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Board Meeting Minutes

September 25, 2025

Present: Jay Pritchard (President), Lois Thurstan (Vice President), David Baxandall (Treasurer), Barbara Thompson, Dianne Walker, Dolores Brent, Lesley Conley, Lorena Iceton, Rose Bilou, Haidong Liang (Executive Director), and Gabriela Sanchez (Board Secretary).

Regrets: Lorne Brackenbury, and Barbara Jaffray (Operations Manager).

1. Welcome and Introduction

a. Call to order – Jay Pritchard
   - The President called the meeting to order at 9:40 a.m. in the Westend Seniors Activity Centre's Board Room.

b. Consideration of the Agenda
   - Additions
     - Under New Business:
       a. Christmas Party 2025 (for Staff and the Board).
       b. Compliance with the Alberta Charitable Fundraising Act.

   Moved by Barbara Thompson, seconded by Lorena Iceton, the Board accepts the agenda as amended. Carried.

c. Consideration of the Minutes

   Moved by Lorena Iceton, seconded by Dolores Brent, the Board accepts the minutes of the June 26, 2025 Board Meeting as circulated. Carried.

d. President's Comments

- The President directed Board Members to review sections B2, B3, and B4, of the organization's Board Policy manual.
    - Discussion highlighted the need for a structured orientation program for new members joining the Board.
        - The Human Resources Committee is now updating the onboarding process to address this requirement.
- CEO?
    - The Board discussed the implications of changing the title of Executive Director to Chief Executive Officer (CEO).
        - The change will reflect more accurately the executive leadership, strategic, and external duties required of the most senior executive position in the organizational structure.

  Moved by Rose Bilou, seconded by Dianne Walker, that the Board approve and adopt the change from Executive Director to Chief Executive Officer. Carried.

    - Actions:
        - To start updating logos, branding materials, and official documentation to reflect the change.
        - The Board agrees to implement the change by January 1, 2025.
- Name Change to WESeniors
    - Westend Seniors Activity Centre (WSAC) will remain as the legal name of the organization. However,
        - WESeniors will be used as an operating name.
    - The board will decide if changes to the Board Policy and Bylaw will be necessary.
    - As part of this transition, branding changes will take place in the upcoming months.
- Terra Losa update
    - The president of the Terra Losa Community Association resigned.
- LipStick initiative
    - Building upgrades have started.
        - Renovation projects include the replacement of the elevator and the blinds at the gym, as well as painting the walls.
        - Daved Baxandall will prepare a budget to present at the October Board meeting.

2. Report from the Executive Director

- Highlights from the period July - September:
  - WESeniors has been awarded by Healthy Aging Alberta
    - WESeniors is the only one in the province to be awarded.
- Road Show at Strathcona County
  - 12 hamlets have been visited.
    - With this initiative, the WESeniors Strathcona has taken activities and resources to individuals over 65 years of age living in rural areas.
- Membership
  - As of September, 1800 members have acquired their 2025 membership.
- Events Hosted:
  - Shredding event (July 12, 2025)
  - Community garden (July 30)
  - Silver Tech Summit (September 5)
- Upcoming events:
  - Tricky Trivia - October 8, 2025
  - Remembrance Day Ceremony - November 11
  - Holiday Market - November 15
- Outreach
  - Key outreach statistics and highlights were presented.
- Volunteer Initiatives:
  - The community garden has been a great addition to the community.
  - Laperle Craft Club and Reading will resume in October this year.
  - A volunteer survey will go out in October this year.
- Facility Rentals
  - An overview of income generated from facility rentals was provided.
- Community Cafe
  - A summary of sales for the reporting period was presented.

3. Committee Reports

a. Finance - David Baxandall
- The monthly financial statements submitted by the Administration were reviewed by the Committee.
- David Baxandall reported on short term GICs.
- The Board also received renovation project quotes for consideration.

Moved by Barbara Thompson, seconded by David Baxandall, the Board accepts the August Financial Statement and the September Finance Committee Report as information. Carried.

b. Policy and Bylaw – Lesley Conley

- Dolores Brent is resigning as Chair of the Committee.
  - Leslie Conley has been nominated to take the position.

  Moved by Dolores Brent, seconded by Rose Bilou, that the Board accepts Lesley Conley as the Chair of the Policy and Bylaw committee. Carried.

- Registration of the WESeniors trade name and trademark.

  Moved by Barbara Thompson, seconded by Dianne Walker, that the Board approves the initiation of all necessary steps to officially register "WESeniors" as the organization's trade name and trademark. Carried.

c. Nominations and Elections

- A brief update was provided by Rose Bilou.
  - The committee is having informal conversations with members about considering filling Board positions.
  - The Committee will inform the Board about its first meeting soon.

e. Planning Committee Report - Jay Pritchard

- Action items:
  - Advisory group
    - The advisory group should provide operational insights to the CEO rather than focusing on governance matters.
  - Government liaison
    - Board Members discussed the need to increase government liaison efforts, particularly at provincial level.
    - Suggestions included drafting a letter requesting the appointment of a dedicated seniors minister.
  - Communication and engagement with the membership
    - Options such as targeted emails, use of community bulletin boards were proposed.
    - Town halls, presentations at classes, BBQ, were suggested.
  - Board training
    - Arrangements for a tech clinic have been done.
    - Board Members were encouraged to use the clinic.
  - The Board discussed board member recruitment methods.
    - Ideas included, development of list competencies for candidates,

        - Assessment interviews.
        - Development of a Board orientation and onboarding program.

f. Executive - Jay Pritchard
- A report of the topics discussed by the Committee was presented.

g. Human Resources - Lois Thurstan
- Upcoming Performance Review
    - The Committee is planning the next performance review of the CEO.
        - The process will be initiated at the October Board Meeting during an "In Camera" session.
- Employee Input and Scheduling
    - Employee focus groups will be scheduled for October or November.
        - Action: Gabriela Sanchez will be contacted to arrange the necessary meetings with employees.
- Human Resources Metrics Development
    - The metrics will serve as a framework for the oversight of HR administration processes.
- Request by the Policy and Bylaw
    - The Committee has received a request from the Policy and Bylaw and will provide feedback on Board Policy C2.

h. Fundraising Committee - Barbara Thompson
- Art show fundraising initiative
    - The goal is to raise $5000 with an online art auction sale.
    - This initiative could be extended to the OBB
- Meeting with the Oilers Entertainment Group and WESeniors.
    - Barbara Thompson will follow up about the meeting.
- Major fundraising initiatives
    - The goal would be to raise $10,000 to 15,000.

i. President & Executive Director
- A report of the topics discussed at this meeting was presented.

4. Generative Discussion

a. Creating a New Dream - OBB June 4, 2026
- Haidong Liang met with Billy Morin to discuss hosting of the OBB at the River Cree Casino.
    - Event is planned for the Alberta Seniors Week 2026.
    - Partner organizations with WESeniors will join.
    - Online participation will be facilitated.

5. New Business

a. Christmas Party

- The party has been scheduled for December 18, 2025, after the Board Meeting.

b. Alberta Charitable Fundraising Act

- The Board discussed compliance with the Alberta Charitable Fundraising Act and donations exceeding $25,000.
    - To date, the majority of the organization’s fundraising initiatives are registered with Alberta Gaming and Liquor Commission (AGLC).
    - Administration will follow up with Accounting about any donations exceeding $25,000 recorded to date and inform the Board.

6. Next Board Meeting

October 30, 2025, from 9:30 a.m. – 11:20 a.m., in the Board Room.

7. Adjournment

The meeting adjourned at 12:03 p.m. on September 25, 2025.

Minutes recorded by Gabriela Sanchez, Board Secretary.