



## MINUTES OF THE LISBON BUSINESS MEETING – 5 MAY 2007

Jill Armer, outgoing ICMA Chairperson, opened the Business Meeting and welcomed the many attendees.

Handsets were distributed and the electronic voting system was tested and found to be working properly.

Jill reminded delegates that the Secretary's and Treasurer's Report were published in the conference booklet. There were no questions or comments from attendees.

Lucie Hime, ICMA Executive Director, presented the 2006 audited accounts to the Business Meeting, her presentation can be downloaded from the database from Monday 21 May. The full audit document was also published in the conference booklet. There were no questions or comments from the attendees and the meeting moved to a vote.

**Motion 1 - "Do you accept the financial statement for 2006?" was approved unanimously.**

Lucie then recommended that the Business Meeting approve the appointment on Accountants BWA as ICM auditors for the following financial year.

**Motion 2 - "Do you accept the choice of Accountants BWA as ICMA auditors for 2007?" was approved unanimously.**

A presentation on ICMA Projects – what Head Office has been doing for members over the past 6 months – followed. This presentation can be downloaded from the database from Monday 21 May.

The proposals to transfer the operational control of the PHOENIX ad exchange to a third-party were then presented to the Business Meeting. Jack Humphreville commented that there could still be some residual value in the ad exchange activities and that the Association should be mindful of its worth in negotiating any contract. There was a discussion about whether any proposed contract would be brought back before the membership for approval, and Lucie confirmed that as the motion stood, no further approval would be required. Both Jill and Rob Paterson of the Committee reminded the Business Meeting that the Committee members are all participants in the ad-exchange, publishers themselves with a stake in the Association, and have committed themselves to consultations with all the major users of the ad-exchange to ensure that any final agreement is satisfactory to members. There were no further questions or comments and the meeting moved to a vote.

**Motion 3 - "Do you agree to the proposed changes to the ICMA Bylaws as outlined, and authorise the transfer of all ad-exchange activities to a third-party as soon as possible?" was approved unanimously.**

**Motion 4 - "Do you agree that the ad-exchange service is no longer a core part of ICMA's activities and therefore that the PHOENIX service should be wound up by 31 December 2007?" was not voted on.**

Lucie then presented the proposals to open up the membership criteria of the Association by amending the Articles to permit publishers of all types to apply for membership. These proposals generated a good discussion and clarification of all attendees' views.

There was a concern expressed by Sidharth Gupta, and echoed by some others that the unique openness of ICMA would be compromised by the admission of publishers who were not explicitly required to be active in the field of classifieds. Lucie noted that the 'barrier to entry' – the annual fees – were already at a sufficiently high level to act as a deterrent to any potential applicant which did not already have a serious interest in classifieds. Gerald Coniel gave the example of the two attendees in Munich – Jeanne and Elsie from Singapore Press

Holdings. Both Jeanne and Elsie have classified-specific roles within their newspaper group, working on a day-to-day basis in the classified media industry, and are able to offer a lot of expertise and experience to the Association, but simply because their company did not have a classifieds-specific product, we are unable to invite them to apply.

Martha de la Torre commented that in her market there were plenty of competing publishers who do not currently carry classifieds but would love to learn how to do so, and that she would oppose their application for membership as it would threaten her business. Paul Gallucci observed that whilst membership of ICMA was valuable, it was not a question of joining and attending a couple of conferences and suddenly one would be a classifieds expert.

Sidharth questioned whether a 'publisher' such as Classified Intelligence would have the right to apply under the new rules. Lucie answered that indeed they would have the right to apply for membership, but she pointed out the checks and balances in the system that exist to protect the Association. Members will still have all the details of any applicants circulated to them in advance and there will be the normal 30 day approval period during which members can lodge any substantive objections with the Committee. The Committee has been elected to protect and serve members' interests, and Rob underlined the fact that any members' such concerns would be taken into account and studied very carefully.

Gerald made the point that when the Association voted to end the 'one-city, one-member' rule early in its existence, everyone wept and wrung their hands, predicting that this would be the end of the Association as they knew it. And when they voted to open up the membership criteria to nonfree-ads papers in 2001, everyone again said that this was the end of an era, the openness would be gone and everything would change for the worse. None of these things had happened, he said, the Association was just as open, and stronger and more valuable than ever.

Franco Ucelli asked whether the changes to the Bylaws meant that the Committee had the power to amend the Bylaws without further consultation with members. Lucie answered that no changes had been made to this area, and that the Committee retained the right to present proposed changes to the membership (the membership also has the right to do this), but that for these to come into effect, there has to be a vote by the membership.

Franco further questioned why the requirement for a new member to make a presentation had been changed from 'must' to 'may'. Lucie replied that this was tidying-up exercise which offered more flexibility to members who – for whatever reason – could not attend GM's during their first year of membership, and that Head Office and the Committee remained committed to integrating new members as quickly as possible into the ICMA family.

Franco's final question related to the removal of the requirement for a new member to provide a complete datasheet of their publications to the membership. Lucie pointed out that this was a hang-over from the days when members were papers, rather than companies, and that, for example, if News International were to join, it would be completely impracticable for the Association to require this information from the many hundreds of publications that it operates.

Dirk Apers asked whether the 'C' in ICMA's name would still remain. Lucie replied that it would, it is what the Association is about, and will continue to focus on.

There were no further questions and the meeting moved to a vote.

**Motion 6 - " Do you agree to the proposed changes to the ICMA Articles as outlined in the attached document which will change the Association membership criteria?" was passed with a majority vote.**

**Amending the Articles requires a quorum of over a third of ICMA members to be present or represented at the vote and there were 33 of the 61 members present or represented. Further, the motion has to be passed by a majority of two-thirds, the figure achieved was 93% approval.**

The final vote of the meeting was to elect a new Committee for 2007–2009. As per the Bylaws, the 2005-2007 Committee has resigned en masse. Three members were not standing again for election – Jill Armer, Gerald Coniel and Sergey Kochurin.

The first election was for the ICMA Chairperson and there was one candidate, Rob Paterson of Friday-Ad Ltd, who was elected unanimously.

The reminder of the Committee positions were filled by the following candidates:

Josef Kogler, Inform Media Group, Hungary/Romania  
David Waghorne, Northcliffe Newspaper Group, UK  
Mike Katajamaki, Ilta-Sanomat, Finland  
Ramon van den Ende, Ocasiao, Portugal  
Koen Vandaele, Koopjeskrant, Belgium  
Genevieve Lebrun, Trader Corporation, Canada

[Following the Business Meeting, the Committee re-appointed David Waghorne to serve as Treasurer and appointed Josef Kogler as Secretary.]

Finally, Lucie proposed a vote of thanks to Jill for her sterling work as ICMA Chairperson over the past 3 years, and presented a gift in appreciation of her efforts. Likewise, Lucie thanked on behalf of the Association, Karina van Lenthe, the Communication and Events Manager who will be leaving us at the end of May, and presented her with a token of our appreciation.

There being no further business, the Business Meeting was declared closed.