

Cranbrook & District Community Foundation  
Board Meeting February 12, 2013  
RDEK Offices

Present: Wayne Eburne, Lorraine Frocklage, Bev Bull, Corinne Friesen, Patti King, Sharon Richardson, Diana Scott, Carol Murray

Regrets: Rod McInnes, Neil Cook, Matt Rose, Le-Ann Crane

Staff: Theresa Bartraw

Guests: Melba Hanson, Katherine Hough

**1. Introductory Remarks** 6:35 pm

**1.1** Welcome – Wayne welcomed Board members.

**1.2** Minutes

**Motion #1** “That the Minutes of the Jan 15 2013 meeting be accepted as circulated.”  
Friesen/Richardson/Carried

**1.3** Two items added: 4.8 Office request (Hough); and 4.9 Board meeting times (Murray). Revised agenda adopted by consensus.

**2. Old Business**

**2.1** Welcoming Community Initiatives – Katherine Hough and Melba Hanson were present to present regarding potential directions for the Welcoming Communities Initiative (WCI). The project is provincially funded and the goal is to build community services and events which create a more engaging and welcoming community for immigrants and newcomers. There is money available for projects like workplace training, social events and family matching programs. This initiative has been happening in the WK for three years. The Initiative began in early fall as a partnership with CBAL, CDCF and Community Connections of SE BC. CBAL is the lead agency, but CBAL won't run all the projects. Money is being divided amongst a variety of groups. There have been focus groups to generate interest in the community and this is where the groups have stepped forward from. CBAL is taking care of settlement services. These projects will continue from now until about March 2014. From here, an action plan will be presented to government.

Katherine proposes three levels of involvement to CDCF.

1. Theresa is available to assist newcomers who may drop in for referral when she has office hours (MWF mornings).
2. Follow up with organizations that submitted project applications to fine tune their applications.
3. Development of communications policy. Manage participating organizations with regards to communications (standardization of logo use, vet all PR and media releases).

CBAL proposes that up to about \$2,500 has already been carried out by Theresa but in addition \$500 month for 15 months will also be paid to CDCF for Theresa's time to include all options. Katherine estimates 1-2 hours per week, with more hours early on. \$7500 total. The board engaged in conversation regarding this proposal and whether the board should stay engaged in the partnership. Vote was held at the end of the meeting after other board business was discussed. The board voted in favour of declining Katherine's proposal to any further activities and removing the CDCF from an active role in the initiative.

**Motion #2:** "that the CDCF restrict involvement to providing courtesy services at the front desk" King/Murray/Carried

**2.2** Rotary Club – No news to report. Still in progress and waiting for funds.

### **3. Committee Reports**

**3.1** Treasurer – Rod away until April. We are anticipating year 2 funds from Anonymous donor. A finance committee will be discuss in agenda item 4.6.

**3.2** Promotions & Fund Development – Corinne - Corrine shared that the newspaper has begun a run of the obituary ads. This is being run at no cost to begin until Mar 26. The paper wants to see if we see a benefit from the adds. The library fund is officially starting an opportunity fund. Corinne, Theresa and Ursula met to initiate the fund. Corinne also reported the fund development committee met on Feb 7<sup>th</sup>. Some good brainstorming occurred with regards to fund raising. Melba suggested that the Anonymous donor may have contact foundations that already have fund developer models and positions in place and they may be well positioned to advise us on what works. Wayne expressed caution around getting over-involved in fund raising events and suggested the model where other groups are approached to do the organizing and event planning on behalf of the CDCF.

**3.3** Governance – Lee-Ann sent her regrets. She had no report to pass along. Wayne wants to make sure the website can house all of our documents (Board minutes, financial statements, Governance documents, and manuals).

**3.4** Grants – Patti. The granting cycle has begun. Grant deadline is Feb 28. Patti has a full grant selection committee: 5 board members (Bev, Patti, Dave, Matt, Carol) and 3 community members. Shane Westle has agreed for another year, but Sandra Davis did not. Along with two new members, Marion Eunice (Bev’s referral from St. Mary’s) and Cathy Steevly. Wayne spoke with Chris Ayling from Cranbrook Connected. The Community Builder award will be linked to the CDCF Grant Gala evening (held in May, date TBD). It will be decided whether the individual or the agency will be announced at the gala.

**3.5** Executive Director – No news yet from the Anonymous donor. Theresa hopes to hear by the end of the month. Theresa has been working on grants, the rebrand, year-end responsibilities and insuring the grants from the anonymous donor come in. See correspondence as well as new business items.

#### **4. New Business**

**4.1** Correspondence – see circulated items

**4.2** Grant application for fund developer – Theresa expects to hear back from the Anonymous donor by the end of the month.

**4.3** Community Foundations of Canada Smart and Caring Communities Winnipeg Conference – June 5-8 – Wayne sought approval to attend the Conference. The Vancouver Foundation will sponsor 1 person from small BC foundations to attend. Two years ago for the last conference in Vancouver, there was also funding from CBT. This initiative paid for \$500 towards all CF’s in the basin to attend the conference. Winnipeg will cost more to attend because of the flight difference, but also because there is no CBT funding this year. Wayne figured \$1000 would cover the costs. The group consensus was to check the budget and wait for information about funding from the Anonymous donor.

**4.4** Brand and website – Theresa reported on the branding process with Genex. The survey results showed a 50-50 split on what the foundation does. Half believes we generate revenue for endowments and half believes we provide grants to the community. Genex will have a first draft of visuals (logos, branding) to Theresa this week. Conversation included `must haves` for the new website: donation capacity and a password protected section. This is the 10<sup>th</sup> anniversary of the foundation so the launch of the rebrand can be tied into this celebration.

**4.5** Social media - The Facebook group for the CDCF will remain `not public` yet. The current website ([www.ourfoundation.ca](http://www.ourfoundation.ca)) can continue to be updated. We will continue to

reference the website and when the new website is launched, our facebook page will made public as well. The domain name (our.foundation) was renewed this month. Genex suggested keeping it live for 3 years.

**4.6** Finance Committee – Wayne – in Rod`s absence the need to more clearly understand the budget has become clear. In large foundations a finance committee is a common occurrence, in order to manage endowments. Wayne proposes 1 or 2 others work with Theresa to understand our operating versus endowment funds and general revenue versus endowment growth. The CDCF uses deposits with Giftworks to track its funds. Giftworks can be merged with Quick Books but isn`t yet.

ACTION: Bev will work with Theresa to get clear on the operations budget for the next 2-3 years.

**4.7** Library Opportunity Fund - The library fund is officially starting an opportunity fund. Corinne, Theresa and Ursula met to initiate the fund. Ursula asked about fund raising ideas and ways to develop their fund. CDCF doesn`t have a package like this developed but it would be a good idea to have such a package developed. This may be best suited for the new position.

**4.8** Office request – CBAL would like a new faucet in the shared bathroom. CBAL will purchase if someone else can install.

ACTION: Theresa to confirm with radio station this is okay. CBAL to purchase new faucet and Wayne agreed to install.

**4.9** New meeting times – Carol – Carol proposed an earlier meeting time, so board members can come straight after work hours and the meeting doesn`t go into everyone`s evenings. This was agreed to by all. New meeting time of 5:30 will begin effective in March.

### **Round Table**

No updates to note because of the time.

Motion to adjourn: Richardson/Frocklage/Carried

Meeting concluded at 8:05 pm.

**Next meeting: Tuesday March 12<sup>th</sup> at 5:30pm at RDEK**