

M I N U T E S
MICs Healthcare Foundation Board Meeting
Tuesday, April 6, 2021
14h15 Hours – via Zoom

MICs Healthcare Foundation Board	
x	Gilles Forget – Chair
x	Suzanne de Laplante – Co-chair
x	Lynne Chartier-Cashmore – Iroquois Falls Community Member
x	Carol Ann Goulet – Cochrane Community Member
x	Anne Dyas – Lady Minto Hospital Auxiliary Representative
x	Dan Demers – Bercell Integrated Technologies
x	Paul Chatelain – MICs Chief Executive Officer and Secretary
Guests	
x	Suzanne Gadoury – MICs Executive Assistant
regrets	Gail Waghorn – MICs Chief Financial Officer

1.0 WELCOME

- Gilles welcomed everyone.

2.0 APPROVAL OF THE AGENDA

- The agenda was reviewed.

Motion:

Moved by: S. de Laplante

Seconded by: D. Demers

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 March 17, 2021 were provided for information.

Motion:

Moved by: C. Goulet

Seconded by: A. Dyas

Be it resolved,

THAT the MICs Healthcare Foundation Board of Directors approve the minutes of the meeting held March 17, 2021 as presented.

Carried.

4.0 FOUNDATION BUSINESS

- 4.1 Develop a 12-month plan regarding proceeds of each 50/50 Draw – Chair
 - The chair suggested that the proceeds all go towards SCM for the next two years
 - The rest of the committee recommended that the proceeds be divided among the three hospitals and the manor
 - The co-chair explained how the funding is disbursed for the redevelopment of the manor; construction costs must be paid before they are refunded by the ministry
 - Discussion ensued over different options regarding proceeds
 - SCM will receive 25% of all raffle proceeds every month
- 4.2 Determine how to handle emails/call regarding 50/50 draws – D. Demers
 - An email was created; this will be forwarded to the distribution group
 - There is a possibility that the foundation will eventually hire someone to do this and head a fundraising campaign
- 4.3 Discuss advertising methods: Facebook, social media, billboards, signs, newspaper, etc.
 - Cost / People (ideally local community members/volunteers)
 - Guidance is provided by CNB, however we need to handle the local items unless we hire someone to do it, i.e. pay for advertising / organize it, etc.
 - Dan suggested Shawn MacDonald to help push the 50/50 draw on social media; would need someone similar in each community – Jesse Cybolsky in I.F.; develop a scope of services; will contact Shawn to start
 - Need to develop a marketing strategy: Moose FM, Enterprise, Cochrane Times-Post, Facebook, MICs Foundation website
 - Facebook is free and very effective in advertising

5.0 ADJOURNMENT

Motion to adjourn:

Moved by: C. Goulet

Carried.

There being no further business, the meeting adjourned at 3:21 p.m.