

PAA CEC
Meeting Minutes
Date: 20th January, 2017
Venue: M. Communications (Pvt.) Ltd., Islamabad.

The PAA Central Executive Committee meeting was called by the Chairman Mr. Masood Hashmi on 20th January, 2017 at 2:30pm. The venue of the meeting was the Conference Room at M. Communications (Pvt.) Ltd., Islamabad.

Attendance:

Meeting was chaired by Syed Masood Hashmi, Chairman, PAA and attended by the following:

1. Syed Masood Hashmi – Chairman PAA
2. Mr. Jawad Humayun – Sr. Vice Chairman PAA
3. Mr. Waqar H. Haidri – Vice Chairman PAA
4. Mr. Sohail Kisat – Member CEC
5. Mr. Owais Hamid Khan – Member CEC
6. Mr. M. Zeeshan Khan – Member CEC
7. Mr. Mubin Ahmed Malik – Member CEC

Absent Members:

It was decided in the meeting that action will be taken to those CEC members who failed to attend 3 consecutive meetings as per rules of memorandum & articles of association.

Following CEC members were absent from the meeting.

1. Mr. Mehmood Parekh
2. Mr. Nadeem Akbar
3. Mr. Ali Mandviwalla
4. Mr. Numan Nabi Ahmed
5. Ms. Seema Jaffer
6. Ms. Faiza Nadeem

PAA Secretariat:

1. Mr. Tariq Rasheed, Secretary PAA

Agenda:

The agenda of the meeting was to discuss the following points:

1. To begin with recitation Ayats from the Holy Quran-e-Karim.
2. Dua-e-Maghfirat for sad demise of Mr. Akbar Ali.
3. To confirm/approve Minutes of the last CEC meeting held on 19th August 2016 at Lahore.
4. To appoint Legal Advisor of PAA. (Dr. Amjad H. Bokhari from November 1st 2016 to October 30th 2017 @ Rs.35, 000/- per month).
5. To appoint Executive Director for PAA Secretariat.

6. Shifting of PAA Secretariat from Gulshan-e-Iqbal to Defence Housing Authority.
7. To discuss draft letter for incomplete receiving of the membership applications/renewal of membership for the year 2017.
8. Adoption of CEC member from Lahore against resignation of S.V. Advertising (Pvt) Ltd.,
9. Designing of PAA MPT & Website.
10. Approval of AFAA contribution of Rs. 2,000/- from PAA member Ad agencies.
11. Briefing by PAA leader of delegation of AFAA AGM and bid presentation of Ad Asia 2019 Lahore at Taiwan and to review logo competition entries.
12. To review progress report from PAA Councils.
13. Statutory Returns (SECP).
14. To review/progress of ADFEST event.
15. Requirement of Budget recommendations (2017-2018) for Small and Medium Enterprises Development Authority Ministry of Industries & Production.
16. Approval of following:-
 - i) Nomination of Chairperson / Senior Vice Chairperson and Vice Chairperson of Standing Committee on Advertising for FPCCI 2017.
 - ii) Payment of Rs.50, 000/- being Annual Subscription of FPCCI for the year 2017.
 - ii) Purchase of Membership Certificate book for the year 2017 on payment of Rs.5, 000/- from FPCCI.
 - iii) Nomination of Two representatives on a joint committee on National Readership Survey by APNS.
 - iv) Taxation / Consultation services from M/s E.Y (Rs.60, 000/- per month).
- 17) Any other matter with the permission of the Chair.
- 18) Next CEC meeting Lahore.

Discussion Session (Point by Point):

1. Meeting started at 2:55pm with the recitation of Quran e Pak
2. Dua-e-Maghfirat (Fateha) was done for the sad demise of Mr. Akbar Ali
3. To confirm / approve Minutes of the last CEC meeting held on 19th August 2016 at Lahore
 - a. The minutes of the last meeting were confirmed and approved by the CEC
4. To appoint Legal Advisor of PAA. (Dr. Amjad H. Bokhari from November 1st 2016 to October 30th 2017 @ Rs.35, 000/- per month)
 - a. The appointment of Mr. Amjad H. Bokhari was confirmed by the CEC after thorough discussion amongst the members

5. To appoint Executive Director for PAA Secretariat
 - a. After thorough discussion amongst the members; it was mutually decided that Executive Director for the PAA Secretariat would be hired. For the purpose an Ad would be placed in the Karachi based newspapers and also on social media. The Ad would be designed by M. Communications (Pvt.) Ltd. and shared with the CEC members for approval and release
6. Shifting of PAA Secretariat from Gulshan-e-Iqbal to Defence Housing Authority
 - a. After thorough discussion amongst the members; it was mutually decided that a suitable office of approximately 1000 Sq Ft would be hired on rental basis in DHA Karachi.
 - b. It was also decided that the old PAA secretariat would also be retained with nominal staff for a foot print in the market
7. To discuss draft letter for incomplete receiving of the membership applications / renewal of membership for the year 2017
 - a. After thorough discussion amongst the members; it was mutually decided that Each Zone Chairman would pursue with the agencies in their zones to send complete set of documents for membership.
 - b. It was also cleared that Tax Returns are essential for the membership even in the form of FBR Acknowledgment receipt
 - c. It was also decided that PAA will not support any un-ethical practice by the agencies
8. Adoption of CEC member from Lahore against resignation of S.V. Advertising (Pvt.) Ltd.
 - a. After thorough discussion amongst the members; it was mutually decided that Brig. Rehan – CEO of M/s Creative Junction (Pvt.) Ltd. would be adopted in the CEC in place of S. V. Advertising (Pvt.) Ltd.
9. Designing of PAA MPT & Website
 - a. After thorough discussion amongst the members; it was mutually decided that PAA Secretariat would consult Mr. Oswald Lucas, Chief Creative Director of M/S Orient McCann (Pvt.) Ltd. for the development of PAA Minimum Production Tariff (MPT).
 - b. The meeting considered the progress made by Mr. Waqar H. Haidri and members were pleased to note 90% work of PAA website had already been completed. The members present requested Mr. Waqar H. Haidri to launch the PAA web site at the earliest. It was also requested to all CEC members to provide their profile and Pictures for the website
10. Approval of AFAA contribution of Rs. 2,000/- from PAA member Ad agencies
 - a. After thorough discussion amongst the members; it was mutually decided and approved that AFAA contribution of Rs. 2000/- shall be collected from PAA members
11. Briefing by PAA leader of delegation of AFAA AGM and bid presentation of Ad Asia 2019 Lahore at Taiwan and to review logo competition entries
 - a. After thorough discussion amongst the members; it was mutually decided and appraised that PAA made an excellent presentation in AFAA General Meeting in Taiwan which was appraised by worldwide audience present there.
 - b. Contributions of Mr. Sarmad Ali, Mr. Masood Hashmi, Mr. Sohail Kisat, Mrs. Fatima Kisat, Mr. Waqar H. Haidri, Ms. Fatima Zakir, Mr. Oswald Lucas and Mr. Ch. M. Qaiser for the presentation was appraised by the CEC.

- c. It was decided that PAA would have to work to make a big impact in Ad Asia 2017 Bali, Indonesia.
 - d. It was also decided and made clear that Ad Asia 2019 Lahore would be from the platform of PAA and all other interested media groups would be invited to participate on sponsorship basis under the flagship of PAA.
 - e. It was also decided that PAA secretariat would send letters to all the member agencies for the Ad Asia 2019 Lahore logo competition and winner agency's only one representative would be sponsored to attend Ad Asia 2017 Bali from the platform of PAA.
12. To review progress report from PAA Councils
- a. After thorough discussion amongst the members; it was mutually decided that every council of PAA would give the yearly performance report in a 15 minutes presentation at the next CEC meeting in Lahore.
13. Statutory Returns (SECP)
- a. Mr. Tariq Rasheed – Secretary PAA informed the CEC that a reply to the SECP has been sent regarding the Statutory Returns of PAA after consultation with the legal advisor of PAA.
14. To review/progress of ADFEST event
- a. After thorough discussion amongst the members; it was mutually decided that any member agency who wants to attend ADFEST 2017 can do so individually.
15. Requirement of Budget recommendations (2017-2018) for Small and Medium Enterprises Development Authority Ministry of Industries & Production
- a. After thorough discussion amongst the members; it was mutually decided that reply to the letter of Small and Medium Enterprises Development Authority Ministry of Industries & Production would be prepared by Mr. Ali Mandviwalla and after approval from CEC would be sent.
 - b. It was also decided that wrongful deductions of tax by the AGPR on the payments being made to the agencies should be taken up with the concerned authorities
16. Approvals:
- a. Nomination of Chairperson / Senior Vice Chairperson and Vice Chairperson of Standing Committee on Advertising for FPCCI 2017.
 - i. The meeting discussed and unanimously decided to nominate Mr. Mahmood Parekh would be as Chairperson, Mr. M. Zeeshan as Sr. Vice Chairperson and Mr. Gulzar Ali as Vice Chairperson.
 - b. Payment of Rs.50, 000/- being Annual Subscription of FPCCI for the year 2017
 - i. Rs. 50000/- was approved as annual subscription fee of FPCCI for the year 2017.
 - c. Purchase of Membership Certificate book for the year 2017 on payment of Rs.5,000/- from FPCCI
 - i. Rs. 5000/- was approved for the purchase of membership certificate book for the year 2017.

- d. Nomination of Two representatives on a joint committee on National Readership Survey by APNS.
 - i. Mr. Syed Masood Hashmi and Mr. Ali Mandviwalla would represent PAA on a joint committee on National Readership Survey by APNS
- e. Taxation / Consultation services from M/s E.Y (Rs.60, 000/- per month)
 - i. It was mutually approved that M/s E. Y. would be hired as tax consultant on Rs. 60000/- per month till June 30th 2017
 - ii. It was also decided that the performance of the M/s E. Y. would be evaluated by the CEC and contract extension would be decided on its basis

17. Any other matter with the permission of the Chair.

- a. It was shared by the Sr. Vice Chairman of PAA that a very fruitful roundtable meeting was held by the APNS in Islamabad and many matter/issues related to the agencies were discussed including the issues of PID CRO to be considered as DRO and unfair suspension of agencies without putting into pressure the government departments to pay the bills of agencies in time.
- b. It was informed by the Secretary PAA that 3 fans and 6 chairs have been donated by Mr. Waqar H. Haidri to the PAA Secretariat.
- c. Syed Masood Hashmi, Chairman PAA donated an AC for the PAA Secretariat.
- d. The procurement of generator for the secretariat would be decided later

18. Next CEC meeting Lahore

- a. It was decided that next CEC meeting would be held in Lahore and its venue/date/time would be decided later

Ending Note:

At the end, Syed Masood Hashmi – Chairman PAA thanked Mr. Sohail Kisat for hosting the CEC meeting and also thanked everyone present for their participation and valuable suggestions put forward in the meeting.



TARIQ RASHEED

Secretary PAA


