

Minutes

Present: C. Chase S. Dubreucq

Absent: E. Raissi

Regrets: L. Walkey L. Vezina

1. Call to order 6:09pm MST – C. Chase
2. Adoption of Agenda & Additions
 - Agenda adopted and approved
3. Review of minutes from March 29, 2020 (Appendix 1)
 - Minutes from March 29th have been accepted and approved
4. Introduction of the new Committee Co – Chairs
 - S. Dubreucq and C. Chase are the membership committee co-chairs
5. Membership Recruitment: ISAM-CSAM 2020 Virtual Conference
 - We currently have 632 members
 - i. Approx. 100 of those memberships are the abstract membership level
 - Need to have an accurate membership numbers to be able to show the growth of the organization
 - Our originally plan for 2020 was to attend provincial summits and promote CSAM at a booth, but this can/ could not be accomplished because of COVID
 - Current promotions/ concepts that are working for the CSAM membership
 - i. Auto renewal memberships
 - ii. Word of Mouth
 - iii. In – person conference networking
 - The committee would like to reach out to all who are socially accountable for treatment and prevention of addictions
 - i. All health professionals need to understand addiction
 - New Ideas to promote the CSAM memberships
 - i. Social Media
 - ii. Send a letter to Universities – pass along the information to the residence
 - iii. Teaching Fundamentals

- iv. Piggyback off the CSAM Journal Club
- v. A discount off memberships (pick a month, block of time, etc.)
 - B. Hebert to investigate how much financially we rely on the membership income
- vi. Attach a link (or some call to action) with the new Decriminalization Policy Brief
- vii. Banner ads on the virtual platform at the conference
- viii. The new website will be translated – can appeal to our francophone audience
- ix. Advertising in other organizations newsletters – In-Kind partnerships
 - Brainstorm a list of organizations we can connect with
- x. Newsletters
 - The subject line has to be extremely catchy
- xi. Must have a membership to attend the Fundamentals course the conference
- xii. Ensure the end of membership memos are active and accurate
 - We value your membership
- xiii. Membership on boarding message
 - Welcome new members with a video or message from the president
- xiv. Make the 3- and 5-year memberships more cost effective
- xv. Offer Fundamentals outside of the conference
- xvi. Discussion board/ Forum for the membership portal

6. Next Meeting: November 30th, 2020 at 6pm MST

7. Adjournment: 7:10pm MST – C. Chase