

M I N U T E S
MICs Healthcare Foundation Board Meeting
Wednesday, October 13, 2021
9h30 Hours – via Zoom

MICs Healthcare Foundation Board	
x	Gilles Forget – Chair/Treasurer
x	Suzanne de Laplante – Co-chair
x	Lynne Chartier-Cashmore – Iroquois Falls Community Member
R	Carol Ann – 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: D. Demers

Seconded by: S. de Laplante

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 October 4, 2021 were provided for information.

Motion:

Moved by: S. Giguère

Seconded by: L. Chartier-Cashmore

Be it resolved,

THAT the MICs Healthcare Foundation Board of Directors approve the minutes of the meetings held October 4, 2021 as presented.

Carried.

4.0 BUSINESS ARISING FROM MINUTES

4.1 Foundation Coordinator Position Advertisement – P. Chatelain

- A draft advertisement for the Foundation Coordinator position was provided for information; the ad will go out this week
- An explanation was provided to explain “temporary full-time” position
- Received approval from NOHFC project manager for MICs to be the employer

4.2 Income Statement Review – Chair

- A statement will be provided at the next meeting

4.3 Marketing Update – J. Cybolsky

- Started with the 50/50 ads in The Enterprise celebrating the last two raffle winners; this is coming out today
- Email campaign is still doing well; we seem to generate decent amounts with each campaign which encourages reoccurring ticket purchases
- Another email is coming out today; FB ad was submitted last week
- Jessie is still working on the sign design and branding upgrade
- The estimated jackpot is a little over \$6,000 with two weeks left for the draw
- Will advertise again that the location services issues have been resolved on FB the local papers making it easier to purchase tickets

4.4 MICs Healthcare Foundation Donations – D. Demers

- MICs is registered with the CanadaHelps organization which is a not-for-profit and helps foundations raise money through a third-party
- Dan will research how we can access this

4.5 South Centennial Manor Redevelopment Update – P. Chatelain

- Received survey that was done by the town; waiting for architect’s comments
- Once approved, it will be sent to the Land Registration Authority
- Paul has a meeting with the ministry of Health today
- Still seeing a lot of negative press regarding the location of the new manor
- Will publish regular progress reports in The Enterprise

5.0 NEW BUSINESS

5.1 South Centennial Manor Fundraising Events – S. de Laplante

- We have not done any fundraising events for the SCM redevelopment this past year except for a lobster curbside pick-up fundraising event in July
- We could possibly do a curling bonspiel in January and/or consider selling tickets for a \$10,000 cash prize starting January 2022 with the draw in April 2022

6.0 ADJOURNMENT

Motion to adjourn:

Moved by: S. de Laplante

Carried.

The next meeting will be scheduled for Wednesday, October 27, 2021 at 10:00 a.m.

There being no further business, the meeting adjourned at 10:06 a.m.