



Attendance: Voting Members: *David Greig DG, Laurie Balch LB - Regina, Trisha McCarthy TM – North Vancouver, Christina Nikolic CN - Victoria, Astrid Muschalla AM - Kingston, Chris Morrison CM - Fergus, Julia Dupuis JD - Wisconsin, Michael Hermary MH - Duncan, Karen Cummins KC, Comox. Sundaura Alford SA – Ottawa.*

QUORUM of 10 reached.

Non-voting members: Ken Nentwig KN -Victoria, Jane Neil – Kingston, Trish Moroto - Qualicum Beach.

1. Approval of August 1, 2015 to July 31, 2016 Minutes

CM moved to accept

CN -2nd

CARRIED

2. Committee reports

2.1. Annual Report – Year in Review by Secretary AM– see Appendix A, page 7

2.2. Executive Director’s Report – from KN: With good intentions, a preliminary evaluation format for 'organic champion sites' was outlined during the summer of 2016. It was never initiated due to time constraints, and would need a funding program to support it as a research project. The results would be a good indicator of examples of ecological, environmental, and economic benefits of organic practices. The project is based on measuring ecological inputs over several years, on a 10 sq m (100 sq ft) comparison basis.

Reconnecting with past members has been an intentional by-product of the migration to the new website and its capabilities, managed by Administrator, Julia Dupuis. There seems to be some positive results from this fairly major undertaking.

Further through the year it became clear that the good intentions of acting as Executive Director have been overtaken by numerous other concurrent involvements, mainly the online training courses at Gaia College. Being unable to meet the requirements of this position, I indicated my reluctant intentions to step down, with the caveat of remaining available for banking and reporting, and so on, until the position could be filled.

It has been a pleasure working with the Board and with Julia, and I hope to continue my association with SOUL into the future. I greatly respect the work of the volunteers and members of SOUL for their worthwhile work on behalf of the environment and in promoting ecological benefit through awareness, education and accreditations.

Ken

Motion – MH - the Board wishes to acknowledge the work that Ken Nentwig has done over the last years and thank him for his service.

2nd AM

CARRIED

2.3. Administrator’s/Membership Report - AP – 27, CP – 5, Public – 7
(It seems some public members later became AP).

01 Aug 2016 to 31 Jul 2017
Membership, Donations

All invoices



Retention is improving. Newsletters are being read. More activity on SOUL website. More interest in writing the online exam. Twitter slow and FB is busier. Need to follow-up with Instagram and Snapchat accounts – just opened – reaching out to members for photos. People pictures are very good attention getters. Pictures of individuals need permission – could be verbal. Submitted photos implies consent. Problem is if it’s a commercial purpose as opposed to news or educational – so err on the side of caution...ask first and get consent. Copyright applies to commercial use. Personal use is defined as what a prudent person would do.

2.4. Treasurer’s report – MH shared – see Appendix B, page 10, for Balance sheet and Income/Expense Report. This is also posted on the SOUL website. SOUL is a little bit ahead of last year thanks to all the work KN and JD have been doing.

CM moved to accept Treasurers report
 2nd DG
 CARRIED

2.5. Other committees:

<p>Standard Review – RE – We cannot finalize our draft 7th version yet. We are waiting on the updated version of the agriculture standards, which have not been released yet by the CGSB as they are holding them back for some kind of payment. So until the CGSB gets paid what they feel is owing, they won't publish the revised version.</p> <p>MOTION by AM – To publish the 7th edition in the new forma with reference to the recent Canada Organic Standards, Nov. 2015. CM 2nd Carried</p>	<p>MC, RE, AM, KN</p>
<p>Certification & Membership Committee –AM The online proctored Accreditation exam will no longer be hosted by Seneca College effective Dec. 31, 2017. We are looking at directly administering it with BVirtual Proctoring Service. This would not cost SOUL anything as it is a fee for service paid by the applicant.</p>	<p>AM, CN, TM, CD</p>
<p>Finance – MH nothing to report</p>	<p>MH, KN</p>
<p>Grant Applications – MH nothing to report</p>	<p>MH, AM, JD, KN, CM</p>
<p>Bylaws Review – MH MOTION was passed in February to pay for attendance for one board member to attend provincial seminar for orientating the organization to align with the new BC Societies Act to be completed Nov. 2018. However, recommend to bypass this and apply for federal non-profit incorporation. To make SOUL compliant with federal incorporation may require more reporting and therefore will likely require some revision of the bylaws. Changes need to be approved at an AGM or specially called general meeting by 65%.</p> <p>MOTION – AM – SOUL to start a task force to incorporate federally and begin the process of Federal non-profit registration, reporting on this in the newsletter to illicit support for this taskforce. CN 2nd CARRIED</p>	<p>MH, KN</p>

<p>Marketing and Promotion</p> <p>Quarterly newsletter has been going out. Always looking for content. Such as, member’s business profiles or recent project (a perk for members). News/research regarding organic land care and also request articles that people would like to submit, photos, etc. Also, articles on the bigger picture - how needs of urban areas how they plan future development and how the standard can help – therefore articles that would attract their attention and attract new members</p> <p>More activity on FB and Twitter has begun. Social media followers are slowly growing, and we're getting some interactions, few and infrequently but people are engaging, so that's a plus. The last newsletter was well received; JD had a couple of responses from people who enjoyed reading it. As it grows it will be a good resource for us. The next newsletter is set to go out in December. If anyone on the board has any supporting info or other topic ideas let JD know. JD is also putting up some archived material and trying to revive the SOUL blog (different than the Science News) so that JD can use it on social media to drive people to the website. Also using the new website blog to author and share topics relevant to organic land care is being revived.</p> <p>Any ideas for reciprocal memberships with associations, please forward to Julia Dupuis, SOUL administrator.</p>	<p>AM, KN, CM, JD</p>
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MOTION by JD - to approve all reports as presented

CM 2nd

CARRIED

3. Call for new business

3.1. National Occupation Code - DRAFT BACKGROUND on National Occupation Code (NOC) Project - to be presented at 2017 SOUL AGM - Oct, 24 2017

WHO

Organic Horticulture Professionals and their employers.

WHAT

National Occupation Codes (NOC) are developed by Employment and Social Development Canada and used by Statistics Canada to track employment trades and professions. It’s a system to classify and describe jobs, professions, trades, (occupations). Based on specialized training.

Here are the criteria for a new classification:

Proposals should:

- name or label (i.e. organic gardener, organic horticulturist, organic landscaper, ecological horticulturist/gardener)
- description of the work performed (job description)
- significant 1,000 plus doing this work in Canada
- specialised education available and/or professional work related credentials

WHEN

Next review deadline is Nov 29, 2017. The next national classification update is slated for 2021.

WHY

Need for articulation of what organic horticulture is about. It has been found that there are no classifications for organic horticulturists/gardeners/landscapers. SOUL members are in a perfect position to submit a proposal for a change to the NOC that recognizes the unique work and education of an Accredited Organic Land Care Practitioner/ Certified Organic Land Care Professional also, organic horticulture specialist/organic master gardener and any people working the land organically. Bottom line is makes it possible for institutions and employers to recognize organic horticulture.

WHAT'S HAPPENED SO FAR

Michael Hermary has had conversations with City of Toronto, District of North Vancouver, and Canadian National Landscape Association about how organic land care can be recognized institutionally and the consensus that emerged is a NOC would meet that need. There have been preliminary conversations with STATS CAN and Employment and Social Development Canada.

SOUL and Gaia College administration have reached out to their current and past communities and have identified approximately (*the number*) of people working as organic horticulturist.

WHAT HAPPENS NEXT

Need a working group formed to submit proposal info for **Nov. 29, 2017.**

Motion by CM - to support a working group to submit an application to NOC for deadline is Nov 29, 2017.

2nd – AM

CARRIED

4. Election of Directors

Current Directors	Term Ends	Will Stand?	Term Length
Michael Cowan	2017	Yes	1 year
Trisha McCarthy	2017	No	
Michael Hermary	2018	Yes	2 years
Astrid Muschalla	2018	Yes	2 years
Christina Nikolic	2018	Yes	2 years
Chris Morrison	2018	Yes	2 years
David Greig	2020	yes	3 years

Motion by MH – confirm nominations for board

TM – 2nd

CARRIED

5. Adjournment

Motion by MH to Adjourn 8:20pm EST

JD 2nd

CARRIED

6. Next meeting to elect officers: Tuesday Nov. 14th 7pm EST

APPENDIX A



Highlights for the fiscal year August 1, 2016 to July 31, 2017

Since the Organic Land Care Standard was first introduced by SOUL in 2003 to address the need for a tool to support a successful transition toward sustainable land care practices by individuals, community, industry and government, we've continued to spread our reach. It's been a productive year with the 7th Edition Standard Draft still in place, membership slowly rising, educational reach expanding. We continue to collaborate with old and new partner organizations. Financially, it's been a stable year too. Looking ahead, we plan to continue cultivating knowledge of organic land care and supporting its practice, especially for industry and government. Our goals remain the same:

- To foster and promote the practice of organic land care
- To provide opportunities for education in all aspects of organic land care
- To establish and promote guidelines, standards and specifications for all aspects of organic land care
- To establish procedures for certification of organic land care practitioners
- To establish and develop a means for the exchange of information and ideas between the public and the organic land care industry.

Here is the year in review.

Education

Continuing Education Credits (CECs) for the SOUL Accredited Practitioner education has been updated – info is available on the Gaia College website.

Canadian Organic Growers (COG) continues offering the Organic Master Gardener course in various locations across Canada, preparing people to write the SOUL Accreditation Exam. In partnership with Gaia College and Landscape Ontario, COG will also be offering the Organic Land Care and Sustainable Turf Management course in Ontario.

Industry

Preparation is currently underway for a proposal to Employment and Social Development Canada and Statistics Canada, for adding a separate National Occupational Classification (NOC). This will result in official national recognition of a specialty occupation for Organic Horticulturist – an entry level Gardener classification. The SOUL Accredited Practitioner credential will aid in this recognition and help employers find qualified people.

Standard

The 7th Edition SOUL Standard review, headed up by Rochelle Eisen was completed along with feedback from industry and the public on the first draft. This was in order to align itself with changes to the Canadian Organic Standard released in 2015. However, there are further amendments coming for agriculture (32.310 and 311). They are supposed to be published in February and R. Eisen doesn't see that these will have a major impact on the SOUL standard.

A NEW colour look for 7th Edition Standard is proposed we hope to have it available soon. It should also be for use as a printable and digital document (2 versions). Outside funding for this may be available?



SOUL's Reach

Events Attended

- MH: BCLNA - CanWest - Sept 27, 28
- MH: Cobble Hill Homesteading Fair June 3, 4
- MH: CertifyingOrg.ABC Conference 2017
- AM: Bath Horticultural Society Sept 19, 2016
- AM Kingston Horticultural Society Dec 9

AM: Tweed Horticultural Society March 7
AM Kingston H&G Show March 24 & 25
AM: Gananoque Horticultural Society April 12

Digital and Print Reach

Quarterly newsletter has been going out. Always looking for content. Such as, member's business profiles or recent project (a perk for members). News/research regarding organic land care and also request articles that people would like to submit, photos, etc. Also, articles on the bigger picture - how needs of urban areas how they plan future development and how the standard can help – therefore articles that would attract their attention and attract new members

More activity on FB and Twitter has begun.

Any ideas for reciprocal memberships with associations, please forward to Julia Dupuis, SOUL administrator.

Promotional Materials



SOUL Postcard (left) and SOUL Accreditation/Certification brochure (right), are available to members for relevant events to spread awareness of SOUL. Contact the office at least 2 weeks in advance to have these shipped to you.



The office has SOUL T-shirts which may be useful as a door prize at speaking engagements.

APPENDIX B
Balance Sheet 2017

2017 10 19

SOUL - Financial Statements 2016_2017.xlsx

Society For Organic Urban Land Care
 Comparative Balance Sheet

	2016-07-31	2017-07-31
Assets		
VanCity Chequing	8657	9,012
VanCity Shares	76	78
PayPal	319	743
Petty Cash	0	0
Supplies (inventory)	77	0
Total	<u>9,128</u>	<u>9,833</u>
Liabilities		
Accounts Payable	0	0
GST on Purchases	0	0
Total Liabilities	<u>0</u>	<u>0</u>
Equity		
Equity - Previous year	7,631	9,264
Current Earnings	1,633	792
Total Equity	<u>9,264</u>	<u>10,056</u>
Liabilities and Equity	9,264	10,056

Balance Sheet

Income/Expense Report 2017

		Total	Nov - 2016	Dec - 2016	Jan - 2017	Feb - 2017	Mar - 2017	Apr - 2017	Jun - 2017
Summary									
Membership		3,650.00	50.00	450.00	1,100.00	300.00	600.00	750.00	400.00
	Grand Total	3,650.00	50.00	450.00	1,100.00	300.00	600.00	750.00	400.00
		Total	Nov - 2016	Dec - 2016	Jan - 2017	Feb - 2017	Mar - 2017	Apr - 2017	Jun - 2017
Membership									
Accredited Practitioner	Renewals	1,500.00				100.00		600.00	600.00
	Level changes	800.00		200.00	400.00			100.00	100.00
	Total	2,300.00		200.00	500.00			600.00	700.00
Certified Professional	Renewals	600.00		200.00	400.00				300.00
	Level changes	200.00				200.00			
	Total	800.00		200.00	400.00	200.00			
Public Member	New	150.00	50.00		50.00	50.00			
	Renewals	200.00		50.00	50.00	50.00		50.00	
	Level changes	100.00			100.00				
	Total	450.00	50.00	50.00	200.00	100.00		50.00	
Create An Account	Renewals	100.00							100.00
	Total	100.00							100.00
Total		3,650.00	50.00	450.00	1,100.00	300.00	600.00	750.00	400.00