

M I N U T E S
MICs Healthcare Foundation Board Meeting
Tuesday, September 21, 2021
9h30 Hours – via Zoom

MICs Healthcare Foundation Board	
x	Gilles Forget – Chair/Treasurer
x	Suzanne de Laplante – Co-chair
R	Lynne Chartier-Cashmore – Iroquois Falls Community Member
x	Carol Ann Goulet – Cochrane Community Member
R	Anne Dyas – Lady Minto Hospital Auxiliary Representative
x	Dan Demers – Berzell 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. Giguère

Seconded by: P. Chatelain

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 September 7, 2021 were provided for information.

Motion:

Moved by: D. Demers

Seconded by: S. de Laplante

Be it resolved,

THAT the MICs Healthcare Foundation Board of Directors approve the minutes of the meetings held September 7, 2021 as presented.

Carried.

4.0 FOUNDATION BUSINESS

4.1 Foundation Coordinator Job Description – P. Chatelain

- A draft job description was distributed to the foundation board for their review
- MICs Group of Health Services will be the employer but the foundation will have to pay roughly \$20,000 to bridge the gap in the NOHFC grant of \$35,000
- It was suggested not to pay the benefits right away but it is MICs’ responsibility to provide benefits to all employees
- CRA reporting will be done by the MICs Group
- Paul will contact the NOHFC rep to verify who the employer should be
- Duties and Responsibilities – change to Foundation/SCM Redevelopment Project Committee
- Foundation members to provide feedback by Friday: add the line “Other fundraising duties as assigned”; will send out another draft today
- Have to hire someone by August 30, 2022 otherwise the project will be cancelled

4.2 Income Statement Review – Chair

- Two statements were provided for information: Profit and Loss Apr1’21-Sep9’21 and Profit and Loss Jan1’21-Sep9’21
- Jan1’21-Sep9’21: generated a profit of over \$13,000; sales have been going down; Moose FM is still advertising; need to determine if the ads are effective; will hold off for now; Carol Ann got pricing from Cochrane Times-Post; a 4x60 ad which is about 1/5 page is \$115.00; they will provide a 25% discount off the line rate; budget of \$1,000 for newspaper and FB ads approved

4.3 Marketing Update – D. Demers / J. Cybolsky

- Dan provided a photo of Girard Esso in Cochrane where we could put up a sign on the property. He recommends putting a bigger sign on either side of the island. He will speak to the owner next time he’s at the garage.



- Dan also got pricing from Y&S. They recommended two dimensions. Included is a picture of a cork board for reference (4x3).

Large Signs

4' x 8' = \$450.00

4' x 4' = \$225.00



- Dan thinks we could get a discount if we let them put their name on it. If we can get free placement and have staff build/install the frame, the cost of a sign could be relatively cheap compared to other forms of advertising, especially considering it can be a one-time fee.
- Election type signs cost around \$20.00/sign and \$2.00 for the metal stakes.
- Jesse asked permission to place ads on the foundation FB page
- He also reached out to The Enterprise; waiting for a price

- Recommends advertising in local papers twice a month by announcing the Early Bird winner and Grand Prize winner; put in a third ad or provide a story
- Trying to build a culture of people; email marketing has been successful; up 70%
- Flyer campaign in progress; coming out before this week's draw
- Reworking the branding for the sign
- FB views are up; doing a big push this week
- Suggest advertising that purchasing raffle tickets is easier now that the location services issue has been resolved

4.4 Revised MICs Healthcare Foundation Brochure – Chair

- The second paragraph was revised to make it clearer and the fonts were made bolder so they stand out as requested.
- Second paragraph: Add long term care after hospital
- Discussed putting the brochure in each local mailbox

4.5 South Centennial Manor Redevelopment Update – P. Chatelain

- Town council passed the land severance
- Next step is to have it rezoned for LTC by Town Council
- Once rezoning is done and ministry approves, there will be a public consultation

5.0 ADJOURNMENT

Motion to adjourn:

Moved by: C. Goulet

Carried.

The next meeting will be scheduled for Monday, October 4, 2021 at 9:30 a.m.

There being no further business, the meeting adjourned at 10:40 a.m.