

# Chapter Guidelines

These guidelines apply to all affiliated regional chapters of the Canadian Parking Association and form part of the Board-approved policies of the association.

## I Creating a New CPA Chapter

1. Submit a written request for permission to create a new chapter to the Canadian Parking Association's head office, Attention: Executive Director.
  - Include the proposed name for the new chapter and a delineation of the geographical or functional area proposed to be served by the new chapter.
  - Submit names of the proposed Chair and organizing committee which will include not less than two members of the CPA in the proposed area.

Submit a list of potential chapter members, their CPA membership status (if known), and their contact information including mailing address, telephone/fax and email address. All members must be prepared to adopt and abide by the CPA's guidelines for chapters, as detailed in this document.
2. Upon review and approval by the CPA Board of Directors, permission will be granted for the new chapter to be formed. At this time the new chapter will be given permission to use the name of the Canadian Parking Association and to use the CPA logo, adhering to the guidelines for use set out in the Media Kit. (Should the CPA Board of Directors de-certify the chapter for any reason, that right will end and any use of the CPA's brand must cease.)
3. Organizers of the local chapter must make a commitment on their own behalf and on behalf of the chapter that the first order of business will be:
  - to elect an organizing committee consisting of CPA members in good standing;
  - to adopt a code of ethics that reflects the mission and vision of the CPA Board of Directors and members;
  - to adopt practices that further the aims and objectives of the CPA;
  - to follow the policies and directions of the Board of Directors of CPA;
4. Each chapter will need the active participation of sufficient organizations linked to the parking industry: managers, directors and owners, plus the support of various professionals and businesses that provide services to the local parking community. It is recognized that some geographical areas will have fewer members than the larger centres; however, a minimum of 20 members is considered necessary to sustain the existence of a local chapter.
5. Set a date and budget plan for a meeting or event (to include plans for membership recruitment) in the local area within six months of the chapter's inception and/or not within two months of the CPA's national conference and trade show (held in the fall of each year). CPA may make available presenters, topics of interest, and a donation to offset costs of the first meeting.

## II Existing CPA Chapters

All chapter leaders are required to complete and submit the required information which pertains to these chapter guidelines, and are required to notify the CPA of any changes as they occur, i.e. change of chapter chair, geographical area, chapter members, etc.

### III Meeting Formats

Meetings can range in format to best suit the chapter and its members' needs. Each chapter should hold at least one educational/information session per year, preferably in the springtime opposite the national annual conference and trade show event. Sample formats are:

#### **INFORMAL ROUND-TABLE MEETING OR OPEN-FORUM DISCUSSIONS**

- no budget or minimal budget required;
- held at a member's office or boardroom;
- with or without coffee service and/or catered luncheon;
- 2 – 3 hour duration;
- registration fees to cover basic expenses based on approved budget.

#### **FULL DAY EDUCATIONAL SEMINAR**

- up to 3 presentation and/or information sessions;
- food & beverage, such as a buffet luncheon;
- up to 5-hour format;
- off-site room rental, such as a hotel meeting room, or conference facility;
- user fees to offset cost of food, room rentals, AV equipment and other related expenses.

#### **SOCIAL EVENT**

- sporting event such as a golf tournament, ski day, or curling event;
- breakfast meeting to start the business day;
- cocktail party at a local establishment to end the business day;
- registration fees to cover food & beverage, door prizes, etc.

#### **OR, ANY COMBINATION OF THE ABOVE.**

The goal of the chapters is to provide suitable networking events for the parking industry at the local level that will support CPA membership growth at the national level. To this end, meeting formats can be developed to encourage maximum participation by the local members.

### IV Responsibilities

The CPA and its local chapters have a responsibility to ensure that the chapters provide services to CPA members and the local parking community that they serve in a manner that meets the standards of the association. As such, CPA has developed policies on matters such as financial and membership reporting, services to be provided by the chapters and responsible leadership to the members. For the most part, these policies are mandatory, but CPA may grant temporary relief upon the request of the chapter.

The CPA and the chapter leaders will share names and contact information for people in the geographical district of the local chapter that are - or would be - potential members of the CPA and the local chapter.

#### **CPA**

- a) The Executive Director will act as liaison to work with the new chapter as a mentor in the creation and planning of the new chapter. An existing chapter may be asked to become a mentor chapter to the new chapter.
- b) The CPA staff will assist chapter leaders in advertising, organizing and reconciling events as outlined on the chapter's annual meeting schedule plan, or as required. Event registration and fee collection will be managed through the CPA's on-line Calendar of Events leading up to the event date.

- c) Electronic announcements and invitations will be sent through the CPA's main database at intervals determined to be appropriate by the CPA and in consultation with the chapter leaders. Pre-event registration and applicable fees (if any) will be made directly to CPA, and a summary of paid registrants will be provided to organizers prior to the event. In certain circumstances, chapter organizers may be required to collect outstanding registration fees at the door from attendees who have not pre-paid and submit them to the CPA with the event reconciliation.
- d) The CPA will be responsible for surplus funds or losses generated from chapter events and will oversee the planning of events in order to produce revenue-neutral activities at the chapter level. It should be recognized that membership dues do not fully fund the CPA local chapters. Revenue must be generated from other sources to offset some meeting expenses and accordingly, efforts are needed by the chapter leaders to ensure the continued success of the local chapter (e.g. ensure registration fees are charged for each event that will generate sufficient funds to cover the expenses incurred by the chapter).
- e) CPA will advise and assist chapters to reconcile negative balances as a result of poor attendance or unexpected expenses from a particular meeting or event. However, it is incumbent upon the event organizers to plan to recover all costs associated with their events in a responsible manner.

## CHAPTERS

In order to be considered an official chapter of the CPA, chapters will:

- a) Be governed by CPA by-laws, adopt the ideals set forth in the CPA mission statement, and compliment the CPA's national objectives, aims and policies by furthering them on a local level.
- b) Ensure that the Chair and event organizers are members of the CPA in good standing. It is expected that chapter leaders will use the local chapter events to showcase the benefits of membership in the CPA and conduct membership drives at the local level, to ensure the growth and continued success of the CPA.
- c) Provide a communication link between the CPA and all members, plus non-members from the local parking industry, and provide input on local and national issues. All chapters are encouraged to contribute to the CPA's website and printed materials by providing insight into local issues.
- d) Recognize the needs of the local parking community and provide support through the local chapter and members.
- e) Provide a local forum/network for the exchange of ideas, material and information through direct contact, seminars, educational programs, e-mail addresses, website links, etc. Members are also encouraged to make use of the information forum located on the CPA website.
- f) Present at least one educational/information program or seminar per year, in addition to the CPA's national annual conference and trade show and other social or informal events.
- g) Submit a draft budget prior to each event. Form DC-1 (Budget Planning) is provided for this purpose to use as a guide. Fees collected 'at the door' will be forwarded to the CPA with an accurate accounting immediately following the event (Form DC-2 Meeting Attendance). CPA may be asked to issue invoices in certain circumstances if a walk-in arrives unexpectedly.
- h. Submit written reports and high resolution photos from chapter events in a timely manner for publication in the Parker magazine, and on the website.
- j) Submit articles or topics of interest for printing in the Parker magazine, or submit items of interest to the Interchange forum on the CPA website to encourage discussion of issues at the local level.
- k) Provide nominations for the annual Canadian Parking Foundation 'Ted Seeberg Award' and the 'Ed Keate Award' programs and the CPA Member and Business Member Awards, (note: annual deadline for submissions is September 1st).
- l) Provide leadership and support for the national annual conference and trade show by attending, promoting and assisting the local host committee when the event is scheduled in the corresponding geographical region.
- m) Chapter chairs and event organizers may not, at any time, enter into binding contracts that could potentially expose the CPA to liability. All contracts that bind the CPA must be forwarded to the Executive Director for review and authorization prior to the event. No chapter chair may act as signing authority for the CPA.

## V Funding for Chapter Events

Newly-formed chapters may make a formal request for funding from the CPA to assist in setting up the first meeting of the chapter.

Thereafter, chapter leaders are asked to submit an annual meeting schedule plan and budget for each event that requires funding to cover expenses. Budgets should be balanced, with sufficient revenues generated from registration fees so as to cover expenses such as room rentals, food & beverage, presenters, etc. (use form DC-1).

If extra funding is required for special circumstances, a request can be included with the budget plan. Details must be provided before funding will be approved. Consideration will be given to chapters that submit their funding requests prior to the start of the fiscal year (June 1), and then on a first-come, first-served basis thereafter.

Services to Non-Members: Non-members may be charged additional fees which may be more than those charged to members for chapter events, but must be reasonable in relation to the benefit derived from attending the meeting.

### SPONSORS

Chapter leaders may not solicit sponsorship from other CPA members without prior approval from the Executive Director. All requests for sponsorship must be made through and approved by the CPA national office.

Gifts or prizes in kind may be accepted from local businesses.

## VI Chapter De-Certification

a) The CPA Board of Directors may de-certify a chapter when:

- the chapter experiences a financial setback to the extent that it can no longer sustain itself;
- membership levels in the chapter fall below the minimum number required by CPA, as specified in these guidelines;
- the chapter fails to provide the minimum level of services to its members as required by CPA;
- it is determined that the chapter is not conforming to CPA's by-laws, policies or decisions;
- the chapter has brought CPA into disrepute.

The CPA's Chapter Chair and/or the Executive Director are responsible for determining the viability of a chapter and shall make its recommendation for de-certification to the CPA Board of Directors.

b) Should de-certification of a local chapter become necessary, members of that chapter will be afforded the opportunity to become members of a neighbouring chapter.

c) A chapter that is de-certified will have the right to use the CPA name and logo revoked.