



**4-H Canada Board of Directors Meeting
Corporate Minutes**

Wednesday, May 27, 2015

6:30 p.m. (EST)

GoTo Meeting Format

Present:	Valerie Pearson Rob Schmeichel Kim McConnell Jennifer Christie	Cameron Choquette Lyndon Stewart Rob Black	Donna Bridge Linda Porter Stan Figley
Regrets:	Jennifer Bishop	Kendra Elliott	
Staff:	Shannon Benner Sue Wood	Erin Smith	Jennifer Austin

Meeting Minutes

1. Call to Order

The Chair called the meeting to order at 6:36 p.m. and welcomed everyone.

2. Approval of Agenda

There were no additions to the agenda.

Motion: "To approve the agenda as presented."

Seconded and passed.

3. Approval of January 28, 2015 minutes

It was noted that there were some comments about the minutes that were presented and these notes will be forwarded to Shannon in an email outlining them.

Motion: "That the minutes be approved."

Seconded and passed.

4. Old Business

a. 2017 Global 4-H Network Summit review

This will be presented as part of the CEO report.

5. President report

The Canadian 4-H Council President submitted a report before the meeting. There were no questions or comments.

6. Foundation Report

The Canadian 4-H Foundation Chair reported that the Foundation is moving forward according to their plan. They are happy with the performance of the investments thus far. The portfolio currently shows over \$4 million dollars.

7. CEO Report

a. Strategy/Mission discussion

4-H Canada's CEO suggested that the Mission Statement be revisited as it does not address "what 4-H is". Examples and discussion followed.

b. Financial update

A financial update was provided.

4-H Online:

There have been discussions with 4-H Online about their database management system. This system is used in the U.S. by 47 States and manages 800,000 records daily. There has been discussion about whether this system would suit our needs nationally and provincially.

Global 4-H Network Summit update:

This would be a two phase initiative. The first part is a youth driven, experiential focus from June 29 to July 10, 2017 that will take place in communities across Canada. This would be followed by a second education focus phase, held in Ottawa from July 11 to 14, 2017. This second phase would bring the youth and adult members together. A Global Opportunities Expo will run at the same time and will bring together industry stakeholders.

Concern was expressed that we must ensure this does not become an all-inclusive focus.

AGM 2017:

AGM is scheduled to take place in Québec in 2017 and 4-H Canada's CEO, AJRQ and 4-H Québec are working together to find a suitable location. It was suggested that the AGM be changed to early August for this year only.

c. Program update

4-H Canada's Program Director, delivered the Program update.

Representatives to support the Leadership Pillars:

Three roles are in the process of development that will help to support the 4 Leadership Development Pillars. These roles are for Ambassador (will represent 4-H in the public eye), Advisor (will provide content expertise and advice on resource development), and Mentor (will support Leadership Excellence Awards of Distinction recipients).

Outcomes Measurement Survey:

The deadline has been extended to Manitoba and Ontario members and leaders to participate in the Outcomes Measurement Survey, in conjunction with Carleton University. There is an eCard available that contains information to support this.

d. Marketing and Communications update

4-H Canada's Marketing and Communications Director delivered this report.

Identity:

The launch of the new brand at the AGM in June will strengthen and align our 4-H brand across Canada. We will be webcasting the launch and have engaged AdFarm to help with media relations. We are working to define 4-H's role in Canada as a leader in Positive Youth Development through media outreach, sharing stories about youth in their specific community.

We have engaged a new retail provider and will have items with the new brand available at the AGM. Provinces will now have the opportunity to customize through a link on our website.

Leadership Excellence:

The 4-H Canada office is currently filling the roles of Program Coordinator, Marketing and Communications Manager and Finance Director.

Resources:

The Proud to Bee a 4-Her Campaign has shown strong uptake in this second year with 50 clubs already having registered.

Key Messages:

4-H Canada will show a deficit in 2014/2015 that is due to the timing of revenue recognition and is not cash flow related as it was a breakeven operational year.

8. Chair Reports

a. Audit and Finance

The Committee Chair presented the following report.

The Audit and Finance Committee met with the auditors and reviewed the financial statements for 2014/2015. The loss is a result of the money from two partners being reflected as income in the 2015/2016 fiscal year, as per the agreements.

A document outlining key messages was included in the meeting package (4-H Canada 2014-2015 Financial Statements: Key Messages) and it was suggested that they go into the Annual Report as well.

Motion: "To accept the financial statements for the Canadian 4-H Council as presented by McCay Duff."

Seconded and passed.

Joint Audit and Finance "Adhoc RFP-Audit Services Interview Committee":

A document was included in the meeting package that outlined the process for securing a new auditor for 2015/2016. References are being checked and a recommendation has been put forward by the committee.

Although the pricing is slightly higher, it is still less than we are currently spending and it includes things that have carried extra fees in the past.

Motion: "To recommend at the AGM in June 2015 that KPMG LLP be appointed as our auditor for the next fiscal period."

Seconded and passed.

b. Governance Committee

i. Nominations

The Committee Chair provided a report with the meeting package.

Four new Board members were elected for a three year term. A summary and recommendations for future elections were submitted.

Motion: "To support the appointment of the people whose names were put forward."

Seconded and passed.

ii. Resolutions

The Committee Chair provided three separate resolutions that have been put forward to the committee. After discussion, it was determined that because these resolutions are operational in nature, that they can be presented at AGM but will not be discussed on the floor.

iii. Policy Governance Manual

The Committee Chair indicated that the Policy Governance Manual is ready and thanked those involved for all of the time and support put into developing it. It is a document that covers both Boards, unless otherwise indicated and includes a definitions section. This is a living document and should be reviewed annually.

c. Risk Management

The Committee Chair submitted a report with the meeting package.

9. Other business

a. Roland Museum request

A letter was sent to 4-H Canada indicating that the Museum is looking for significant support. There does not seem to be a MOU for references with regards to our commitment to them as a national office.

Discussion followed and the consensus was that it would be nice to help develop a high level awareness amongst our membership that directs people to the Museum should they wish to provide support.

b. AGM update

Council President thanked Linda Porter and her husband Allison for all of the work they have put into preparation for the AGM. The AGM will be streamed this year.

A recommendation will be put forward at this year's AGM to hold the AGM in 2016 at the Delta Bow Valley in Calgary, Alberta from June 2nd to 4th. This reflects a date change so that it will coincide with Alberta's 4-H on Parade. The format and schedule will be a little jumbled due to the activities planned.

c. Board self-evaluation

With four new members joining the Board, an onboarding process will be followed. This orientation will be led by the Policy and Governance Committee and will be ongoing in stages over the first year.

d. Letter from Oxford County regarding logo change

The letter that was received from Oxford County in Ontario and the proposed response from 4-H Canada was included in the meeting package.

Discussion was held around the fact that the logo change will be an exercise in change management and that key messages should be established. A package was sent to all provinces on February 20th with website links included to support the provinces.

10. Meeting Adjourned

Motion: "That the meeting be adjourned at 8:54 p.m. EST and be followed by an in camera session."

Seconded and passed.