



## MINUTES OF A MEETING OF THE BOARD OF DIRECTORS

Date	Tuesday, December 12, 2023
Object	Annual General Meeting of the Alliance Française of Calgary / Assemblée générale de l'Alliance française de Calgary
Location	Held in person
Directors Present	Véronique Giry (President), Christian Guyette (Treasurer), Carole Carpot (Secretary), Andrea Jung, Vincent Crabol, Natacha Bordier, Justine Huet
Directors Absent	Marc Lacrampe, Daniel Doz, Francois-Xavier Jeannet (Vice-President)
Also present	Jean-Baptiste Roux (JB)

### 1. Call to Order and Quorum

- Jean-Baptiste Roux, Director of the AFC, opened the Annual General Meeting (AGM) by welcoming all present to the meeting, thanking them for their presence and reviewing the agenda for the meeting.
- The meeting was called to order at 18:30.

### 2. Quorum

- Jean-Baptiste counted the members of AFC who were present in person or by proxy and confirmed the presence of a quorum.
- 28 members were physically present, and 6 proxies were received.
- The meeting, having been duly convened, was ready to proceed with business.
- Carole Carpot, Secretary, recorded the minutes of the AGM.

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

**MOTION:** The agenda be approved as circulated on November 13, 2023.

**MOVED BY:** Veronique

**SECONDED BY:** Andrea

**CARRIED**

### 4. Approval of the minutes of the last AGM of December 13, 2022/Adoption du procès-verbal de l'AGA du 13 décembre 2022

**MOTION:** The minutes be approved as circulated on November 13, 2023.

**MOVED BY:** Natacha

**SECONDED BY:** Joel

**CARRIED**

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

Véronique, the AFC President of the Board since 2020 offered some opening words.

Overall AFC is in robust financial health with income over 1M\$ and a \$122,397 profit for this year. Numbers of members have also increased. Véronique shared a warm thank you to all members for their support.

Last year, members voted on a modification of articles in our by-laws to remove a distinction between voting and nonvoting members. Members are very invested in AFC and value full participation, so it was a great decision from the Assembly.

Ensuring an ongoing renewal of the Board of Directors is also important for AFC's sustainability. The current Board has 10 members, and the maximum is 15. There is an intentional effort to consider what expertise is missing on the Board. There needs to be a wide scope of competencies and skills.

Offer to add one new Board member, Nana. She is a long-term member and will bring legal expertise.

This is Véronique's last AGM. There is a succession plan in place and there are no concerns in terms of liability for AFC. We have a very dedicated and stable team of Directors. The Board renewed our strategic plan in 2023, for 2024-26. A chapter was added about expansion for AFC. There will be more information about capacity and feasibility over the next few months.

Excellent work for Jean-Baptiste and his team. The Board enjoys Jean-Baptiste's stellar leadership and the clarity of the reports and analysis.

## 6. Director's Report/ rapport d'activité du DG:

- Jean-Baptiste Roux, Director of the AFC, presented his report for 2022-23.

### Highlights :

- New: 1<sup>st</sup> "service civique" civic service for youth
- 40 volunteers for the casino
- Launch of the French Run with 100 participants
- Fall concerts
- 75<sup>th</sup> Anniversary of AFC.
- Sports related events (biking, ski)
- New Courses Director: Aymeric
- Fashion Show with Peggy Frey
- First trip to Bordeaux (all available spots were filled)
- Theater "La forêt Ebouiffée".
- Exams administered

### Membership and students

- Since October 2023, 1170 memberships, which equates to 1581 members (when including families)
- About half are students (53%). Members do not always come to learn French, they come to live in French surrounded by community.
- Return to in person classes for children as the online format was not successful.
- A minority of online course for adults, mostly the in-person format is more successful too.
- This dynamic with in-person classes is unique to Alberta.

- Number of children learners keep increasing; most children come from non-French speaking families.

#### Strategic Plan renewed:

- Mission and vision have not changed. Vision mission and values are in English as they need to be accessible to all.
- The new plan is available online.
- Goals are:
  - i. Financial stability
  - ii. Hiring and retention of a strong team (HR)
  - iii. Sustainability for Leadership (Board and Executive Director)
  - iv. Expansion: C- space is great, but AFC has outgrown it.
  - v. Development of the cultural centre

Jean-Baptiste then provided some information about the pillars of AFC.

#### The School:

- Courses for adults decreased and those for children increased. It requires flexibility the skills are not the same.
- Registration increased overall (numbers of hours taught)
- More students come for one session: opportunity for growth.
- January and September are the strongest sessions.
- Ratio was 40 % children/ 60% adults.

#### The Exam Center

- Last year was exceptional but this is still a robust year.
- TEF, TCF and DELF, all connected to broader external factors beyond our control, such as immigration policies.
- Slight decrease in income

#### Médiatheque

- 75% of users are not students.
- Its overall use has increased.
- The Bulk of the activity is at the weekend.
- Successful service, despite not having a staff librarian currently.

#### Cultural events

- We reverted to hosting all events in person. Last year, there was a transition from online to in person.
- Increase in participants.
  - A video was shared and prepared by Juliette and Antoine to highlight key events of the year.  
<https://youtu.be/4quPxJNUXQ0?si=o3aHLTKi8vnpb7pg>

#### The AFC staff team

- 38 employees; it is a significant team.
  - 7 admin staff
  - 8 interns

- 10 members of the Board
- Majority of women, 85% women and only 3 men.

Communications:

- It is very important and impactful.
- + 16% of followers, 13148 followers across social media platforms
- It is a great tool for recruiting students and teachers.
- Newsletter monthly 11 000 sends, 31% opening rate.
- Website: 7556 visits and 55% online sales.

Satisfaction survey:

- 97% would recommend AFC.
- 201 answered the survey.
- Overall, great feedback from students

AFC's partners

- The AFC maintains a strong partner's network.
- New partners: Canary, Bow valley sup, Bureau du Qubec and University of Alberta.

## 7. Financial Statements 2022-2023

Christian Guyette, AFC Treasurer, presented AFC's Financial report for 2022-23 and thanked the AFC team for their efforts this year. Statements are available online. Highlights included:

- Successful budgetary cycle. Adjustment after 2021-22 where there was a minor deficit. Jean-Baptiste and his team managed to adjust brilliantly.
- 4<sup>th</sup> time in the AFC history that our income is over 1M\$
- AFC is in a great spot for the future.
- Profit of approximately 122k (18k deficit last year)
- Income increased and expenses were stable.
- Most of our income comes from the school (94,5%)
- We will continue to adjust to post-covid dynamics.

**MOTION:** Approval of the Financial Statement

**MOVED BY:** Gerard

**SECONDED BY:** Joel

**CARRIED**

## 8. The network / Le réseau

- 113 AF in North America and AFC maintains its presence in the top 10 across categories.
- Post-covid, AFC reverted to an in-person format more rapidly than other AF.
- Strong network overall.

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

Some updates:

- Francois- Xavier is the Vice-President.
- Carole is the new Secretary.
- We need to confirm or elect new members.
- 6 members have been renewed.
- 5 members needed to stand for election: Andrea, Justine, Vincent, FX and Nana (new member)

Nana was invited to introduce herself.

We proceeded with the vote on the slate of candidates.

Results:

- 30 members in favor
- 0 against

The slate of candidates was approved as presented. Confirmation that Board welcome a new member; 11 members on the Board of Directors of AFC.

#### Perspectives for 2024: now what?

- Expansion and potential new campus downtown
- Explore opportunities for partnerships.
- Sustainability for the staff team
- Increase number of members
- More trips

JB invited everyone to share their perspective and further suggestions.

#### Questions from members/ Response from Jean-Baptiste:

- The survey: any negative feedback?
  - Rarely and mostly related to unrealistic expectations.
- Suggestions on expansion: the Central library?
  - It needs to be a space we can have for free.
- Also, the location, could we consider Bridgeland or Kensington?
  - Yes, but we cannot be too far away, the new space needs to be close to the city centre.
- 14<sup>th</sup> of July, could we collaborate with Accueil Calgary for example on such an event?
  - This is a difficult situation as it is a French event, but we receive no funding for it from the French government. We receive more funding from Quebec. AFC is open to discussing this further and many events stem from suggestions of members.
- What are expectations for members?
  - Members can choose their level of involvement and participation; they can also enjoy the services without being involved.

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

**MOTION:** There being no further business, the meeting be adjourned at **19: 37 h.**

**MOVED BY:** Véronique Giry

**SECONDED BY:** Natacha

**CARRIED**

Respectfully submitted,

Véronique Giry and Carole Carpot