

M I N U T E S
MICs Healthcare Foundation Board Meeting
Tuesday, September 7, 2021
9h30 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	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 - Volunteer

1.0 WELCOME

- Gilles welcomed everyone.

2.0 APPROVAL OF THE AGENDA

- The agenda was reviewed.

Motion:

Moved by: S. de Laplante

Seconded by: S. Giguère

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' meetings held August 24, 2021 were provided for information. Replace Gilles' name with Suzanne under "Welcome".

Motion:

Moved by: D. Demers

Seconded by: L. Chartier-Cashmore

Be it resolved,

THAT the MICs Healthcare Foundation Board of Directors approve the minutes of the meetings held August 24, 2021 as amended.

Carried.

4.0 FOUNDATION BUSINESS

4.1 NOHFC Coordinator Application Update – P. Chatelain

- Our application was approved for up to a maximum of \$35,000 (90% of the total salary); 10% is covered by the employer
- We are waiting for the funding agreement; there is a lot of criteria to meet
- The person must be a new hire or in a career change; there is a mentorship piece that will have to be worked out
- We have some job descriptions ready; will either be an employee of MICs of the foundation; benefits will need to be included
- We should be ready to hire by October
- Jesse suggested that we hire someone with strong graphic design skills
- This position will encompass more than the 50/50; he or she will be dealing with all of the Foundation's functions

4.2 Raffle Update – Chair

- Two MICs team members were back to back winners of the 50/50
- Foundation members will share the foundation's posts to their FB friends
- Discussed reaching out to the local papers to publish 50/50 winners/good news stories
- Reviewed radio advertising costs; they are very high and will be cancelled
- The Senior Accountant will be asked to provide a monthly finance report

4.3 Marketing Update – J. Cybolsky

- Email campaign is working well; there are approximately 640 people on the Shopify mailing list; we have 2,500 emails we can send per month; the first two emails we sent out generated just under \$2,000 in sales
- Contacted the Enterprise to do some stories on the 50/50; we would have to place a couple of ads per month if we want reoccurring stories; should do the same in Cochrane
- Hasn't reached out to physicians and nurses yet
- Location update is this week's push on social media
- Will be releasing flyers around town this week
- Dan suggested we advertise twice a month in both local papers (early bird and grand prize winners)
- Will send press releases to the local papers; will try negotiate ad prices
- Dan will approach Y&S for preferred pricing for a sign; need to determine the size
- Jesse will design the sign and maintenance can build the frames; signs will be installed in high traffic areas (town entrance, businesses, i.e. Girard's Esso) or hospital sites
- Dan will contact Girard Esso to see if they will allow us to put up a sign on their property
- Need to determine where the signs will go in Matheson and Iroquois Falls that we don't have to pay maintenance fees

4.4 MICs Healthcare Foundation Brochure – Chair

- The wording in the second paragraph will be revised to emphasize that we need donations in order to buy capital equipment and cover infrastructure improvements
- The fonts of the titles will be changed so that they are easier to read

4.5 Other Business

- Discussed the consultation process for the land severance; once the land is transferred, we will be in communication with the ministry to proceed to the next steps
- C. Goulet indicated that it is important to do some communication around the 50/50 as there is a perception that 50% of the money is going to Iroquois Falls. We need to let people know that people from Cochrane and Matheson are housed at the manor as well.

5.0 ADJOURNMENT

Motion to adjourn:

Moved by: P. Chatelain

Carried.

The next meeting will be scheduled for Tuesday, September 21, 2021 at 9:30 a.m.

There being no further business, the meeting adjourned at 10:24 a.m.