

M I N U T E S
MICs Healthcare Foundation Board Meeting
Tuesday, February 15, 2022
13h30 Hours – via Zoom

MICs Healthcare Foundation Board	
x	Gilles Forget – Chair/Treasurer
x	Suzanne de Laplante – Co-chair
x	Lynne Chartier-Cashmore – Iroquois Falls Community Member
x	Carol Ann – Cochrane Community Member
x	Anne Dyas – Lady Minto Hospital Auxiliary Representative
x	Stéphanie Giguère – Iroquois Falls Community Member
x	Chris Wray – Black River-Matheson Candidate
x	Paul Chatelain – MICs Chief Executive Officer and Secretary
Guests	
x	Katie Browne-Foundation Coordinator
x	Dan Demers – Bercell Integrated Technologies
R	Jesse Cybolsky – Volunteer

1.0 WELCOME

- Gilles welcomed everyone.

2.0 APPROVAL OF THE AGENDA

- The agenda was reviewed.

Motion:

Moved by: S. Giguère

Seconded by: C. Wray

Be it resolved,

THAT the MICs Healthcare Foundation Board of Directors approve the board agenda as presented.

Carried.

3.0 APPROVAL OF THE MINUTES

- Minutes of the MICs Healthcare Foundation Board of Directors’ meeting held January 18, 2022 were provided for information.

Motion:

Moved by: S. Giguère

Seconded by: C. Goulet

Be it resolved,

THAT the MICs Healthcare Foundation Board of Directors approve the minutes of the meetings held January 18, 2022 as presented.

Carried.

4.0 BUSINESS ARISING FROM MINUTES

4.1 Income Statement Review – P. Chatelain

- The profit and loss by class and location from April to January 2022 were provided for information
- Paul went through the Profit and Loss by Class, outlining revenue to date for each initiative.
- Proceeds from the 50/50 draw will be split up per site at the end of the year.

4.2 Marketing Update – K.Browne

- Katie provided an update to the board outlining the marketing strategies currently being explored.
- Facebook continues to be the most effective strategy linked to the 50/50 tickets sales. The main focus right now is looking at different avenues within the social media platform to increase sales and traffic to our Facebook page and Website. This will include Facebook ads and boosts.
- A quote was obtained for three 4x8 laminated signs (one for each community). Once we have final pricing for all supplies a motion will be brought to the board for approval of purchase.
- Katie had a meeting with KDCDC to speak about potential marketing opportunities and financial support. There is an opportunity for the Foundation to submit a proposal to help assist with the costs of certain projects if criteria is met. Potential placement of a billboard in each location would be an avenue for funding.
- Other suggestions included Christmas cards to the community, business cards with 50/50 raffle advertisement to be given by local businesses at point of sale.
- Update was given on SCM draw and locations selling

4.3 South Centennial Manor Redevelopment Update – P. Chatelain

- A delegation was made by Randy Know at the last Board of Directors meeting. The delegation demonstrated that there was not a full understanding of where the SCM project is to date.
- Our CFO is currently working on the financial statements for the MOHLTC. This should be completed by the end of February and then a communication plan will be put in place.
- COVID-19 continues to create barriers; There is a 30% increase in cost for materials and the lack of contractors available to commit to projects.
- Once the ministry reviews the financial statements, a public consultation will be held (late spring). Once this is done a development agreement can be pursued.

4.4 SCM Fundraising Events – S. de Laplante / G. Forget

- There are 1,200 cash draw tickets for sale; foundation members were asked to sell some
- Update provided on where tickets can be bought in Matheson; Katie will provide Chris a booklet to sell.
- Once the pandemic settles fundraising will continue (musical show case, lobster dinner).
- Katie will reach out to Gilles and Suzanne to talk about a dinner in Matheson and Cochrane.

4.5 Foundation Coordinator Budget - Katie

- A draft operational budget was presented to the Board. Discussion was had over potential

advertising initiatives and costs associated to it.

- It was agreed that there would be no motion to approve the budget as it is still being drafted. Until then, Katie will prepare a motion for the Board to approve as projects are underway and require financial support; The Board has given Katie the authority to continue with newspaper ads, Facebook ads moving forward.

5.0 NEW BUSINESS

5.1 Hiring of South Centennial Manor Project Manager

- Discussion was had on the topic of hiring a project manager for the SCM in order to get this project advanced; Paul commented that it is too soon to be hiring someone for this role; this would be done once the development agreement is in place. Currently there are not enough funds to hire a project manager.
- There was discussion on whether the NOHFC would be an opportunity to assist with the funding. Lynne advised of the requirements to qualify for NOHFC funding, a project manager would not qualify unless the applicant was starting a new career path. This would not be an ideal candidate for this project.

6.0 ADJOURNMENT

Motion to adjourn:

Moved by: A. Dyas

Seconded by: S. Giguère

Carried.

The next meeting is scheduled for Tuesday, March 15th at 1:30 p.m.

There being no further business, the meeting adjourned at 2:29 p.m.