

## CRIC AGM – June 18, 2025 – Draft Minutes

**Location:** At 12:00pm Eastern Daylight Time via Zoom.

### Attendees

Accredited Agency Member Representatives:

Margaret Brigley (Narrative Research), Sam Pisani (The Logit Group), Jessica Gibson (CRC Research), Jason Zweig (Canadian Viewpoint), Maxime Bourbonnais (MBA Recherche), Sija Jayakrishnan (Decision Point Research), Nicholas Borodenko (PRA), Rick Nadeau (Quorus Consulting), Susan Innes (Navigator), Nicole Antic (Quest Mindshare), David Head (MQO), Michael Williams (Advanis), Jean-Marc Léger (Leger), Quito Maggi (Mainstreet Research)

By Proxy to Margaret Brigley: Tyler Hassman (MD Analytics), Andy MacDonald (RMG), William Schatten (Context), Curtis Brown (Probe), Cynthia Pachovski (Ipsos), Anastasia Arabia (Trend), Jihad Melhem (Pivotal Research)

By Proxy to Sam Pisani – Collin Kiviaho (Elemental), Craig Worden (Pollara)

By Proxy to Jason Zweig – Rob Berger (Sago), Yvonne Brouwers (Illumina Research), Paul Gaudette (Dig Insights)

Associate Agency Member Representatives: Diana Lucaci (True Impact), Robert Wong (RMCG), Bolu Adisa (City of Calgary), Vincent Kwong (Intuit Research), Linda Di Luzio (Bell)

Others in attendance: John Tabone (staff)

### Call to order and Introduction

Margaret Brigley (Chair) confirmed that we have quorum and called the meeting to order. Margaret welcomed attendees joining the AGM and requested a motion to approve the agenda

Jessica Gibson moved that the agenda be approved. Susan Innes seconded the motion. The motion was unanimously approved.

MB-Introduced the 2024 CRIC Board.

Margaret Brigley, Chair	Sam Pisani, Vice Chair
Jason Zweig, Treasurer	Nik Nanos, Past Chair
Anastasia Arabia	Jean-Marc Léger
Robert Berger	Diana Lucaci
Stephanie Brown	Cynthia Pachovski
Jessica Gibson	Michael Williams

Margaret asked for a motion to approve the draft minutes of the 2024 CRIC annual general meeting.

Diana Lucaci made a motion to approve the minutes of CRIC's 2024 AGM. Susan Innes seconded the motion. The motion was unanimously approved.

## **Agenda Item 2-Review of 2023 and priorities for 2024**

John Tabone, CRIC's Chief Executive Officer, introduced three key members of the CRIC team.

Greg Jodouin, based in Ottawa, is the President of Pace Public Affairs. Greg had been part of the CRIC team since its inception and has been advocating on behalf of our industry for many years before that. Greg plays a critical role in supporting CRIC's strong advocacy programs that I'll highlight in just a minute.

Grace Woo, is CRIC's Manager, Communications, Events and Sponsorships. Grace joined CRIC in September of 2022. Grace dedicates about half of her time working for CRIC and the other half to CAIP Canada. She has contributed significantly to CRIC working on the CRIC Leadership Forums, numerous virtual events, our annual conference and the Research Got Talent competition.

Alana Miski, CRIC's Marketing Coordinator who joined CRIC in March of 2024. Alana dedicates half of her time to CRIC and half to CAIP Canada. Alana has made an impact by helping with communications including our foresight newsletter, setting up webinars and marketing the conference and other events.

John Tabone highlighted key accomplishments for 2024

- **Advocacy and Government Relations**
  - Represented industry on key advocacy topics including Bill C-27 (privacy/AI), threats to data quality, and misleading use of surveys to build voter contact lists
  - Continued dialog with CRTC, major TSPs and Hiya to address mislabeling of research calls
- **Standards and Ethics**
  - Issued requirements for reporting survey precision and on open link surveys
  - Supported members with standards related questions
  - Grew use of CRIC Research Verification Service
  - Joined Global Data Quality Initiative (GDQ) to champion data quality
  - Continued roll out of accreditation process with 16 completed
- **Increase Member Value and Support Thought Leadership**
  - Organized third CRIC CEO Forum supported by Cynthia Pachovski featuring global experts leading interactive sessions with CRIC leaders on pressing leadership issues.
  - Held successful second CRIC Conference in Toronto – The H\* Factor and launched inaugural Insights Excellence Awards
  - Recognized three new CRIC Fellows: Christian Bourque, Linda Di Luzio, Michele Sexsmith
  - Research Got Talent – congratulations to 2024 winners Liam Thexton
  - Over 30 events in 2024 including ones organized by CRIC and offered through collaborations with our partners including CAIP Canada, ESOMAR, WIRe, GDQ, GRBN, QRCA, and SampleCon
- **Increase Member Value and Support Thought Leadership (Committees)**
  - Communications Committee (new) chaired by Margaret Brigley (supporting CRIC Communications including new logo, conference, new website)
  - Client-Side Committee (New) chaired by Linda DiLuzio (engaging end clients)

- AI Committee (New) chaired by Jason Zweig (Released Guiding Principles/AI Showcase/Webinars)
- D&I Committee chaired by Lisa Wright (launched scholarships)
- Online Research Committee chaired by Greg Matheson (Issued Client Guide/webinar/GDQ)
- Standards Committee chaired by Margaret Brigley (reporting precision/open link)
- Partnerships
  - CAIP Canada – continued to support CAIP Canada to certify individual professionals
  - ESOMAR –worked closely to offer members access to the global resources and the global community
  - MRII/UGA – offer savings on their leading market research training online
  - QRCA – Continued partnership to support members offering qualitative research
  - WIRE – Continued partnership to advance the contribution and voice of women in research
  - SampleCon – Collaborate on GDQ and support SampleCon conference
  - ProLink- continued to offer insurance discounts for members and their employees
- Grow CRIC membership
  - Added 15 new corporate members growing to 105 members at the end of 2024

### **Agenda Item 3 - Governance update**

Margaret Brigley indicated that CRIC issued a call for nominations on May 23 to fill four positions on the CRIC Board that were up for renewal. We received four nominations and we are pleased to welcome Sébastien Dallaire, Jessica Gibson, Scott Megginson and Michael Williams to three-term on the CRIC Board.

Margaret Brigley, Chair	Sam Pisani, Vice-Chair
Jason Zweig, Treasurer	Nik Nanos, Past-Chair
Anastasia Arabia	Diana Lucaci
Robert Berger	Scott Megginson
Sébastien Dallaire	Cynthia Pachovski
Jessica Gibson	Michael Williams

Margaret thanked departing Board Members Jean-Marc Léger and Stephanie Brown.

### **Agenda Item 4 - Presentation of financial statements**

Margaret Brigley noted that a copy of the CRIC Financial Statements was distributed electronically to members earlier today. At our last AGM, Bennett Gold LLP was re-appointed as CRIC's Public Accountant. In accordance with the requirement of Canada's Not-for-profit act, Bennett Gold LLP has completed an independent review of CRIC's financial statements.

Margaret called upon CRIC's treasurer, Jason Zweig, to present CRIC's Financial Statements for the year ended 2024.

Jason Zweig noted that in our fifth year of operation, we generated \$670,000 in revenue, a 11% increase over the previous year. Our membership revenues grew by 8% and our events and sponsorship revenue, led by our second annual conference, grew by 16%. We also took advantage of the higher interest rates and invested our reserves into a GIC that generated over \$22K in interest. We previously qualified for the Canadian Emergency Business Account that provided a \$60K interest free loan. The loan was paid back by the deadline in January of 2024 to qualify for the \$20K loan forgiveness subsidy.

We continued to prudently manage our expenses in 2024. Our largest expenditures included staffing, our government relations consultant and our annual conference. We achieved a net surplus of \$133K in 2024 allowing us achieve our minimum reserve target of 6 months of operating expenses.

For 2025, we will continue to focus on growing our membership to strengthen our financial position. In 2025, we will have increased revenues from events as a result of the continued growth in our conference that took place last month. We will continue to prudently manage our expenditures with the goal of achieving a small surplus for 2025 that will allow us to continue to build up appropriate reserves.

2024 was a good year and with the support of our current and new members, we anticipate 2025 will be even better.

#### **Agenda Item 5 - Appointment of public accountant**

Margaret Brigley invited a motion for the appointment of CRIC's public accountant for 2023.

Jason Zweig moved that Bennett Gold LLP be appointed as CRIC's public accountant until the next general meeting. Jessica Gibson seconded the motion. Motion was unanimously approved.

#### **Agenda Item 6 - Other Business**

Margaret Brigley asked if there is any other business that may properly be brought for this meeting? Hearing that there is no additional business, Margaret invited a motion to adjourn today's meeting.

Michael Williams moved that the meeting be adjourned. Sam Pisani seconded the motion. Motion was unanimously approved.

Margaret Brigley declared this annual general meeting of members of the Canadian Research Insights Council (CRIC) concluded.