



## 2025 CAPA ANNUAL GENERAL MEETING MINUTES

May 7, 2025 1:00 PM Mountain Daylight Time  
Element by Westin Calgary Airport, Calgary AB and by Zoom

1. **Attendance:**

<b>Members at Meeting:</b>	<b>14 in person</b>
	<b>21 via Zoom</b>
<b>Clubs at Meeting:</b>	<b>4 (Zoom)</b>
<b>Proxies Individual:</b>	<b>2</b>
<b>Proxy Clubs:</b>	<b>1</b>
<b>Total</b>	<b>42</b>

2. **Declaration of a Quorum:** A Quorum of 20 was attained

3. **Call to Order:** The Meeting was called to order at 1:03 PM

4. **Welcome by President Stella d'Entremont**

5. **Motion: To approve the Agenda**

**Proposed:** Jocelyne Gagnon

**Seconded:** Stella d'Entremont

**Motion Carried**

6. **Stella d'Entremont introduced the members of the Board**

7. **The Secretary read the Minutes of the 2024 Annual General Meeting**

8. **Motion: To approve the minutes of the 2024 Annual General Meeting**

**Proposed:** Jocelyne Gagnon

**Seconded:** Stella d'Entremont

**Motion Carried**

9. **President's Message:**

As President of CAPA, I am pleased to present a summary of our organization's activities and progress over the past year. It has been a transformative and busy time for the Board and our dedicated committees, all working hard to bring meaningful value to our members from coast to coast.

### **Committee Highlights & Member Services**

We currently have **12 active committees**, each focused on delivering new programs and services—from policy updates and insurance programs to cutting-edge education and judging initiatives.

- A **revised judging certification program** is well underway, with new training modules and updated guidelines being developed for release in Fall 2025. One module has already been uploaded to our new Thinkific learning platform for testing.
- The **Judging Certification Guidelines** and **CAPA Judging Standard Policy** have been approved and are being finalized for public and restricted access on the website.
- We are also working to finalize the **Judges Reference Manual**, a go-to resource for all certified judges.
- We finalized the **Code of Conduct** for the members as well as for the Board, and it is now available on our website.

### **Education & Speaker Series**

Under the leadership of **Dan Sigouin**, our educational programs continue to grow. The **Speaker Series** remains a popular initiative, now streamed in 4K via **YouTube Live** for enhanced viewing quality. We've also launched **Critique and Image Editing Nights**, which have been well received.

Our transition from Zoom to YouTube not only improves accessibility but reduces costs, enabling us to reach more members across the country.

### **Digital Transformation**

Since November 2024, with the addition of **Lyle Wetsch and Kayla Stevenson** as Interim Co-Directors of Communications, we've made great strides in digital infrastructure:

- Activated the **Google Non-Profit Program**, securing:
  - Google Workspace (up to 2,000 users)
  - \$10,000 USD/month in free Google Search Ads
  - Pro YouTube features, Earth/Maps credits
  - Introduced powerful tools:
    - **Canva Pro, Buffer, and Rebrandly**
- Thanks to Lyle, we also now have access to **discounted Zoom licenses** and **Microsoft 365** for our teams under nonprofit programs.
  - Upgraded analytics (Google & Bing)
  - Deployed branded QR codes and shortened links
- CAPA's social media presence is stronger than ever with refreshed content and streamlined posting across platforms.

## Strategic Vision & Communications

We're currently seeking the right person to lead our Strategic, Tactical, and Audit Communications Plan. If you or someone you know would be a good fit, please connect with a Board member. This will ensure clear messaging, defined audience segments, and measurable objectives for all CAPA communications.

Thanks to Kayla's committee, we now have a compelling **CAPA Value Proposition**. You'll see this reflected more and more as we roll out targeted communications that resonate with our members and prospective members alike.

## Club Member Benefits

- The **Club Liability Insurance Program** continues to gain traction, with clubs across Canada participating. The Directors & Officers (D&O) coverage didn't meet the interest threshold this year, but we'll revisit it in 2026.

## Acknowledgments

- **Sheldon Bole continues to position CAPA as a leader in AI in photography, even participating in global discussion as far as Mongolia.**
- **CAPA is recognized as one of the global leaders in the integration of AI in photography, actively contributing to the evolving conversation around creativity and technology on the international stage.**

## Salon Update

- The 2024 Salon saw great engagement and generated a profit; however, operational issues—including missed catalogue delivery, certificate errors, and trophy damage—highlighted the need for improved processes and checks. With lessons learned and a stronger, more collaborative structure, the 2025 Salon (closing May 15) is already underway.
- Salon 2025 is progressing well, with eleven countries represented so far. The Salon closes on May 15<sup>th</sup> we remain very optimistic about strong participation.

## Conferences

The **Kelowna Conference** was a success, breaking even financially and marking our return to in-person events post-COVID. Future conference plans are still in the works—stay tuned for updates on the next destination and date.

## Transitions

We've had some changes in our leadership team:

- **Henry Schnell** (past president) stepped down due to family reasons.
- **Shiree Jetha** made the decision to step away from the Board and not reoffer for a second term.
- **Dr. Parvez Khatib resigned due to personal reasons.**

In closing, I want to thank every board member, committee lead, and volunteer who has contributed to our momentum this year. Together, we are positioning CAPA not just as a national photography organization—but as a global voice in photographic excellence.

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As I begin my second term, I'm genuinely excited to continue this journey with such an incredible team of dedicated, passionate, and hard-working individuals. The road ahead looks bright, and I'm confident we'll achieve even greater things together.

**10. Treasurer's 2024 Year End Report:** The Treasurer, Lorna Scott, gave the Treasurer's 2024 Year End Report.

**11. Motion to accept the December 2024 Financial Statement.**

**Proposed:** Lorna Scott

**Seconded:** Bill Hall

**Motion Carried**

**12. CAPA Honours 2024:** Lorna Scott presented her report for the year 2024. She also reminded everyone that members can self-nominate or nominate another member.

**13. Election of CAPA Directors for the term 2025 - 2027.**

The list of those running was read out by the Secretary.

<b>POSITION</b>	<b>NAME</b>	<b>STATUS</b>
President	Stella d'Entremont, FCAPA	Incumbent
1 <sup>st</sup> Vice-President	Jason Duncan	Pacific Zone Director
2 <sup>nd</sup> Vice-President	Carla Hamilton	Incumbent
Treasurer	Lorna Scott, FCAPA	Incumbent
Secretary	Jocelyne Gagnon	Incumbent

Kayla Stevenson FCAPA,  
Chair, CAPA Nominating Committee

**The Secretary made the following announcement:** As all positions were not contested: I, The Secretary of CAPA, cast a single vote on behalf of the Association and declare the persons named on the slate to be elected to the uncontested positions as Officers of CAPA in accordance with the CAPA Constitution for the period 2025-2027.

**14. Motion: To adjourn the meeting:**

**Proposed:** Dan Sigouin

**Seconded:** Sheldon Boles

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**Motion Carried**

- 15. Meeting Adjourned at 1:46 PM**

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