

Cranbrook & District Community Foundation
Board Meeting January 15, 2013
RDEK Offices

Present: Wayne Eburne, Lorraine Frocklage, Bev Bull, Corinne Friesen, Patti King, Dave Struthers, Sharon Richardson, Diana Scott, Lee-Ann Crane, Matt Rose

Regrets: Rod McInnes, Carol Murray, Neil Cook

Staff: Theresa Bartraw

1. Introductory Remarks 6:35 pm

1.1 Welcome – Wayne welcomed Board members.

1.2 Minutes

Motion #1 “That the Minutes of the Dec 11 2012 meeting be accepted as circulated.”

Friesen/Frocklage/Carried

1.3 Two items added: 2.6 Chair Update; and 4.8 Cranbrook Connected update. Revised agenda adopted by consensus.

2. Committee Reports

2.1 Treasurer – Rod away until April. Theresa shared an updated budget based on the budget submitted to the Anonymous donor. If the grant application is successful this will be the operational budget.

2.2 Promotions & Fund Development – Corinne – Verbal report provided. Corrine shared that the Library board passed the decision to develop a designated fund. Corinne will work with Ursula to set up the fund. Corrine continues to work with the Daily Townsman regarding free ad placement. Corrine will also contact other media outlets (i.e. KNW and E-Know). The fund development committee will meet again on Feb 7th at 6:30 at the CDCF office.

2.3 Governance – Lee-Ann had no report.

2.4 Grants – Patti. Patti is preparing for the granting process. Patti does have a new grant committee member referred to the committee from Bev. Wayne also suggested that Chris Ayling could also be approached to be on the selection committee. The granting process begins with advertising for grants next month.

2.5 Executive Director – No news yet from the Anonymous donor. Should hear by the end of the month. See new business items as well.

2.6 Chair – Wayne – Wayne, Theresa, Patti (& her husband) and Matt (& his daughter) volunteered at the January 11 Kootenay Ice game. BDO sponsored the hockey Frisbee toss fundraiser. The fundraiser raised \$1600; \$800 for the homeless shelter (through CDCF). The shelter is still in waiting however. Lorraine, asked about getting more media coverage

for the shelter. Wayne advised that Captain Kirk (Salvation Army) is preparing a media release. A photo op will also be arranged by BDO and the homeless shelter. Wayne also wanted to highlight that Melba had circulated the obituary of Ed Gummar. A friend and well known Mount Baker teacher who specified the CDCF funds for memorial donations.

3. Old Business

3.1 Rotary Club – No news to report. Still in progress.

3.2 Welcoming Community Initiatives – Theresa reported on the process that has occurred so far. A focus group was held in Cranbrook today. Corinne was able to attend. Theresa presented a small part on community demographics and immigrant trends. A Kimberley focus group will be held on Thursday. Discussion took place regarding the role and purpose of CDCF being involved in the Welcoming Communities Initiative. Consensus among the board seemed to be CDCF is not in the business of delivering immigrant/newcomer programs.

Action: Theresa will solidify role with the partners in the initiative and report back to the board. If the role is not one for the Foundation, when focus groups are complete CDCF will step back from the initiative.

3.3 Grant application for fund developer – Theresa expects to hear back from the Anonymous donor by the end of the month. She continues to work with the program officer to move the application forward.

3.4 Trading Account – Rob was in touch with Theresa to inform us that the anonymous donor (from Edmonton) has decided to wait until the fall to make the donation.

4. New Business

4.1 Correspondence –

4.2 Membership dues – Theresa confirmed that membership dues are paid during AGM in June.

4.3 Office Security – Currently Wayne, Rod and Theresa have codes. Rod will receive Melba's key when he returns.

Action: If any Board members require access to office on 9th, please notify Theresa.

4.4 – New mailing address – Reminder of new address – Box 242 V1C

4.5 – Quotes and Scope of website revamp – Theresa had searched out three quotes for the website revamp. 2 quotes came in. One local and one from Calgary. Both quotes included rebranding details. In order to update the website, some new marketing items are necessary as well. Both proposals were discussed. Genex Marketing (local proposal) was known by a few around the table. A small working group (Dave, Patti, Matt and Diana) will work with Theresa and Genex Marketing through this process.

Motion #2 “That the rebranding/website development project be awarded to Genex Marketing of Cranbrook, BC and that a budget up to \$3000 be approved.”

Rose/Crane/Carried

4.6 - Social Media Brainstorming – Theresa took the group through questions around their experience and comfort with social media. A Facebook group for the CDCF has been developed, although it is not ‘public’ yet. Theresa introduced the group to the group page and she and Patti described some of the benefits and things to consider. As long as the current website (www.ourfoundation.ca) can continue to be updated (for the grant application process) the facebook group will be launch with the new website. Presentation seemed to generate interest and enthusiasm.

4.7 –Photo and Donation – Lee-Ann presented donations totalling \$375 from RDEK’s staff team ‘causal days’ in December.

4.8 – Cranbrook Connected update – Wayne spoke with Cranbrook Connected, Chris Ayling. Cranbrook Connected will be responsible for the Community Builder Award.

Round Table

Lee-Ann – Pleased with the outcome of the RDEK staff team’s Casual Days for the last 2 weeks of December. It raised \$375.

Corinne – Very excited about the working with Ursula and the potential of setting up a new fund with the Library.

Patti – Shared with the group a training from David Merrmin Scott she saw re: social media. Patti will circulate the link.

Diana – mentioned a social media marketing workshop being held in town this week. Diana and Sharon will try to attend.

Motion to adjourn: Friesen/Richardson/Carried

Meeting concluded at 8:35 pm.

Next meeting: Tuesday February 12th at 6:30pm at RDEK