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Board Meeting Minutes

March 27, 2025

Present: Jay Pritchard (President), David Baxandall, Dianne Walker, Dolores Brent, Lois Thurstan, Lorne Brackenbury, Lorena Icton, Rose Bilou, Haidong Liang (Executive Director), Barbara Jaffray (Operations Manager), and Gabriela Sanchez (Board Secretary).

Regrets: Lesley Conley and Barbara Thompson.
Also present was Tim Icton.

1. Welcome and Introduction

- a. Call to order – Jay Pritchard.
 - The President called the meeting to order at 9:25 a.m. in the Westend Seniors Activity Centre's Board Room.

- b. Consideration of the Agenda.

Moved by Lorne Brackenbury, seconded by Dolores Brent, the Board accepts the agenda as presented. Carried.

- c. Swearing In Ceremony
 - The President and seven directors (7) have taken the Oath of Office and signed.
 - The remaining two will complete the process at the April Board Meeting.

- d. Consideration of the Minutes.

Moved by Lorena Icton, seconded by Lois Thurstan, the Board accepts the minutes of the February 27, 2025 Board Meeting as circulated. Carried.

- e. President's Comments
 - Building Upgrades:
 - The new blinds have been installed in the Centre's gymnasium.
 - Tim Carmel's visit:
 - It was a productive and engaging event.



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- Introduction of Board members:
 - Board members introduced themselves.

2. Organizational Considerations

- a. Meeting Dates and Times
 - A list with the dates and times of monthly Board and Committee meetings circulated.
- b. Criminal Record checks, Board and Staff contact list, other.
 - Criminal Record checks:
 - Instructions were shared about the first steps of the paperwork.
 - Gabriela Sanchez will follow up with those board members who need this requirement.
 - Board and staff contact list:
 - Gabriela Sanchez will prepare and share the list.
- c. Board Selection of the Vice President
 - David Baxandall nominated Lois Thurstan as the Vice President for the year 2025-26.

Moved by Lorne Brackenbury, seconded by Dolores Brent, to accept Lois Thurstan as the Vice President of the Board for the year 2025-26. Carried.
- d. Board Selection of the Treasurer
 - Lois Thurstan nominated Dave Baxandall as the Board Treasurer for the year 2025-26.

Moved by Lorne Brackenbury, seconded by Dolores Brent, to accept David Baxandall as the Treasurer of the Board for the year 2025-26. Carried.
- e. Individual selection for Board Committees
 - After a brief overview, Board members select two to three Board Committees.
 - The President will designate Board Members to their respective committee in alignment with their preferences.
 - Once finalized, a list will be shared.



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3. Report from the Executive Director

- An explanation of the structure and content of ED reports was given to new Board members and how the report aligns with the organization's strategic plan.
- A summary of the progress in February and March followed.
 - Highlights included:
 - Membership acquisition at March counted 1427.
 - Summary of projects, events, and collaborations with other organizations and community leagues.
 - Key outreach statistics and highlights presented.
 - Volunteer contributions continue successfully at LaPerle School, Front Desk, Cafe, and Community Garden.
 - Overview of income generated from rentals.
 - Community Cafe summary of sales for the report period.
 - Update on obtaining quotes for multiple facility projects such as the phone system upgrades.
 - Extension on the grant supporting operations in Strathcona County initiative and the Pan-Canadian New Horizon for Seniors Program, adding five other organizations.
 - "Take Flight WestJet Raffle" ticket sales begin in April.

4. Committee Reports

- a. Finance - David Baxandall
 - Discussion during the committee meeting included:
 - GIC reinvestment update.
 - Efficient use of interest earned from short-term GICs.
 - The Strathcona County initiative contract extension.
 - Review of the committee's Terms of Reference.

Monthly Financial Statements

Moved by David Baxandall, seconded by Lois Thurstan that the Board accepted the February 2025 Financial Statement as information. Carried.



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b. Policy and Bylaw – Dolores Brent.

- Regarding the use of the WE SENiors.ca name/trademark:
 - Consultation with retired lawyer Phill Lefebvre took place.
 - As a result, Lesley Conley started searching for similar or identical corporate names or trademarks already in use.
 - Board approval will be needed to proceed with the registration of the name/trademark if there are no other corporations or organizations already using it.
- The Terms of Reference of the Government Liaison and Fundraising Committees were added to the Board Policy.
- The committee also discussed:
 - The confirmation of an Advisory Committee.
 - Bylaw 6 - POLICIES AND POLICY MAKING.
 - Administration guidelines about gifts and donations.
 - Board Policy D2 - FUNDRAISING.
 - Board Policy B11 - ALCOHOL, CANNABIS, TOBACCO, and ILLICIT DRUGS.

c. Nominations and Elections - Lorne Brackenbury

- The 2025 nominations campaign was a success.
 - The committee recognized Wendy Jerome for her efforts and leadership as the chair.

d. Government Liaison

- Jay Pritchard invited Board members to consider joining this committee.
- Support was requested to establish a comprehensive base of connections with government officials.

e. Planning Committee Report - Jay Pritchard

- Discussion during this meeting included:
 - Composition of an external Board advisory committee.
 - Review of the committee's Terms of Reference.

f. Executive - Jay Pritchard

- Topics of discussion included:
 - Organization of the Annual General Meeting (AGM).
 - Orientation for new Board members.
 - Facility enhancements updates.



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- Review of the status of building lower-level lease and the replacement of the elevator.
- g. Human Resources - Jay Pritchard
 - Following the results of the Board of Directors' performance review, a discussion to explore key areas of growth and development ensued.
- h. Fundraising Committee
 - Administration will support the committee where needed.
- i. President & Executive Director
 - Topics of discussion included:
 - Facility enhancements.
 - The Seniors Week Celebration at Strathcona.

5. Generative Discussion

- a. Discussion took place focusing on the significance of the organization's designation as a registered charity. Key point raised included:
 - Enhanced perception to strengthen the organization's reputation and visibility within the community.
 - Emphasizing how the designation aligns closely with the organization's foundational mission and vision.

Strategies for maximizing the benefits of the charitable status included:

- Active communication to promote awareness of the projects at WSAC and their impact; engage the community and stakeholders in the conversation.
- Advocacy efforts to serve the needs of older adults, highlighting the importance and challenges to ensure they receive the necessary attention and support.
- Sector engagement stressing the value of community projects in discussion with government bodies and private sector organizations, looking to foster support and collaboration.
- Actively seek contributions from businesses with surplus resources, demonstrating how these donations can make a significant difference.



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6. New Business

- a. In which ways could our AGM be improved?
 - Conversation followed
- b. Consideration of the minutes from AGM.
 - Feedback from the Board included:
 - Changing the list of incumbent Board members.
 - Adding Dolores Brent to the list.
 - The addition of an item under 4. Report from the Nominations and Elections Committee, and distinguish between thank you notes to former and current Board members.
 - Lorena Icton will review the updated draft.
- c. Board Performance Review - actions?
 - The discussion was moved forward to the April Board Meeting.
- d. Government liaison - actions?
 - Comments included in the ED report.
- e. What about hosting a “Meet the new Board BBQ” in May or June?
 - All Board members in favor.
 - David Baxandall, Dolores Brent, and Rose Bilou to help with the organization.
 - Barbara Jaffray will bring options of calendar dates to hold the event.

6. Next Board Meeting

April 24, 2025, from 9:30 a.m. – 11:30 a.m., in the Board Room.

7. Adjournment

Meeting adjourned at 11:40 a.m. on March 27, 2025.

Minutes recorded by Gabriela Sanchez, Board Secretary.