



CANADA

4-H Canada Board of Directors Meeting

Tuesday, September 22, 2015

6:00 p.m. (EST)

GoTo Meeting Format

Present:	Donna Bridge (Chair) Kendra Elliott David Hovell Lyndon Stewart	Cameron Choquette Stan Figley Randy Mowat Valerie Stone	Jennifer Christie Blain Hjertaas Leanne Sprung Valerie Pearson (part)
Staff:	Shannon Benner, CEO Cheryl Charbonneau, Recording Secretary, Minutes by Minute	Jennifer Austin	Erin Smith

Corporate Minutes

1. Call to Order

The chair called the meeting to order at 6:06 and thanked everyone for their attendance.

It was mentioned that the minute-taking service, Minutes by Minute would be recording the minutes for this meeting.

2. Approval of Agenda

There were no additions to the Agenda.

Motion: "To approve the agenda as presented."
Seconded and passed.

3. Approval of Minutes

a. Approval of May 27, 2015 Journal and Corporate Minutes

Motion: "To approve the minutes as presented."
Seconded and passed.

b. Approval of June 11, 2015 Journal and Corporate Minutes

The Journal Minutes and Corporate Minutes should be changed to reflect that searching for a Chair is the priority for the 2017 Summit Committee. The Attendance list for both meetings will be corrected to list in-coming members as guests and it will be amended that David Hovell attended both meetings.

Motion: “To approve the 9 A.M. Meeting Minutes with the noted changes.”
Seconded and passed.

It was suggested that the Corporate Minutes be edited to remove the names of the candidates running for each position. Included in the Minutes will be the number of candidates running for each position and the name of the successful candidate. The Journal Minutes would remain the same.

Motion: “To approve the 4 P.M. Meeting Minutes with the noted changes.”
Seconded and passed.

4. President Report

Donna Bridge presented a verbal report at the meeting. She gave greetings at the 4-H Ontario event in Waterloo. She will attend and give greetings at the Gala in Cornwall this month. There are weekly update meetings with CEO Shannon Benner. As well, they met in Guelph to plan for this meeting and strategize for the upcoming year.

5. Foundation Report

Randy Mowat reported that staff have been busy working to obtain corporate sponsorships. The September Staff Meeting will focus on the goals of the Board:

- Create a major fund-raising Event or Gala, perhaps linked to the AGM
- Investigate ways to contribute to the investment portfolio by corporate sponsorship, individual giving, alumni programs and events. It is a priority to focus on the growth of the portfolio.
- Develop strong relations and sharing between provincial and national associations. And discuss planning a Summit of 4-H Foundations.
- Ways to develop financial controls reporting to clarify the allocation of money received.

There are new trustees on the Board to begin orientation. Overall, it was reported that there has been little to no portfolio growth, but there will be discussion on generating new funds to ensure future growth.

6. CEO Report and Staff Update

Shannon Benner, CEO referred to the circulated slide presentation to provide an update on the summer initiatives of 4-H Canada staff:

New Brand Launch

Jennifer Austin, 4-H Canada Marketing and Communications Director reported that the new brand was launched at the AGM. There is on-going socialization of the Brand. The statistics for social media engagement was reviewed. The new Brand launch has created awareness and engagement with more web site visits, as well as Brand Standard material downloads and Club Communication Kits. An on-line logo generator shows over 2000 downloads. It is estimated that 75% of provincial councils have rebranded; Ontario will rebrand after their anniversary celebrations, and AGRQ may require more assistance. Applications are being received for councils that require funding assistance. It was noted that this is a “soft” launch of the new Brand, as there are financial limitations to adopting.

Members expressed their gratitude for the efforts of staff in launching the new Brand. Special appreciation was mentioned for the accomplishment of releasing all information bi-lingual.

Impact on Youth

Erin Smith, 4-H Canada Program Director reported on:

- The Common Measurement survey in partnership with Carleton University and the Provinces of Manitoba and Ontario. An analysis of the completed surveys has been completed and the survey will be revised before a national spring launch. Provinces will need support to promote, distribute and collect surveys.
- Four winners were selected this summer in the new LEAD scholarship program. One winner from each pillar will be announced in the magazine and an award presentation and ceremony at the Membership Forum in Regina in November. Thanks were extended to everyone that helped with reviewing the large number of applications.
- The Science and Technology Leadership Development Pillar has openings for registration for science fair. There is a virtual registration, and then in-person judging with Dalhousie University to be completed by March, 2016. The Members forum will be held in November, 2015 in Regina with a focus on Science and Technology.
- The Environment and Healthy Living Leadership Development Pillar ongoing career exploration program has been renamed “Careers on the Grow”. There are two existing career placements with Food Share Toronto and Health International. A new placement partnership will begin with 4-H Arizona at the Tucson Village Farm to train young people to be healthy living ambassadors.
- The Community Engagement and Communication Leadership Development Pillar has had a busy summer with the Youth Exchanges Canada programs. There were 279 participants, in 30 groups participating across the country. Special thanks were expressed to the Program team for the extra work necessary to complete the new Host Family screening process which was a success. Application for Summer, 2016 opened on September 14, 2015 with a new streamlined process.
- The Sustainable Agriculture and Food Security Pillar participated in a Global student exchange this summer. Ten participants travelled to Taiwan, Jamaica, Japan, Finland & the United Kingdom. Next year, participants will travel to Taiwan, Jamaica, Finland, Costa Rica, Nicaragua and the United Kingdom. Applications for this program opened on September 14, 2015.
- Another program underway for 10 participants to travel next summer is the Going Global service learning program.

Financial Update

Shannon Benner, CEO referred to the financial reports circulated to the members. Included in the reports is a list of prospects from the Funds Development team. Members are reminded that the prospect list is confidential.

Staffing Update

An organizational chart is included to introduce the two new staff members, Don Signer, Director of Finance and Administration and Stacey Scott, Marketing and Alumni Relations Manager.

Global 4-H Summit 2017 Update

Staff is in the final stages of the application with the Department of Agriculture and Agri-Food Canada to amend their contribution agreement, asking for funding of \$600,000 to bring this event to Canada. Combining the Leadership Summit and the Membership Forum will create a more sustainable initiative. Funding and support is being sought for:

- Online member registration (provincial resource)
- Building a knowledge exchange resource website

Next Steps: Jennifer Christie will meet with Shannon Benner before November, 2015 to develop a plan for moving forward. For the next meeting, they will report on a critical path and timeline, strategic goals and measureables, communication structure and accountabilities, request or recommendation for chair and a budget to be reviewed by the members. These will depend on approval from AFC and the Board.

Motion: "To accept the CEO Report and Staff Update as presented."
Seconded and passed

7. Committee Reports

a) Audit and Finance

David Hovell referred to the circulated Minutes from the Audit and Finance Committee meeting on August 27, 2015 and the Executive Summary for the First Quarter. The Balance Sheet will be forwarded to the members. The Committee has reviewed the terms of reference. Priorities of the Committee are to improve reporting and communication, Audit planning, and Cash Flow.

Motion: "To accept the First Quarter Executive Summary Report as presented."
Seconded and passed.

ACTION: Revise the Executive Summary Report to include a year to year actual for comparison.

Management reported that the Council is in a healthy cash position with \$766 000 in the Savings account and over \$50 000 in the chequing account. The biggest variance this summer was fewer flights purchased, due to program cancellations because of forest fires. The balance in these accounts are currently higher than requirements.

Motion: "To approval of the Financial Statements as presented."

b) **Governance Committee**

Lyndon Stewart reported that the Governance Committee is seeking support from the Board on the following:

(i) **Criminal Record Checks**

The Council and Foundation Boards will need to obtain Police Record Checks for all volunteers. A framework to provide a timeline and expectations for Board members to provide the Record Checks will be produced. Staff informed that volunteers will be reimbursed for any charges incurred.

Motion: “To approve the recommendation to obtain Police Record Checks and Vulnerable Sector Checks for all volunteers as presented.”

Seconded and passed

(ii) **Governance Policy Review and Buddy System**

The Governance Committee would like to initiate an incremental review of policies at the November meeting, as well as initiate a buddy system to partner a new Board member with an experienced Board member for support and mentorship.

(iii) **Board Self-Assessment**

For the November meeting, members are asked to read the documents on self-assessment, to prepare for the Board Evaluation Workshop.

c) **Risk Management**

Stan Figley reported that the Risk Management Committee met on August 26, 2015. There was a discussion on the Terms of Reference, Risk Management Assessment Proposal, and discussion on minimum standards of Risk Management across Canada. The next meeting will be on November 4, 2015.

d) **YAC Mentor**

Valerie reported that there was conference call with the two YAC members Kendra Elliott and Cameron Choquette on Sunday and with Erin Smith. Both members expressed that there were no concerns and that this program has been beneficial. Donna shared her appreciation for the participation of these members and working with the Board.

8. **Other Business**

a) **November Meeting Schedule**

Shannon Benner reviewed the schedule and Agenda for the in-person meeting on Tuesday, November 10, 2015 at the Royal Agricultural Winter Fair in the Board Room. Board members are asked to attend a joint reception with the Global Board, at the conclusion of the meeting at 4:00 p.m.

9. **Meeting Adjournment**

Meeting adjourned at 7:33 p.m., followed by an in-camera session.