



9629 – 176 Street, Edmonton, AB. T5T 6B3 | (780) 483 1209 | www.weseniors.ca

Board Meeting Minutes

May 29, 2025

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

Through Zoom: Dolores Brent

1. Welcome and Introduction

- a. Call to order – Jay Pritchard
 - The President called the meeting to order at 9:30 a.m. in the Westend Seniors Activity Centre's Board Room.
- b. Consideration of the Agenda
 - One addition under Committee Reports - Fundraising Committee: Event Proposal - Rose Bilou.

Moved by Lorena Icton, seconded by Rose Bilou, the Board accepts the agenda as amended. Carried.

- c. Consideration of the Minutes

Moved by Lois Thurstan, seconded by Dave Baxandall, the Board accepts the minutes of the April 24, 2025 Board Meeting as circulated. Carried.

- d. President's Comments

- Protocols re: Communication
 - To maintain proper records and ensure consistency, all organizational communications must be sent from the official email address provided by the organization.
 - Direct questions to the Executive Director.



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- **ESCC Meeting - Lois Thurstan**
 - Seven seniors' centers joined a meeting hosted by the Edmonton Seniors Coordinating Council (ESCC) on May 6, 2025, at the North Edmonton Seniors Association (NESA).
 - Representatives from these centers shared their barriers, aspirations, and concerns. Attendees also received a tour of NESA's recently renovated facility.
- **Volunteer Appreciation Day**
 - Board Members provided feedback on the event, noting that it was well-organized and highly engaging.
 - WSAC wishes to express its appreciation to ICan Seniors, this year's event sponsor, for their generous support.
- **BBQ Update - David Baxandall**
 - This event was designed to inform members about the Centre's mission and vision, and how these principles are integrated into programs and activities.
 - Westend Seniors Activity Centre is grateful for Co-op's sponsorship.
 - The funds raised from this event will directly support our Outreach clients.
- **WestJet Raffle - David Baxandall**
 - Currently, 25% of tickets have been sold.
 - The Board discussed strategies to boost marketing efforts.
 - June 13, 2025, at noon is the final deadline to purchase tickets. A call for member support will be issued to help us reach our fundraising goal.

2. Report from the Executive Director

- **Highlights included:**
 - Membership: as May 26, 2025, 1567 members have acquired their 2025 membership.
 - Active Aging Series: the Downsizing (May 1, 2025) and Emergency Preparedness (May 8, 2025) sessions were well attended.



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- Upcoming presentations:
 - Dementia Innovation Workshop: Stay Sharp, Stay Strong: Healthy Aging through Technology (in partnership with University of Alberta and Home Care Assistance).
- Registered Programs: registration for series one has been as expected.
- Events Hosted: successfully hosted events:
 - Night of Music, Mothers Day Tea, Volunteers Appreciation Day.
- Upcoming events:
 - Alberta Seniors Week Celebration (June 2)
 - OBB and Marketing Mixer (June 4)
 - Older Bolder Better (June 5)
- Outreach: Key outreach statistics and highlights were presented.
- Volunteer Initiatives:
 - Community garden - approval for funding has been given; \$290 raised on a bottle drive
 - About 20 volunteers have signed up for this project
- Facility Rentals: An overview of income generated from facility rentals was provided.
- Community Cafe: A summary of sales for the reporting period was presented.
- Facility Projects: Application to repair the elevator was sent on May 14, 2025.
- Partnerships: A meeting with Canexo is scheduled.
 - Haidong Liang would like to offer the opportunity to present something at OBB.

3. Committee Reports

a. Finance - David Baxandall

Monthly Financial Statements

Moved by David Baxandall, seconded by Barbara Thompson that the Board accepts the April 2025 Financial Statement as information. Carried.



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b. Policy and Bylaw – Lesley Conley

- The Committee reviewed:
 - Board Policy C 1 - MEMBERSHIP
 - WSAC Rental Agreement
 - A copy will be sent to Phil Lefebvre for additional review
 - Board Policy D 3 - CONTRACTS
 - Proxy form
 - Review of timelines of form submission.
- Initial discussion of the proposal to change Objects
 - The committee will look at more information in this matter.
- Board Policy D2.1 - ANONYMOUS GIFTS
 - It was determined that the Committee will take this proposal back for review and rewording.

c. Nominations and Elections - Lorne Brackenbury

- The Committee will provide a report as soon as the first meeting has been carried out.

e. Planning Committee Report - Jay Pritchard

- Discussion topics included:
 - Orientation for new and returning Board members.
 - Updates on the External Advisory Committee.

f. Executive - Jay Pritchard

- The Committee discussed the following:
 - Communications protocols.
 - Potential of attracting housing funding.
 - Growing opportunities for Board members.
 - Meeting with Tim Cartmell and SWESA.

g. Human Resources - Lois Thurstan

- The Committee's terms of reference were reviewed, with no changes made.
- Regarding the Board's performance review, the results from the posed questions were shared.
 - Notes regarding training opportunities were forwarded to administration for consideration as a future Board Retreat theme.



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- Board Policy B 6.6.1 PROCEDURES FOR THE PERFORMANCE REVIEW OF THE EXECUTIVE DIRECTOR.

To better align potential salary changes for Executive with the annual calendar year budget:

Moved by Lesley Conley, seconded by Rose Bilou that the proposed changes be adopted. Carried.

- Board Policy B 6.6.2 WSAC FOCUS GROUPS FOR EXECUTIVE DIRECTOR'S PERFORMANCE REVIEW.

To provide clarity and ensure completion of the Executive Director's performance review by the end of December:

Moved by Lesley Conley, seconded by Rose Bilou, that the proposed changes be adopted. Carried.

h. Fundraising Committee

- Barbara Thompson suggested intensifying fundraising campaigns to reach the \$10,000 mark
 - She also confirmed the continued use of 50/50 raffles and additional small raffles.
- An online art show auction, featuring works by WSAC members from art classes, has been proposed by Rose Bilou
 - The Committee plans to engage other community organizations.
 - A decision will depend on a cost analysis, review of the event calendar, and staff availability, with the matter to be discussed further by the fundraising committee.

i. President & Executive Director

- Topics of discussion included:
 - HR matters.
 - Status of the implementation.
 - Lipstick initiative.



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- Letter from TLCA.

4. Generative Discussion

- a. Ageism: How we think, feel, and act, towards others or ourselves is often based on age.
 - Aging is a natural process.
 - Individual experiences with ageism can vary greatly.
 - It's crucial to support individuals through all stages of life and create spaces where everyone feels integrated and appreciated.
 - Strong systems of support are vital for this.

5. New Business

- a. Board Retreat: setting date and time.
 - The Board Retreat is now scheduled for June 26, 2025, directly after the monthly Board meeting
 - The retreat will cover AI and Growth Mindset.

6. Next Board Meeting

June 26, 2025, from 9:30 a.m. – 12:00 p.m., in the Board Room.

7. Adjournment

Meeting adjourned at 11:50 a.m. on May 29 , 2025.

Minutes recorded by Gabriela Sanchez, Board Secretary.