

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

Present: Wayne Eburne, Lorraine Frocklage, Bev Bull, Patti King, Sharon Richardson, Carol Murray, Neil Cook, Matt Rose, Lee-Ann Crane, Dave Struthers

Regrets: Rod McInnes, Corinne Friesen, Diana Scott

Staff: Theresa Bartraw

Guests: Melba Hanson, Katherine Hough

1. Introductory Remarks 6:35 pm

1.1 Welcome – Wayne welcomed Board members.

1.2 Minutes - Amendments to the February Minutes: Lorraine was absent from February's meeting. Lorraine's name needs to move from 'Present' to 'Regrets' and removed from the final motion of the minutes stating that she seconded the motion.

Motion #1 "That the Minutes of the Feb 12, 2013 meeting be accepted with amendments."
Richardson/Cook/Carried

2. Committee Reports

2.1 Treasurer – Rod away until April. Bev stepped forward to be part of a financial committee to help oversee finances and has started to work with Theresa to this end. The committee suggests separating (opportunity fund) endowments from general revenue (operations). Currently these sit together in the main account. For the project account it is proposed to separate the Homeless Shelter funds into a separate (GIC) account.

CDCF received administrative funds from the anonymous donor this month. Funds for the Fund Developer position have been approved but have not arrived.

The financial committee has also sought quotes for auditing services. Three quotes came in from (KPMG, BDO and Redding). All came in at about the same cost: KPMG and Redding at \$5,500 and BDO at \$8000 but with a courtesy discount of \$2250 (for a total of \$5,750). All reserve the right to a \$1,500 charge (max) for reconciling the books or extra services.

Theresa to ask BDO if the discount they included in their quote is applicable for all three years and to remind the board of last year's cost for auditing. Board will ask for a motion at next month's meeting.

2.2 Promotions & Fund Development – Corrine away. Theresa gave an update in her absence. Several people noted the CDCF ads in the obituary section that continue to run. Some noticed that the ads weren't running this week. Theresa/Corinne will follow up and check with Townsman about the obit ads. These will be discussed at next fund development meeting. These ads are run at no cost (at first) until March 26. The Townsman would like to see if we experience a benefit from the ads. Theresa reports that since the ads have begun we have received a \$410 donation to Paint the Train. A group of neighbours saw the ad in the obits and after a neighbour who was an engineer passed away, they thought a donation to CDCF/Paint the Train was appropriate. Next meeting of the Fund Development Committee is scheduled for Thursday, March 21 at 6:30pm at the CDCF office. Planning for the hiring of the Fund Developer will be covered at that meeting.

2.3 Governance – Lee-Ann had no updates but a question about the governance document. She wanted to be sure that all sections of the Board of Directors binder had been approved by the board. Wayne confirmed they had.

2.4 Grants – Patti. Grant applications – 17 applications asking for a total of \$37,483.80 were submitted. Grant deadline was Feb 28. Theresa has been in touch with Harvey and the grant package goes to the Hanemayers tomorrow (March 13). They make their selections first and pull out those grants that will be covered by Hanemayer directed funds. We are requesting the Hanemayer selections be back to CDCF by March 25, that way there is time for the grant selection committee to review and make their decisions, and then for the board to approve selections all before Grant Gala night on May 30th. Discussion about the possibility of moving the board meeting date was had. Decision made to have April 9th stand as the next meeting of the board. Cranbrook Connected has announced their call for Community Builder of the Year. Deadline is April 15. Cranbrook Connected will announce the winner on April 18th. They will join the Grant Gala on May 30th. By then the individual will have identified to organization they want the \$500 to go to. The charity/organization that is selected will be invited to the gala and perhaps receive their donation then or perhaps ahead of time. This will be decided with Cranbrook Connected. Also noted, Melba would like to invite the last remaining member of the Knights of Pythias to the gala.

2.5 Executive Director – Theresa provided a verbal report of her activities of the past month. Theresa has payroll and receipts up to date, including T4s and year end charitable receipts issued. The grant deadline brought many inquiries from Community organizations. Discussion had around the call for CDCF grant applications this year as: the availability of “modest” grants. Grant committee will evaluate the impact this has on community groups (and the time and resources they spend on submitting applications) as well as how this impacts funding requests the CDCF makes to external funders. Consensus is this is important to balance. Grants are a marketing piece and the fund developer will help with

this. Suggested the twist on this is “small grants with big outcomes! What could we do if we had even more to give”? All of the new marketing pieces can help with this to show how our organization is growing and how to create an even greater profile (website, social marketing and branding all helps with this). Theresa will continue to work with Genex in developing the new brand and website. Theresa continues to work with the anonymous donor to ensure funds for the Fund Developer are in place.

3.0 Old Business

3.1 Welcoming Community Initiatives –

It was necessary to follow up on last month’s motion re: Welcoming Communities. After the last board meeting, the extent of our involvement with the initiative came into question. Katherine (CBAL) understood that CDCF was continuing to support the initiative, by being an original and silent partner. A piece of promotional material came into question. Our logo was on the document. Melba Hanson has been hired by CBAL to do Welcoming Communities promotional work. Melba created a piece for Welcoming Communities which thanked organizations for participating in focus groups. Our logo was included. Discussion about the use of the CDCF logo ensued. Discussion had about the need to create a formal logo use policy and to revisit our strategic plan in order to be clear and focused on where CDCF is partnering in the community. Agreement was reached that the original motion from February’s minutes is strong enough; there will be no further use of the CDCF logo in any Welcoming Communities documentation, because CDCF is no longer a partner or involved in the initiative.

4. New Business

4.1 Correspondence – see circulated items. Donation from Edge Hockey School (Niedermayer Family Fund) was received. The intent of the family was to continue to build the fund with hockey school proceeds. It’s not clear if the donation will be \$10,000 every year or a certain percentage of Hockey School registrations. It is up to the family to decide. This year is the first year of the fund so a grant won’t be given out this year. It isn’t known at this time if the grant for next year will be donor directed or not. Discussion: the Granting Gala is an opportunity to invite and publicly thank the Niedermayer Family for their contribution to the CDCF. There we acknowledge the first year of a new fund and gain some notoriety for the fund/CDCF. CDCF will invite Rob, Scott and their families to the gala. It was also suggested to invite library board members to the Gala, so they get a sense of the opportunities that rise out of funds and grants. Theresa will contact Ursula in this regard. There was also a reminder that the Cranbrook and District Community Foundation was established in 2003, so this is CDCF’s 10th anniversary year. Agreement that it is a good thing to highlight and celebrate at this year’s gala. Lorraine suggested a thank-you letter be

sent to Esther Elder, and the anonymous donor to express CDCF's gratitude for the grant and have it signed by the chair.

4.2 Grant application for fund developer – Received and deposited second year of anonymous donor funding for administration. Verbally the fund developer position and grant has been approved as well. Hopefully the funds will be received before the next fund development committee. CDCF looks forward to Esther Elder, Program Officer with the anonymous donor visiting the area in the near distant future.

4.3 Community Foundations of Canada Smart and Caring Communities Winnipeg Conference – June 5-8 – 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. Theresa has followed up with CBT to see if this is possible again, no word from Lisa Erven.

4.4 Brand and website – Theresa reported on the branding process with Genex. Genex presented a final visual (logos, branding) and Theresa shared the proposed new logo with the board. The board has agreed to the new logo pending a final change in the mock-up. Theresa and the branding /website committee will continue to work with Genex to finalize the process and complete the website. Genex shared that behind the scenes work on the website is underway and will be completed quickly as decisions are made.

4.5 The Abundant Not-for-profit - Monday, March 25th from 6-9 pm. A workshop and book launch regarding high performing Not for Profits. Wayne is attending through another organization. Theresa is also attending for CDCF. Cost is \$20. Contact Theresa if you are interested in attending.

4.6 Next board meeting – Patti proposed moving the next meeting of the board from April 9 to April 16th. After discussion it was decided to not change the day of April's meeting. The new time seems to be appreciated by most around the table.

Round Table

No updates.

Motion to adjourn: Crane/Richardson/Carried
Meeting concluded at 7:30 pm.

Next meeting: Tuesday, April 9th at 5:30pm at RDEK