and discussion around his presentation.
- Members expressed interest in the 5K run in Rouleauville and offered their help.
- A couple questions regarding online vs in-person profitability and about the values and website being available in both French and English. Mission and value will be translated in French but website will remain in English only due to lack of resources.

#### **7. Presentation of the financial report for the 2020-21 year/Présentation des états financiers 2020-21**

- Financial report was presented by Jean-Baptiste as part of the Director's Report.

#### **8. Elections of new board members / Election des nouveaux membres du conseil d'administration**

- Veronique, Marc, Lynn and Christian 3-year terms were reached and up for re-election.
- Lynn McRae decided not to run for a second term and left the board. Veronique thanked Lynn for her contribution.
- Veronique Giry was presented to the voting members present to have her board membership renewed. The voting membership approved her renewal by 21 votes in favor for 26 members present.
- Christian Guyette was presented to the voting members present to have her board membership renewed. The voting membership approved his renewal by 20 votes in favor for 26 members present.
- Marc Lacrampe was presented to the voting members present to have her board membership renewed. The voting membership approved his renewal by 20 votes in favor for 26 members present.
- Natacha Bordier was presented to the voting members present to be added to the board. The voting membership approved her nomination by 19 votes in favor for 26 members present.
- Carole Carpot was presented to the voting members present to be added to the board. The voting membership approved her renewal by 20 votes in favor for 26 members present.
- Veronique shared that we had a potential candidate for the replacement of Lynn's position in the name of Daniel Doz, currently CEO of UofArts.

#### **9. Adjournment/Clôture de l'Assemblée**

- There being no further business, the president requested a motion to close the meeting.
- **MOTION:** That the AGM of AFC be adjourned.
- Motion moved by: Veronique Giry
- Seconded by: FX Jeannet
- The meeting was terminated at 19:38

Respectfully submitted,

Vincent Crabol, Secretary of the Board of Directors of the AFC

Véronique Giry, President of the Board of Directors of the AFC