



United Way
NWT

Board Meeting
February 12th, 2014, Baker Center

Minutes of the meeting

In attendance:

Tracy St-Denis
Kevin Lewis
Julie Green
Kimberly Doyle
Jeff Fowler
Trevor Sinclair
Cameron Buddo
Sylvie Francoeur, Executive Director

Regrets:

Susan Erwin
Sugan Mannavarajan
Frank Walsh
Sheila Bassi-Kellett
David Connelly
Katherine MacDonald

1. Review Agenda

Tracy thanks Kim for letting us use the room free of charge!

A motion to adopt the agenda is moved by Kim and seconded by Kevin.
Approved.

2. Review previous minutes.

A motion to adopt the minutes of the January 8th, 2014 is moved by Jeff and seconded by Kim. Approved

3. Board procedures

- a. Action tracker: The Board agrees to delete the first item of the action tracker, which is the Report on National Conference.

- b. Board Yearly Calendar. The calendar is on the portal and will be updated as need be.

4. Financial Update

Unfortunately, Sylvie explains that the financial report is not ready. There were some technical difficulties in setting up QuickBooks and she ran out of time to get it done. There are only about 10 transactions left to enter, so the report will be ready to send to Board members by Friday, February 14th. The Board is very clear that this situation needs to be avoided, if at all possible in the future.

Sylvie confirms that Katherine will be doing the analysis of surplus funds for the next meeting. We will also ask her to do a review of the services provided by Crowe-MacKay in June.

The Board also has a discussion in regards to Sylvie's proposition of doing less hours per month in order to sub-contract someone to do administration work, at lower hourly rate. This administration work would comprise bookkeeping, database management, mail-outs, etc. The Board asks Sylvie to follow-up with Valerie Gamache, who was recommended, to find out if she can do extra hours if needed and if she has the skills to do the bank reconciliation.

Sylvie will also provide a breakdown of administration costs by next week to Katherine who will then provide an analysis.

5. Grant review process

On Frank's behalf, Tracy reports on the sub-committee's first meeting, which was held on February 8th. It is agreed that the Board needs to provide more support and guidelines to the members of the Community engagement committee. The sub-committee, comprised of Tracy, Julie, Frank, Jeff, and Sylvie will be reviewing the application form, the criteria and evaluation process. The committee is also looking at recommending that the ED review and provide a summary of each project to the committee. The next meeting is on March 10th. The next application deadline is Oct. 24th, 2014.

6. Campaign update and reporting

We have exceeded our goal: \$101 561! Sylvie will be preparing a press release. In terms of reporting, Tracy committed to drafting a report of the campaign results: what do we want to repeat, to do differently, etc. It will be sent to board members to review and comment. The report will talk about social media, involving labor more, etc. Tracy also informs the Board that the

GNWT will be conducting a new mini-campaign post devolution. Julie will also do a time-line. The next campaign dates are September 17 to October 24th, 2014.

Kevin informs the Board that the Federal government may change the nature of delivering the federal campaign may as it may no longer be done through the Federal Council. It is still undetermined.

7. Days of caring

Tracy describes the event as a way for United Way to be seen as more than a fundraising organization. She also thanks Kim, who has volunteered to coordinate the event. UWCC has not set a day for 2014. The Board asks Sylvie to check with UWCC to see if we can set a day, and mentions that weekends or evenings might be better.

A discussion is also had on how to engage the non-profit sector. We need to contact the non-profits and ask them what kind of work needs to be. Then find businesses to do the work. Examples: stuffing kits, painting, spring-cleaning, yard-work, etc. It will be important to manage expectations. Also, how do we get the word out to non-profits and to businesses? It is agreed that we should focus on companies and organizations that we have a relationship with. Kevin offers to use our promotional piece to send out to federal employees. Finally, it is also agreed that since this is year 1, let's aim for quality and not quantity: our goal is matching 3 non-profits/businesses.

Kim needs to put together a committee with other board members or other people from the community. She will present a plan at the next board meeting.

8. ED Report

Please see attached for ED Report (page 5).

Tracy also takes the time to advise the Board of some changes to the Board. Susan as started looking for her replacement. Also, Sukan is going to be stepping down from the board. Tracy will ask the new chair of the GNWT committee to join the board. Julie recommends that we thank outgoing members. Sylvie to get thank you cards and ask Susan and Sukan if we can thank them on our website.

The Board also agrees to participate in the Rotary Radio Days project. We will purchase 5 adds for \$200. The event is taking place on February 25, 2014.

9. Next meeting

Wednesday, March 12th, 2014 at the Baker Center. Kim will provide a projector so that we can go paperless. We need to thank Yellowknife Senior Society on our website.

EXECUTIVE DIRECTOR'S REPORT

January 9th, 2014 to February 12th, 2014

Administration & Operations

- Participated in weekly meetings with Tracy.
- Almost completed our bookkeeping for November, December and January
- Paid invoices, prepared deposits and checked the mail.
- Obtained a copy of our incorporation certificate.
- Finished the donor database in Excell. All that is missing is Service Canada employees and major banks or employers, as all of these use a central electronic system which is not connected at all with us. We will only find numbers at the end of the first quarter of 2014.
- Started looking at improving the efficiency of our service providers:
 - o Dealt with Global Merchants and negotiated a better cost
 - o Looked further into Income Manager and waiting on the release of their new program
 - o Looked into the possibility of doing an Electronic newsletter with Constant Contact. There would be a \$20/cost with the 1st 2 months being free)
- Prepared letters for applicants who did not receive funding and sent those out.
- Prepared letters and checks for recipients and sent those out.
- Researched and prepared a template for tax receipts.
- Prepared tax receipts and mailed them out, both for individual donors and gifts-in-kind. Had to do telephone and email follow-ups with donors who had chosen to contribute by credit card.
- Met with Katherine to get some guidance on bookkeeping and CRA name change.
- Prepared ED report.

Governance

- Under Tracy's guidance, helped organize the February 12th board meeting.
- Uploaded all recommended projects to Members' portal of website.
- Met with Kimberly regarding Day's of Caring
- Met with Frank, Jeff, Julie and Tracy with the Grant Review Committee and prepared meeting notes.
- Along with Tracy, participated in a webinar offered by UWCC on an update to their strategic directions implementation plan
- Opened an account for our Member's portal for our new board member, Jeff.

Marketing & Fundraising (Campaign)

- Continued weekly updates to the website.
- Follow-up with businesses who had signed on with Payroll Deduction Programs.

- Met with Trevor to finalize the federal campaign results.
- Promoted the results of the Telus campaign.
- Prepared and distributed a press release announcing the results of the grant process.
- Organized and participated in a check presentation ceremony with Frank at the YK Seniors' Society Lunch with a Bunch program. Thanks to Kim for initiating!
- Reviewed the City of Yellowknife's application prepared by Julie!
- Coordinated a meeting between Tracy and CIBC.
- Researched the Days of Caring event with UWCC.
- Updated the Donate-Now button on the website to link back to a personalized page on CanadaHelps website.
- Revised Julie's application for the Yellowknife Community Foundation and submitted it.
- Follow-up with request from NWT Breast Health/Breast Cancer Action Group for our logo.

In the next few weeks:

- Prepare Newsletter
- Send out thank you cards
- Prepare a press release re: campaign results
- Finalize Bookkeeping and prepare reports for Katherine to send to board
- And anything else that Tracy has in store for me!!!