



CANADA

MINUTES

**Joint In-Person Meeting of the 4-H Canada Board of Directors  
and Canadian 4-H Foundation**

Sunday, November 05, 2017

The Fairmont Royal York Hotel – Salon 3 at 6:00 p.m. (EST)

Present: David Hovell Co-Chair  
Brad Adams Co-Chair  
Kim McConnell  
Stefanie Nagelschmitz  
Donna Bridge  
Randy Mowat  
Valerie Stone  
Stan Figley  
Blain Hjertaas  
Ida Thomas  
Leanne Sprung  
Robert Larsen  
Amy McConchie  
Morley Handford  
Ben Graham (arrived at 7:41 p.m.)  
Clayton Robins

By Phone: Todd Klink

Regrets: Krista Scaldwell

Staff: Shannon Benner CEO  
Erin Smith Program Director  
Elizabeth Jarvis Director of Government Relations  
Jay Poulton Director of Marketing and  
Communications  
Jennifer Christie Director of Business Development  
Don Singer Director of Finance & Administration

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1. **CALL TO ORDER**

Proper notice been given and there being a quorum present, David Hovell called the meeting to order at 6:06 p.m. and presided as Chair.

2. **WELCOMING COMMENTS & INTRODUCTIONS**

- (a) *Greetings from Chair* – The Chairs of the 4-H Canada Board of Directors and the Canadian 4-H Foundation welcomed everyone and noted the importance of having the 4-H Canada Board, Canadian 4-H Foundation and Senior Leadership Staff together.

3. **APPROVAL OF AGENDA**

- (a) *Approval of Agenda* - The Chair asked if there were any additions or deletions to the proposed agenda.

Motion: **“Resolved that the agenda be approved as presented.”**

Seconded and passed

4. **APPROVAL OF MINUTES**

- (a) *Foundation Minutes* – The Foundation Chair asked if there were any errors or omissions to the minutes of the Canadian 4-H Foundation meeting that was held on September 27, 2017.

There was one change to correct spelling of a Trustee name as well as a motion regarding the correct name for the 4-H Canada Board of Directors, following the move away from the term “Council.”

It was moved that moving forward, “4-H Canada Board of Directors” would be used over “4-H Canada,” as that refers to the actual organization. ***Moved.***

Motion: **“Resolved that the minutes of the Foundation meeting held on September 27, 2017 be approved as amended.”**

Seconded and passed

- (b) *4-H Canada Board of Directors Minutes* – The Board Chair asked if there were any errors or omissions to the minutes of the 4-H Canada Board Meeting that was held on September 27, 2017.

Motion: **“Resolved that the minutes of the 4-H Canada Board of Directors’ meeting held on September 27, 2017 be approved as presented.”**

Seconded and passed.

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5. **4-H CANADA BOARD CHAIR REPORT**

- (a) *Report from the 4-H Canada Board Chair* – The Chair’s Report circulated in advance of the meeting.

6. **CANADIAN 4-H FOUNDATION CHAIR REPORT**

- (a) *Report from the Foundation Chair* – The Foundation Chair gave a report, which referenced the success of the Global Summit, and noted that the positive momentum created there has carried over into important conversations, including the consultations on the next Strategic Plan. It was noted that a continued area of interest is the ongoing, strengthening of relationships with the provinces, and that the work done to build strong foundations with the provinces for the advancement of the 4-H community is encouraging. It was noted that the Foundation’s financial position continues to be strong.

7. **COMMITTEE REPORTS**

- (a) *Audit and Finance Committee*

- i. *3<sup>rd</sup> Quarter Financials* – The Audit & Finance Committee Chair noted that the Committee had most recently met on October 19, 2017, and has welcomed a YAC representative as the new Committee member.

The Committee Chair directed Directors and Trustees to the Financial Statements as at September 30, 2017.

Motion: “**Resolved that the Financial Statements as at September 30, 2017, be accepted as presented.**”

Seconded and passed

The Committee Chair mentioned that the approval of the 2018-2019 4-H Canada Budget was to be discussed more fully further on in the Agenda, under *2018-2019 Business Plan and Budget*

- ii. *Committee Terms of Reference* – The Audit & Finance Committee Chair also gave an update on the Terms and References of the Committee, noting that small adjustments had been made to ensure the continued strength and efficiency of the Committee.

Motion: “**Resolved that the updated Terms and Conditions of the Finance & Audit Committee be adopted as presented.**”

Seconded and passed.

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- (b) *Investment Update* - There was an update on the 4-H Canada Investment 4-H Portfolio, noting that the Foundation portfolio as at the end of October 2017, was just under \$3.6 M.

Both the 4-H Canada Board Chair and the Canadian 4-H Foundation Chair thanked Morley for the work he has done.

- (c) *Board Development Committee - Honorary Member Nominations* – The Board Development Committee Chair provided an update on 4-H Canada’s Honorary Member nominations: Linda Porter from New Brunswick and Lyndon Carlson from Saskatchewan.

Motion: **“Resolved that the nominations of Linda Porter and Lyndon Carlson as 4-H Canada’s 2017-2018 Honorary Members be as presented.”**  
**Seconded and passed.**

- (d) *Youth Advisory Committee (YAC)*

- i. *YAC Mentor* – It was noted the importance of having YAC representatives as national youth voice, and of having report from representatives as a standing item on the 4-H Canada Board Meeting agenda. A draft document was circulated to the Board Directors and Foundation Trustees to read at their convenience. It was noted that this policy will be finalized and brought forward at the time of the February Joint Board Meeting for adoption.

Further discussion on this matter was added under “Other Business” for the following day. **Deferred.**

- ii. *Report by YAC Representatives* - YAC representatives to the 4-H Canada Board of Directors brought a report on the recent activities of YAC members across Canada, who have been quite busy since the Global 4-H Network. The YAC representatives to the Board indicated that fellow YAC members were appreciative of the opportunity to be meaningfully engaged in the strategic planning consultation calls.
- iii. *Terms of Reference for YAC* – It was inquired as to whether there were Terms of Reference for YAC members. It was indicated by staff that YAC do receive an introduction package which outlines their roles and responsibilities.

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- (e) *Funds Development Provincial Report* - The provincial representative to the Canadian 4-H Foundation provided an update and gave reports on the current state of contribution agreements with provincial governments, upcoming fundraising initiatives, partnerships and sponsorships confirmed.

- (f) *Adoption of Reports*

Motion: **“Resolved that Reports be accepted as presented.”**  
Seconded and passed.

## 8. 2018-2019 BUSINESS PLAN AND BUDGET

- (a) *2018-2019 Business Plan Overview* – The 4-H Canada CEO, along with senior leadership staff, presented 4-H Canada’s Business Plan for 2018-2019.
- i. *Impact on Youth* – 4-H Canada’s Program Director provided an update, highlighting growth in opportunities and programs available to 4-H youth, as well as new and exciting programs to come in near future.
  - ii. *Leadership Excellence* – Erin Smith provided an update, highlighting growth in opportunities available to 4-H volunteer leaders. It was noted that there is a highly collaborative working group in this area, and that a list of priorities, including volunteer screening tools, has been developed.
  - iii. *Identity* – 4-H Canada’s Director of Marketing and Communications provided an update on the success of recent Marketing and Communications efforts, and outlined priorities for the future.
  - iv. *Resources* – The CEO provided an update on Funds Development, with a focus on four key areas: account management and renewable partnerships, engaging and stewarding new partners, prospecting new partners with alignment to 4-H Canada.

The Director of Business Development gave an overview of the new Business Development department, and highlighted key areas of focus for the year ahead, notably securing unrestricted revenue. The membership strategy, alumni strategy, retail strategy and plans for the February 8, 2018 Leadership awards were all presented, as was the concept for a new unrestricted funding campaign.

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The Director of Government Relations gave an overview of the new Government Relations department. The primary areas of responsibility for this department include maintaining a building new relationships with government departments, as well as stewarding and diversifying existing and new sources of public sector funds. An update was given on newly secured funds, as well as current applications under review.

- (b) *2018-2019 Budget* – The Audit & Finance Committee Chair pointed out a number of areas where future budgets could be re-examined for opportunities, and efficiencies in the budget were highlighted.

Motion: **“Resolved that the 2018-2019 Operating Budget be adopted as amended to include the Capital Budget.”**  
**Seconded and passed.**

9. **10 MINUTE BREAK (8:50 p.m.)**

10. **STRATEGIC PLAN PRESENTATION**

- (a) *Overview* - The CEO provided an update on the process to develop the Strategic Plan, which was drafted by the Senior Leadership Team, and then put to 4-H Canada staff, Board Directors, Foundation Trustees, provincial supervisors and YAC representatives through a series of consultation phone calls. The CEO thanked Directors and Trustees for their feedback and noted that there was a high level of engagement, with 10 of 12 provinces participating, and a general sense of alignment. It was noted that there were regional differences in regards to expectations of the relationship between the national office and the provincial offices.
- (b) *Mission and Vision* – The CEO presented the updated Strategic Plan, with a new Mission, developed in collaboration with the provincial supervisors. It was noted that the Vision statement also resonated strongly with the provinces and that it was a significant change from the Vision of the previous Strategic Plan.
- (c) *Objectives and Deliverables* - The CEO outlined the specific changes under each Strategic Priority.
- *Impact on Youth*
  - *Leadership Excellence*
  - *Resources*
  - *Identity*

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- (d) *Theme* – It was suggested that the cover page of the final Strategic Plan included a theme to set the tone.
- (e) *Vision* – There was significant discussion on the purpose of a Vision Statement and its role in establishing a desired end state.
- (f) *Board Approval* - It was confirmed by the CEO, that amendments be made to the existing Strategic Plan:
1. That the covering page of the Strategic Plan include the theme agreed to.
  2. That at the design phase 4-H graphics and visuals be included in order to provide context on “What is 4-H?”
  3. That the vision be changed slightly.
  4. That the “Identity” Objective be changed slightly.

Motion: “**Resolved that the Strategic Plan be adopted as amended.**”  
**Seconded and passed.**

11. **OTHER BUSINESS**

The Co-Chair (Board) moved to bring the remainder of the agenda to the next day, under “Other Business.” ***Moved.***

12. **IN CAMERA SESSION**

All 4-H Canada staff were excused at 10:06 p.m. An ‘in-camera’ session of the joint Boards commenced at 10:10 p.m.

13. **ADJOURNMENT**

There being no further business to discuss, the meeting was adjourned at 10:15 p.m.

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