

M I N U T E S
MICs Healthcare Foundation Board Meeting
Tuesday, August 24, 2021
10h00 Hours – via Zoom

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

1.0 WELCOME

- S. de Laplante welcomed everyone.

2.0 APPROVAL OF THE AGENDA

- The agenda was reviewed.
- The following agenda item was added: 4.4 Marketing Promotion Services – J. Cybolsky
Motion:

Moved by: S. Giguère

Seconded by: L. Chartier-Cashmore

Be it resolved,

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

Carried.

3.0 APPROVAL OF THE MINUTES

- Minutes of the MICs Healthcare Foundation Board of Directors’ meetings held August 10, 2021 were provided for information.

Motion:

Moved by: S. Giguère

Seconded by: D. Demers

Be it resolved,

THAT the MICs Healthcare Foundation Board of Directors approve the minutes of the meetings held August 10, 2021 as presented.

Carried.

4.0 FOUNDATION BUSINESS

4.1 Development of a 50/50 Raffle Budget – Chair

- Funds are split four ways among the three hospitals and the new manor
- The expenses are paid from the raffle profits
- Jesse will be reimbursed for out of pocket expenses when travelling
- We should find out the results of the NOHFC grant application for a full-time employee within the next month

4.2 Raffle Sales – Chair

- Sales have been low in August in all 50/50 raffles

4.3 CBN Update – D. Demers

- CBN promised us that they were going to start doing location identification by IP address; moving forward, people who have their location services disabled should not be prevented from buying tickets; this should increase tickets sales by at least \$1,000 if not more; Dan will follow-up with CBN to ensure this issue has been resolved by this Friday
- Dan suggested we do a campaign to re-engage people who have given up on the raffle due to issues
- Signs are expensive but we haven't explored donations yet; for example, we could approach Y&S to either donate three signs or provide at a discounted price
- We could get maintenance to build the frames for the signs and install them at each hospital's entrance or elsewhere in town; would need someone to approach other businesses for various donations
- Dan usually does an email campaign at the start of the new draw; we can see how many people click on that link to purchase tickets within Shopify; we typically generate \$2,000-\$3,000 for that email campaign; Jesse requested access to Shopify in order to add graphics to the text; Dan will ask CBN if they can create an account for Jesse
- Stéphanie invited all her FB friends to like the MICs foundation page which generated a lot of traffic
- Jesse responded that he would like to focus on building the MICs Foundation page; that's another avenue to explore to increase our social media
- We should also focus on Twitter and Instagram once a full-time employee has been hired
- Jesse is willing to go to each site to take pictures, interview staff and post on FB; Paul volunteered to coordinate this with Jesse
- We can post the thermometer on the Foundation website at various locations in town

4.4 Marketing Promotion Services – J. Cybolsky

- He created four ads in the last week of July; spent about \$200 to get 2,700 views
- In the first three weeks of August, he placed seven Facebook ads generating a reach of 14,000 people
- Since we are working with a small pool of individuals, we don't want to oversaturate to the point where people lose interest
- Jesse stated that all 50/50 jackpots in Northern Ontario are lower for August
- When it comes to a marketing campaign, we will need to implement a strategy so that

- people become repeat customers
- Suggested that we get doctors or nurses to promote the 50/50 by stating why we need this money and what we will be doing with it
- We should do two articles a month on what the foundation is doing with the money, how it's helping and why they need it
- We should get the newspapers involved by writing articles
- Most of the people donating are from Iroquois Falls possibly because of the manor; we're not getting as much saturation with people playing the 50/50 in Cochrane and Timmins could take part more also; we could poll people from Cochrane to find out how we can get them more involved
- Recommends unifying the branding by expanding what's on the website; Jesse will work on that
- He has been putting in two to three hours a week so far; offered to volunteer 2-5 hours a week until the Foundation can hire someone full-time as he believes it's a worthwhile project and wants the money to go back to the community
- Wants to start with interviewing the nurses to create articles; take pictures of the hospitals to help people connect with where the money is going; putting out flyers with QR codes in grocery stores so that people can buy from anywhere
- Radio advertising is very expensive but does work; a lot of other 50/50s are using it; suggests budgeting an ad once every second month
- We want to create a culture of playing the 50/50 every single month
- Suggests developing a marketing strategy that will target Cochrane and Timmins such as paid Facebook ads (approximately \$400/month); this should create a net positive increase in sales
- It's important to showcase the raffle winners with paid ads
- We should be targeting around \$25,000 a month in sales as this is an honest target
- Anne stated that Cochraneites prefer to give locally
- Suggested having a brochure done professionally with the appropriate branding to inspire confidence in the organization
- Road signs are also a good investment as people see them on a regular basis

5.0 ADJOURNMENT

Motion to adjourn:

Moved by: A. Dyas

Carried.

The next meeting will be scheduled for September 7, 2021 at 9:30 a.m.

There being no further business, the meeting adjourned at 10:42 a.m.