



INTERNATIONAL CLASSIFIED MEDIA ASSOCIATION
Making classified media work better!

ORLANDO GENERAL MEETING BUSINESS MEETING MINUTES

13 NOVEMBER 2004

The meeting was opened by Jill Armer, Director of Operations for Buy & Sell Ireland and ICMA's Acting Chair.

Jill asked delegates to test the electronic voting system and 100% of attendees agreed that we were indeed in Orlando.

The Secretary's and Treasurer's Report were published in the conference booklet and Jill reviewed the main points. There were no questions from attendees.

Lucie Hime, ED of ICMA, made a short presentation describing Head Office activities over the past 6 months. The NANI project had been launched on 14 October and the first trans-Atlantic ad should be sold by the end of November. HO had implemented a comprehensive internal communications programme, which included the production and distribution of a "Toblerone" sales tool, and the promotion of a great incentives programme with trips to San Francisco and Barcelona to be won. Extensive preparations for future General Meetings had been made, with a contract already signed for Barcelona and negotiations well under way for India, hosted by Free-Ads, where a full social programme will be offered to make sure that members get to see the best of this destination.

Lucie also drew attention to the conferences that she attends on behalf of ICMA members – recent events were the Newspaper Association of America's Call Centre and Classified Convention, and IFRA/WAN's Beyond the Printed Word conference. Full reports are available in the ICMA Library. ICMA has also welcomed three Associate Members since the new membership level was introduced – iPIX, Joshua Advanced Media Services and Classified Intelligence. On a domestic note, HO is busy overhauling its IT systems with a new server, is planning to move to new, cheaper premises in early 2005, and is sorry to lose Joanne due to relocation but welcomes Karina van Lenthe as the new Communications and Events Manager.

Project PHOENIX was presented and explained to attending delegates. ICMA plans to partner with Joshua Advanced Media Systems to develop a web-based, user-friendly application which will allow ICMA publishers to sell print and online photo-ads, network (online) ads, and offer their advertisers a self-service page through which they can

book ads 24 hours a day. Attendees asked questions such as whether it would cost more annually than the current FAPCOM system (no, it should cost the same and get cheaper), whether the credit-card charges would be 5% (we will work at getting much lower charges than this), whether Joshua would continue to be compensated from revenues after the pay-back period ended (yes, to reward them for the risk that they are taking but at a lower rate,) and whether Joshua felt confident in being able to deliver (yes! they have the ultimate incentive, not wanting to fail in front of 60 potential customers).

The delegates voted on:

“Do you agree with the proposed changes to the Bylaws approving the introduction of PHOENIX as a replacement for FAPCOM as outlined in the documents circulated to publishers on Wednesday 13 October 2004?”

and the motion was passed unanimously. PHOENIX will be developed during early 2005 and rolled out during the summer.

Lucie then presented the proposed budget and membership rates for 2005 – membership will remain at Euro 3800 and the system installation will fall to Euro 950, system usage will stay at Euro 0.13. No questions were asked and the delegates voted on:

“Do you accept the proposed 2005 budget?”

and the motion was passed 95% in favour, 5% against. The 2005 budget was therefore deemed approved.

The meeting moved to the election of Association officials. There was a single candidate for Chair of ICMA, Jill Armer, Secretary of ICMA and Acting Chair since the departure of Stefan Anderson in July. Delegates voted unanimously to support her candidature and Jill was duly elected Chair of ICMA and will serve until the Business Meeting at the Barcelona General Meeting on 28 May 2005.

An election was held to fill the two vacant positions on the ICMA Committee, following the resignations of Stefan Anderson in July and Ingemar Elfvin in August. Two candidates, Kaisa Ala-Laurila, V-P Classifieds of Keltainen Pörssi and Palsta, and Rob Paterson, Group MD of Friday-Ad, introduced themselves and their reasons for standing. Both were duly elected with 100% of the vote and will serve until the Business Meeting at the Barcelona General Meeting on 28 May 2005.

There was no additional business and Jill then closed the meeting with a vote of thanks to our hosts, Flyer Publishing, and a presentation of gift to Dick Mandt, CEO of Flyer Publishing.