

M I N U T E S
MICs Healthcare Foundation Board Meeting
Wednesday, August 4, 2021
9h00 Hours – via Zoom

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

1.0 WELCOME

- Gilles welcomed everyone.

2.0 FOUNDATION BUSINESS

2.1 Budget Discussion

- A meeting was called to discuss the marketing expenses relating to the promotion and advertising campaign of the MICs 50/50 project.
- We have been spending a lot of money on advertising so far.
- A monthly advertising budget needs to be developed for J. Cybolsky who is looking after the 50/50 raffle with Dan’s help when required. Jesse’s hourly rate is \$75 and he suggested 10 hours a week to start which adds up to \$3,000/month. This is very costly and would cut into the raffle’s profits.
- Gilles suggested that we start with 5 hours a week (\$1,500/month) as he believes Jesse’s help in promoting the draw will reap benefits. The board members approved.
- Jesse has already started promoting the 50/50 on Facebook and is working on a plan to increase engagement. He will need to provide a breakdown of his services in order to justify his rate.
- The Senior Accountant will provide a financial statement of the raffle expenses and revenues broken down by month since it started in April 2021. An advertising budget will be developed based on this.

2.2 CBN Agreement

- The agreement was reviewed to determine whether or not it is possible to terminate the contract. Article 6 states that the agreement can be terminated by either party in writing no less than ninety days prior to the expiry of the then-current term.
- We must ensure that there is no gap in service during the change in raffle providers.
- Dan to contact Barney to discuss the termination of the agreement.

- Will schedule another meeting for 10:00 next Tuesday.

2.3 Stephanie was invited to join the Foundation Board and she accepted.

Motion:

Moved by: G. Forget

Seconded by: P. Chatelain

Be it resolved,

THAT the MICs Healthcare Foundation Board approve Stephanie as a new Foundation Board member.

Carried.

3.0 ADJOURNMENT

There being no further business, the meeting adjourned at 9:25 a.m.