

Meeting Notes/ Minutes de Réunion



**ANALYSE DE LA VALEUR
VALUE ANALYSIS
CANADA**

1568 Merivale Road
Suite 626
Ottawa, ON
K2G 5Y7

Subject: 2021 Annual General Meeting
Date: October 19, 2021
Time: 7:30pm (EST)
Location: Teleconference
Meeting No:

Sujet : Assemblée générale annuelle 2021
Date : 19 octobre 2021
Heure : 19h30 HNE
Location : Téléconférence
No de la réunion :

Attendees/Personnes présentes

Name	Nom	Organization	Organisation	Responsibilities-Responsabilité
1.	Mushtaq Rabbi	City of Calgary		President
2.	Lucie Parrot	Martin-Parrot		Director
3.	Azzeddine Oudjehane	SAIT		Director / Finances
4.	Tom Fletcher	The Fletcher Group		Member/ Past President
5.	Jamie Wellings	The Fletcher Group		Member
6.	Scot McClintock	Faithful + Gould		Director
7.	Michael Tozer	Enbridge Inc.		Director/ outreach
8.	Paul Scarbrough	Goodman School of Business		Director / web site
9.	Holly Parkis	SMA Consulting Ltd.		Director/ Membership
10.	Amin Sarang	Smart Phase One Corp.		Director
11.	Rakesh Shreewastav	Metrolinx		Director/ Promotion
12.	Andreanne Martin	Martin- Parrot		Member
13.	Steve Holmes	Bytown Engineering		Director / web site
14.	Faisal Arain PhD	KLC College Ontario		Director

Absent/Absent

Name	Nom	Organization - Organisation	Responsibilities- Responsabilités
1.	Tammy Dow	AECOM	
2.	Narinder Bubbar	City of Calgary	
3.	Mikaela Tolf	Value Analysis Canada	Administrative assistant

Meeting Notes/Minutes de Réunion

Item Article		Assigned Assi gné															
1.0	<p>Confirmation of Quorum</p> <p>It was concluded that no quorum is needed for an AGM.</p>																
2.0	<p>Review and Approval of Previous Notes of Meeting</p> <p>The notes of the previous meeting were not reviewed. No amendments to the minutes were identified.</p>																
3.0	<p>Nominations for the 2021-22 Board</p> <p>Nominations include the following members:</p> <table border="1" data-bbox="282 661 1240 821"> <tbody> <tr> <td><i>Mushtaq Rabbi</i></td> <td><i>Rakesh Shreewastav</i></td> <td><i>Paul Scarbrough</i></td> </tr> <tr> <td><i>Holly Parkis</i></td> <td><i>Scot McClintock</i></td> <td><i>Lucie Parrot</i></td> </tr> <tr> <td><i>Narinder Bubbar</i></td> <td><i>Azzeddine Oudjehane</i></td> <td><i>Faisal Arain</i></td> </tr> <tr> <td><i>Amin Sarang</i></td> <td><i>Michael Tozer</i></td> <td><i>Steve Holmes</i></td> </tr> <tr> <td><i>Tammy Dow</i></td> <td></td> <td></td> </tr> </tbody> </table> <p>Mushtaq Rabbi will continue as President.</p> <p>Next board meeting will approve the positions of the board members. List put forward by M Rabbi.</p> <p>Tammy Dow and Steve Holmes have expressed interest to remain as directors of the Board. They missed the deadline to submit nomination forms.</p> <p>Meetings will be held every third Tuesday of the month.</p>	<i>Mushtaq Rabbi</i>	<i>Rakesh Shreewastav</i>	<i>Paul Scarbrough</i>	<i>Holly Parkis</i>	<i>Scot McClintock</i>	<i>Lucie Parrot</i>	<i>Narinder Bubbar</i>	<i>Azzeddine Oudjehane</i>	<i>Faisal Arain</i>	<i>Amin Sarang</i>	<i>Michael Tozer</i>	<i>Steve Holmes</i>	<i>Tammy Dow</i>			
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<i>Tammy Dow</i>																	
4.0	<p>Reports</p> <p>See reports in appendix for more information.</p>																
5.0	<p>Other issues</p> <p>Agenda items for VAC strategy session were outlined</p>																
6.0	<p>Adjournment</p> <p>Meeting adjourned by M Rabbi., Second by Azzeddine. at 21:10 (EST)</p>																

October 19, 2021

President's Report

Value Analysis Canada's fiscal year ended on August 31, 2021. In 2021 it was rather a short calendar year for me as I assumed the role of the President of our society on January 19, 2021 as the AGM of year 2020 was held on that date.

2021 Jan – Sep: the following initiatives were launched and has been worked on

1. Value Voices - VAC's bimonthly webinar series to develop awareness and to connect with professionals
 - May 25, 2021 - Implementing VM at the City of Calgary (Narinder Bubbar)
 - July 20, 2021 – Value – A Key Ingredient of Business Decisions (Mike Tozer)
 - Sep 21, 2021 – VM to Meet Client Goals and Objectives from Day One (Scot McClintock)
 - Nov 23, 2021(scheduled) - Designing In Value with Integrated VA (Holly Parkis)
2. New VAC logo (completed) – a first step in rebranding and repositioning VAC as a potential global organization
3. Update VAC website (ongoing) – re-imagining the VAC website from content management and user accessibility perspective
4. Connecting with First Nations – to bring the benefit of Value Methodology where the need might be high and resources are limited

We expect to continue with items 1, 3 and 4 in the coming fiscal year.

2020 VAC Symposium

In 2020 October 5-7, VAC held its first virtual conference. This was a decision made by the Board due to being in the middle of a global pandemic. Past President Tom Fletcher spearheaded this effort. There were 6 sessions with 24 presenters and 44 participants. In this virtual symposium VAC was able to generate a decent positive cash flow. Total revenue: \$ 11,453.00, Expenses: \$3,440.00, Net profit: \$8,013.00.

European Outreach and 2021 Value Factory Conference

In 2020, the immediate Past President initiated contact with VM societies in Europe as well as the European Governing Board. This was to explore if there was any mutual interest in our respective societies in developing a closer working relationship. There was some initial interest but the pandemic situation resulted this be delayed.

In the spirit of the above, VAC in 2021 October 4-6, jointly organized the 2nd Value Factory conference with our counterpart Hein De Jong, in the Netherlands. It was held in a virtual setting. Considering the pandemic environment, VAC decided to explore this arrangement rather than hosting a virtual event on our own. There were no financial commitment or expenses involved other than the time and effort of two of the Board members: Steve Holmes and myself. There were around 35 participants from 17 countries. It was an opportunity for VAC to show case the Canadian application of VM to accelerate decision making in the non-profit sector and in the expansion of wastewater treatment capacity in a rural municipality in western Canada.

2021 Annual General Meeting

Financial Status

As of the time of this AGM, we did not have full accounting details, however it appears VAC is in a solid financial position.

Challenges and Opportunities

Over the past nine months I had the opportunity to learn from each of the Board members and negotiated approaches to move forward. We still have a number challenges and that needs to be addressed sooner than later. These are more tactical in nature and here are a few:

1. Clear governance with defined responsibilities
2. Communication protocol for promoting events and post event follow ups
3. Translation aspect during events
4. Content review owners in regards to revamping VAC website
5. How to attract new audience to VM in Canada?
6. Terms of engagement to support non-profit and/ or First Nations
7. A customer centric website for easy and free interaction (e.g. "Ask Us Anything") with potential VM users

The challenges above certainly present us with opportunities to prioritize, reposition and rebrand our own perspective and future action items.

Closing Thought

I want to close this report with a quote,

"The reasonable man adapts himself to the world: the unreasonable one persists in trying to adapt the world to himself. Therefore all progress depends on the unreasonable man."

George Bernard Shaw, Man and Superman

It has been my honour, privilege and pleasure to be the president of Value Analysis Canada for the past 9 months. I would like to thank each board member for their continued and ongoing support during my term.

Onward.....



Mushtaq Rabbi CVS® PVM® PRINCE2® M_o_R® MSP® RPP
President
Value Analysis Canada

Financial Report for AGM

To	Analyse de la Valeur Canada – Value Analysis Canada Board of Directors and All Members
Prepared by	Azzeddine Oudjehane – Treasurer Board Director
Date	October 18, 2021

Past year 2019-20

2020 Financial Statement (September 1 2019 to August 31 2020)

As of August 31 2020, the fiscal year ends for VAC, the financial statement highlights are as follows:

- Another consecutive positive balance of revenues over expenses to the amount of \$ 2,652.
(Year to year a decrease of 60%)

Current year of reporting 2020-21

2021 Financial Statement (Financial report nor ready yet)

In absence of a Financial report for this year (yet to be received from Accountant)

As of August 31, 2021

- **A positive balance of revenue over expenses to the estimated amount of ~4,500\$ pending outstanding A/P**
- **3rd year in a row with a positive budget !**

Secretary Report for AGM

To	Analyse de la Valeur Canada – Value Analysis Canada Board of Directors and All Members
Prepared by	Azzeddine Oudjehane – Treasurer & Secretary Board Director
Date	October 18, 2021

Secretary report for year ending August 31, 2021

- Operational
 - An online – virtual conference Or summit in lieu of the Annual Conference
 - Implementation of Value Voices – series of monthly webinars
- Management
 - Switched to a new Insurance Provider with an improved International coverage for the Board of Directors.

2021 Communications Report (Jamie Wellings)

October 19, 2021

Communication to members, customers and the community at large have been primarily through website, direct email, and LinkedIn. Use of Facebook or Twitter has been used at a minimum.

The website, direct email, Facebook, and Twitter are managed by others on the board and this report highlights the LinkedIn activities specifically.

LinkedIn has been used to inform of upcoming events, promote and educate about the interests of the society and Value Methodology.

A Value Voices Webinar Series was created where board members presented a topic of interest to an online audience. LinkedIn was leveraged to share, promote, and encourage registration for these online events. This series was delivered at no charge to registrants.

Successful Webinars held in 2021:

- May 25 – “Implementing Value Management at The City of Calgary”
 - Registration of 67 persons.
- July 20 – “Value – A Key Ingredient of Business Decisions”
 - Registration of 50 persons.
- September 21 – “Value Management to Meet Client Goals and Objectives from Day One of Design”
 - Registration of 37 persons.

The final webinar of the year is scheduled to run November 23 - “Designing In Value with Integrated Value Analysis”.

Looking forward:

Institute process(es) to better clarify how to publish and share content of upcoming and previous event recordings. Content needs to be shared in a timely manner and in a linkable or published format to push out on the various social platforms.

There are too many social platforms with multiple owners for the Communications role to effectively manage solo.

VAC re-branding was approved by the board in 2021. Updates should be applied to the social platforms with new logo to market and bring awareness to the VAC society.



2021 Promotion Report (Rakesh Shreewastav)

- A great and historic year so far for promotion
- Mike Pearsall (SAVE President) and I continue to make big progress on promotion and enhancing awareness to public service across Ontario and Canada
- Some of those examples are Presentation to
 - Federal service
 - Canadian Society of Civil Engineering
 - Ontario Society of Professional Engineers (OSPE) - webinar
 - OSPE - ENG Talk series , You tube production video
 - Upcoming presentation to Min of Env Ontario and other ministries
- We are very happy with the progress but more to do and we will continue our efforts later this year
- It would be nice if we can organize and make "Presentation corner" in our VAC website , so we can share with others

2021 Website report by Steve Holmes

1. Content Management.

The website displays content either through a content management system or directly through HTML coding:

1. A content management system displays information from pre-defined fields onto the website. Typically includes text and can include images and files. A CMS user will have access to pre defined CMS modules.
2. Directly displaying text on the site through HTML programming.

The decisions on what content to display is supposed to follow this process:

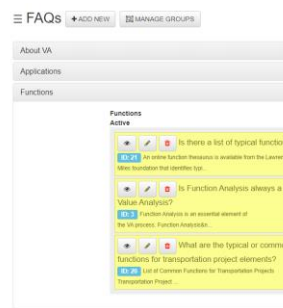
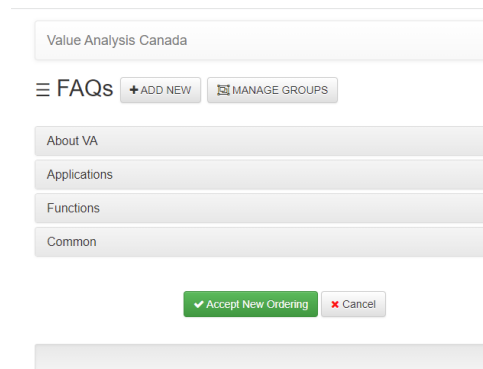
- Content is prepared by a member
- Content is submitted to a director on a form, reviewed and approved by a director who is not the content creator.
- Direction is given to business office for posting information.
- Business office posts information and notifies director for verification.

The typical ad hoc process is:

- Content is created in French or English.
- Content is posted on web site by user or business office.

Content Management Achievements:

- A new content management system was developed for FAQ's that groups FAQs by subject area.
- A drag and drop feature was built to enable content manager to change display order.



FREQUENTLY ASKED QUESTIONS

About VA

How does Value Analysis work?

Is Value Analysis new?

Is VA expensive?

Where can I learn more about VA?

Is Value Analysis different from other optimization techniques?

What is Value Management?

What are Value Engineering Change Proposals?

Applications

Where can Value Analysis be used?

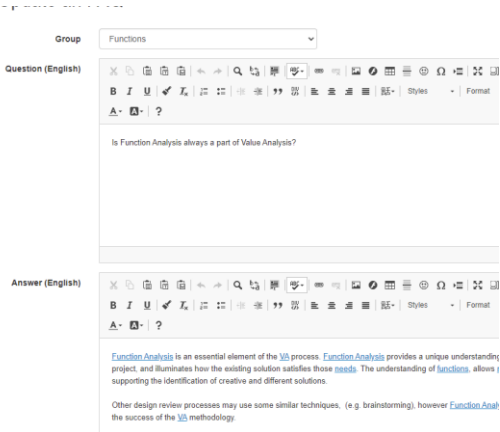
What types of projects, processes or studies will improve with a Value Study?

How can Value Management assist the not for profit sector?

We have a very good project management, design, production and quality control. How do we need to use VA?

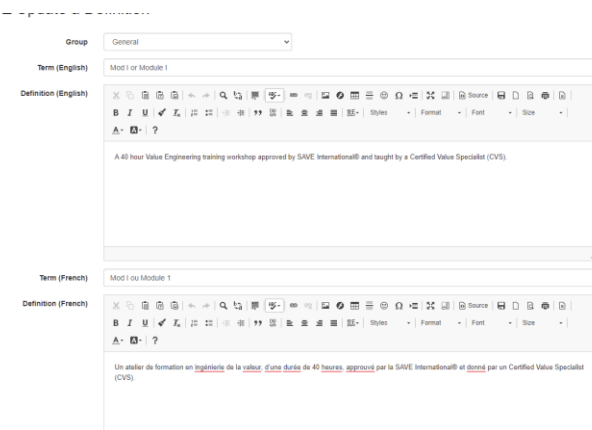
How can I make my business more innovative?

Functions



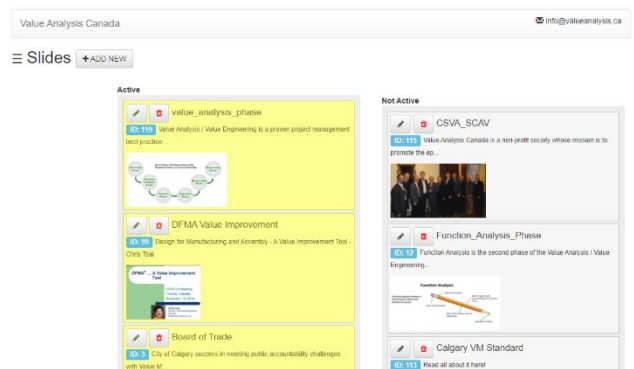
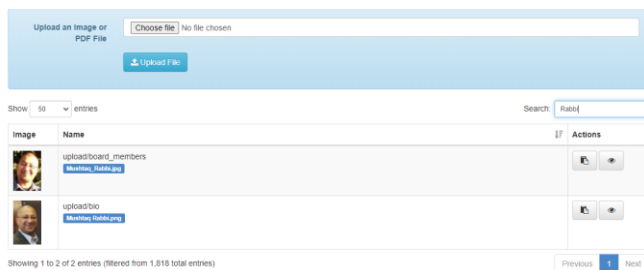
After the functionality of the CMS for FAQs was tested, a CMS for Value Analysis Definitions was built.

Note that while we can now easily edit definitions – the CONTENT needs to be reviewed and as the Module I content show below indicates, UPDATED.



Both of these CMS's will enable more specific information about Value Management to be made available to Canadians IF WE USE THEM.

A CMS for adding files was created to enable images to be inserted easily into the CMS. An image is stored in the database and the search feature enables the image url to be found.



An improved CMS for the front page slides is in development.

3. Website Support

The website developer is Brent Oliver from 2RC Software Solutions. Brent is very responsive, provides detailed timesheet on services rendered, and provides advice on options for improvements.

Period: Jun - Sep 2021

Date	Total Hrs	Billed Hrs	Details
June 2021			
2021-06-06	0.5	0	Reviewed and updated newsletter email process workflow diagram to include CRON information and confirmed where the SMTP credentials are setup (so that it can be changed to AWS credentials - instead of fused.com - when AWS gets setup)
July 2021			
2021-07-11	0.5	0.25	Fixed link to PDF file in "Latest News" display
2021-07-11	0.25	0	Checked into why a PDF is downloading from whatsnew.php when section=events but not when section=news_detail even though both work when previewed in the CMS; confirmed problem and replied to Mikaela that I would check code in the morning
2021-07-12	0.5	0.5	Setup IAM user for SES/SMTP in new AWS account that Mikaela created; setup identity (including DKIM keys) in AWS Identity Management to verify domain valueanalysis.ca as a valid "From" email address (added required TXT record and 3 DKIM CNAME records to DNS using CPANEL) - may take up to 72 hours to verify
2021-07-12	0.5	0.25	Responded to Mushtag's email saying that the PDF download from the Whats New > News view was not working; tested on two different browsers; turns out the download was working (as fixed yesterday) but the PDF was zero bytes and therefore Adobe popped-up an error; fixed in modules/whatsnew.module.php; updated copyright year in common.dict.php from 2020 to 2021
2021-07-13	0.25	0	Request for production access denied with a request for additional information.

3. French Character Rendering.

PHP language was updated to UTF 8 requiring changes to the legacy PHP code to correctly display French characters.

Success Stories

Updated the success story CMS so that links open in a new page. Added new success story **(first time since 2015)**

Rescue Mission - VM applied to late stage of a natural gas metering station



Description/Need	Enhance a gas distribution company’s system reliability by upgrading an existing metering & regulation station. Project drivers included accommodating future demand for natural gas, modernizing the station and enhancing site security – all while disguising its appearance to look like a house. Original concept exceeded budget.
VM Objectives	To develop recommendations for the design & execution of the project that supported efforts to reduce the estimated project cost and make the project financially viable.
VM Results	Proposed an alternative design concept that maintained all desired functionality but could be implemented at a cost that was \$1.4M lower than original estimate. Changes were adopted by client.

Contact: Michael.Tozer@enbridge.com

[View More Information](#)

[Back to all Success Stories](#)

VAC Logo

Updated logo on site and newsletter.

No email announcement was prepared for new branding nor is the new branding mentioned on the site. This is a missed opportunity.

Non-Profit Sector Support

VAC Board Update – October 2021



ANALYSE DE LA VALEUR
VALUE ANALYSIS

CANADA

Opportunities with First Nations



- Initial outreach to Indigenous Services Canada (ISC)



Indigenous Services
Canada

Services aux
Autochtones Canada

- ISC's mandate is to **work collaboratively with partners to improve access to high quality services for First Nations, Inuit and Métis**
- Assembly of First Nations (AFN) is too high level → their focus is on policy
- Leverage VAC personal connection to engage ISC Ontario Region first
- Point of Contact: **Anne Scotton – Regional Director General (Ontario)**
 - Anne Scotton is forward-thinking and open to new ways of working

Proposed Plan



- Initial contact with RDG Anne Scotton to be made in October 2021 by Grand Chief Abram Benedict (Mohawks of Akwesasne) to gauge interest and propose a meeting with VAC representatives
 - Grand Chief Benedict is a proponent of the approach described in the Value Methodology, from firsthand experience on other projects
 - Grand Chief Benedict is a friend of Board member Mike Tozer and works regularly with RDG Scotton
- Schedule meeting between VAC Board members and RDG Scotton to discuss how the application of VM could support ISC efforts and explore what role VAC could play

2021 Other Business - Comments/ Thoughts (Paul Scarborough)

1. Develop mission and goals sufficiently to guide web site development
2. Expand effort to develop targeted communications to potential users based on mission and goals.
3. Initiate effort to create or license entry level VE/VA certifications such as VEL (Japan)
4. Develop website curriculum with content for entry level certification
5. Set up permanent effort to advocate for A 131-like mandate for Canada or Provinces.
6. Set up permanent effort to develop official relationships with other professional groups

Post AGM Strategy Session

Topics of Interest/ Discussion:

- VAC's possible future direction
- Collaboration with Swiss Value Association
- VAC Governance with defined roles and responsibilities
- YouTube channel
- Activities associated with hosting and event
- Phasing communications
- 2022 VAC Conference