



United Way
NWT

**Board Meeting
March 12th, 2014, Baker Center**

Minutes of the meeting

In attendance:

Tracy St-Denis
Kevin Lewis
Kimberly Doyle
Jeff Fowler
Frank Walsh
Sheila Bassi-Kellett
David Connelly
Katherine MacDonald
Paul Gillard
Deborah Ross
Sylvie Francoeur, Executive Director

Regrets:

Cameron Buddo
Trevor Sinclair
Julie Green

1. Welcome

Tracy takes a minute to introduce and welcome Deborah Ross, GNWT, and Paul Gillard, Northwestel to the meeting.

2. Review Agenda

A motion to adopt the agenda, with one change, Nominations, is moved by David and seconded by Jeff. Approved.

3. Review previous minutes.

A motion to adopt the minutes of the February 12th, 2014 minutes with one correction to the text of Days of Caring is moved by Kim and seconded by Jeff. Approved.

- a. Action tracker: David will follow up with the HMCS. Job description development for board members is not a priority item. The Board also decides to move the donor survey idea within the Campaign plan so that it can be taken out of the action tracker.
- b. Board Yearly Calendar. The calendar is on the portal and will be updated as needed.

4. Nominations

Tracy welcomes Deborah, the new Chair of the GNWT committee campaign and Paul Gillard from Northwestel. Both come to us with experience and enthusiasm.

A motion to nominate Deborah Ross and Paul Gillard to the Board of Directors is moved by Kim and seconded by Sheila. Approved.

Sylvie will send them both their access codes to the Member's portal.

5. Financial Update

Katherine provides the board with a budget update. As it stands, we only distribute 55% of our revenues to other charities. If we take away the money received from grants for administration, that amount rises to 59%. The Board discusses the possibility of distributing more before fiscal year end.

The amount reserved for a rainy fund still stands at \$33,000 and the organization still has the \$30,000 GIC. Katherine clarifies that us having so much extra is not because of accounting changes; it is because our recent fundraising activities were more successful than originally forecasted. The Board agrees that we need to end the surplus, while keeping the rainy fund and GIC in place.

The board needs to have a discussion on determining a target percentage of money's that should be allocated. Once the percentage is determined, the Board will need an action plan to make sure to stay on target. For example, do we consider starting a larger capital grant or more smaller grants? As an organization, there are no limitations in regards to capital projects, but there are no policies in place. The Board needs to establish a transparent process.

The Board asks Katherine to provide a detailed report for the next meeting in order to make a decision for a target for community giving in October 2014. The Board decides not to make any rash decisions and give any extra funding before fiscal year end. In the meantime, questions can be emailed to Katherine. Sylvie will also post the report, once it is available, on the Member's portal.

6. Review of the Community Engagement Committee

Frank explains that reviewing our Grant program is required in order to make the process smoother for applicants and the volunteers who sit on the Community Engagement Committee. There was an initial meeting in mid-February which outlined the areas that need to be defined, such as criteria, the application form and evaluation process. The next meeting is planned for April 7th, and the Board asks to have a final report for the May meeting.

7. Campaign update and reporting

Tracy has committed to bring back to the April Board meeting a plan for going forward, which would include a postmortem. This plan will include a timeline, which will be prepared by Julie.

8. Coming Events

- A. Volunteer Recognition Event-April 6, 2014: Organized by City of Yellowknife and opened to all volunteers in the City. The United Way will be attending and board members are asked to RSVP to Sylvie.
- B. Days of Caring- June 16-20: Kim, as lead on the file, has contacted a few organizations. Ideas for projects would include cleaning-up the little park beside the Center for northern families cleaning up storage area for the Food bank. The Board agrees that we need to have a small target of 3-5 projects. Frank will get his wife to contact Kim to see how they can work together; his wife is involved with a women's day of caring for the Union. Jeff recommends sending an email to non-profits to ask for needs and a separate email to businesses. Kim should also touch base with Kevin re: federal government employees. Kim will be preparing a work plan, which she will present at the next board meeting.
- C. Community showcase night: The City of Yellowknife is organizing an evening where community groups will be able to promote themselves to the community. It is planned for September 2014. Sylvie will add it to Board calendar.

9. ED Report

Please see attached for ED Report (page 4).

10. Next meeting

Meeting is adjourned at 6:45. Wednesday, April 9th, 2014 at the Baker Center.

APPENDIX 1 :

EXECUTIVE DIRECTOR'S REPORT February 13th-March 12th, 2014

Administration & Operations

- Participated in weekly meetings with Tracy.
- Completed our bookkeeping for November, December and January, and dropped off all required materials at Crowe-Mackay
- Paid invoices and checked the mail.
- Submitted name change requirements at CRA.
- Followed up with Income Manager – still no news.
- Prepared all tax receipts (cash and gift-in-kind) and mailed out.
- Updated our donor database.
- Processed credit card payments.
- Calculated number of hours spent on administration tasks and sent to Katherine for analysis.
- Had a telephone meeting with our UWCC representative, Jacques Bérubé.
- Filled in a survey with UWCC regarding campaign results.
- Filling of mail and drop off bookkeeping archives to our storage at the Greenstone.
- Prepared ED report.
- Prepared an amended contract.
- Office Compliments will start administration work on March 17th.

Governance

- Under Tracy's guidance, helped organize the March 12th board meeting and participated (took notes).
- Uploaded all recommended projects to Members' portal of website.
- Met with Kimberly and Tracy regarding Day's of Caring
- Prepared working documents for the Grant Review Committee (draft application form, draft project description form, draft evaluation form) and sent them, along with Julie's draft criteria document for consideration by committee members.
- Participated in a webinar offered by CanadaHelps.org on first time donors.
- Purchased thank you cards for exiting board members.

Marketing & Fundraising (Campaign)

- Created a non-profit list for Kimberly
- Signed up with Constant Contact and started in-putting emails. First newsletter should go out by the end of March.
- Prepared and distributed thank you cards to board members, and then mailed.

- Continued weekly updates to the website.
- Prepared and distributed a press release announcing the results of the 2013 campaign. Prepared a summary of each project for Tracy.
- 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 Yellowknife Community Foundation application prepared by Julie and filled-in the on-line application form and submitted it.
- Sign-up for the Volunteer recognition events organized by the City of Yellowknife.
- Followed up with Avens re: signing them up for payroll program.

In the next few weeks:

- Prepare Newsletter
- Assist Kim in the Days of Caring planning
- Assist the Grant Review Committee
- And anything else that Tracy has in store for me!!!

DRAFT