

**Minutes of the Meeting held on**

September 27, 2016

Moncton, NB

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**Members of the Board present:**

Rémi Racine, Chairperson of the Board  
Hubert T. Lacroix, President and CEO  
Edward Boyd  
Sonja Chong  
Robert Jeffery  
Marni Larkin  
Terrence Leier  
Maureen McCaw  
Marlie Oden





**Members of the Board absent:**

Norman May

**In attendance:**

Sylvie Gadoury, Vice-President, Legal Services, General Counsel and Corporate Secretary  
Stéphanie Duquette, Chief of Staff to the President and the CEO  
Tranquillo Marrocco, Associate Corporate Secretary

**Also participating:**

Alex Johnston, Vice-President, Strategy and Public Affairs (Item 7.1)  
Louis Lalande, Executive Vice-President, French Services () (Item 5)  
Monique Marcotte, Vice-President, People and Culture (Item 4)  
François Messier, General Manager, Productions, French Services () (Item 5)  
Jean Mongeau, General Manager and Chief Revenue Officer () (Item 5)  
Greg StremLaw, Executive Director, Sports, English Services () (Item 5)

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**Opening of the Meeting**

At 10:00 a.m., the Chairperson called the meeting to order.

## 7.1 Preparations for the Government's Consultations

Hubert T. Lacroix noted that, in light of

and the Corporation's position paper with respect to the Government's consultations on strengthening Canadian content. He would therefore like to circulate a document to the Strategic Planning Committee next week.

Alex Johnston provided an update on the development of the Corporation's position paper and provided a timeline for seeking the Board's input.

Board members inquired about the impact an ad-free CBC\Radio-Canada would have

the expected release date,

Board members then agreed that the Corporation's position paper should be presented to

### **1. In Camera Session with the President and CEO**

The Board met in camera, with Sylvie Gadoury in attendance, to discuss various matters.

### **2. Adoption of Minutes**

On a motion duly moved and seconded, **IT WAS RESOLVED**, — That the Minutes of the August 25, 2016, Board of Directors meeting be approved.

### 3. Governance Review Plan

Sylvie Gadoury provided an overview of the proposed governance review plan aimed at revising our governance instruments following the Governance Report. She noted that we would seek the services of a consultant for this phase of the project.

Board members inquired about the project's completion, the transition from one consultant to the other, and the extent of SET's involvement with this project phase.

On a motion duly moved and seconded, **IT WAS RESOLVED**, — That proposed governance review plan be approved.

### 4. Organizational Design Update

Board members congratulated Monique Marcotte on her appointment as Vice-President, People and Culture.

Monique Marcotte provided an update on the various Components' organizational design initiatives. She noted that the project deliverables were on track.

Board members inquired about the projected of regional digital services, the English Services executives' views with respect to the reorganization of News and the Regions, English Services, the organizational design direction for People and Culture, and staffing resources in the regions.

### 5. Olympic Games Debrief

Greg Stremlaw provided an overview of the KPIs for the Rio Olympic Games and the results achieved.

Jean Mongeau provided an overview of the social media and marketing strategies used for the Olympic Games. He also noted that they are doing a post mortem to have a better understanding of the outcomes.

Francois Messier provided an overview of the collaboration efforts among the media lines, and their positive impact.

Greg Stremlaw then provided an overview of the broadcasting rights and KPIs for the Paralympics.

Board members inquired about the results of the branded content initiatives, the impact of the Zika virus on ad revenues, the sales team's effectiveness, the number of sports covered remotely, the difference between the broadcasting rights for the Paralympics and the Olympics, the sale of ads for the Paralympics, the future discussions and relationship with the International Olympics Committee, and \_\_\_\_\_ with the IOC for the Sochi Games and projected for the next Games. They also congratulated the media lines for their excellent coverage of the Games.

## 6. Infrastructure Committee Report

Most of the Directors having attended the Infrastructure Committee meeting held earlier today, this agenda item was not proceeded with.

## 7. Varia & In Camera Session (continued)

### 7.2 Calendar of Meetings

Rémi Racine explained the rationale for changing the February 22-23, 2017, meeting dates.

On a motion duly moved and seconded, **IT WAS RESOLVED**, — That the February 22-23, 2017, Board and committee meeting dates be changed to February 16-17, 2017.

### 7.3 In Camera Session

The independent Directors met in camera to discuss various matters.

## Adjournment

At 2:30 p.m., the meeting was adjourned.

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Chair

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Secretary