

Agenda: AGM - Dental Office Managers Association of Canada

Date: January 14th, 2022

Start time: 9:00am

Location: 4-1761 Wellington Avenue, Winnipeg MB

1. Call to Order

2. Participants:

- 2.1. Attending: Alex Zlatin (Executive Director), Chieu Quach (Director), Monica Trimble (Executive Assistant), Laura Veroba (Membership Services Office), Cindy Shewchook (Treasurer)
- 2.2. Regrets: John Maggirias (Dental Officer), Craig Hayes (Member Development Officer).

3. Approval of Agenda

- 3.1. Motion (Alex): A motion to approve the agenda. Second: Monica

4. Follow up on Action Items

4.1. **Tradeshows & Events**

- 4.1. We will continue to attend tradeshows but keep reviewing budgetary constraints.

- 4.1. Upcoming shows include ASM and MDA.

- 4.1. Additional show attendance will be decided by Alex, as per needed budget.

4.2. **Certification**

- 4.2. E-commerce capabilities are live on the website

- 4.2. Attempts to on-board a full-time employee to continue

4.3. **Accreditation**

- 4.3. Robertson College accreditation has been completed. They have received a letter of accreditation; a press release has been approved and circulated.

- 4.3. We'll be rolling out the accreditation to the rest of the colleges with a CPDOA like program – ongoing.

5. New Business

- 5.1. A Job board capability has been developed on our website

- 5.2. It will be promoted as an added value to both members and non-members.

6. Action items

- 6.1. Continuing the work on increasing membership numbers, through eblasts, word-of-mouth and added-value information.

- 6.2. Looking at more content creation to make the website more lucrative.

7. Increasing member base

- 7.1. Obtain new members through the development of webinars, eblasts, website design & maintenance, and advertising.

- 7.2. This is an ongoing need for the association.

- 7.3. Collaborate with our partners for the promotion of our association.

8. Set Meeting Dates

- 8.1. Motion (Alex): I move that the next meeting will be set for January 12th, 2023.
If the need arises, we will be scheduling an ad-hoc meeting of the board.
- 8.2. All in favor, no objections

9. Member Comments/Announcements

- 9.1. None

10. Adjournment

- 10.1. Adjourning at 11:15 am