



**Canadian 4-H Council Board Meeting  
Corporate Minutes**  
Friday, November 7, 2014  
Royal York Hotel, Toronto, Ontario

Present: Donna Bridge                      Kim McConnell                      Rob Schmeichel  
          Valerie Stone                      Valerie Pearson                      Jennifer Bishop  
          Jacob Works                      Stan Figley                      Rob Black (joined at 9am)  
          Lyndon Stewart                      Linda Porter

Absent: Jennifer Christie

Staff: Shannon Benner                      Sue Wood

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**Corporate Minutes**

**1. Call to Order**

The Chair called meeting to order at 8:30a.m. and welcomed everyone to Toronto.

**2. Approval of the Agenda**

Additions to the Agenda under Old Business

- International trip in 2015 to Ghana
- Franco community

Under Other Business

- Poster presentation
- The Giraffe Award
- 2016 AGM
- 2017 Global 4-H Summit

Motion: "That the agenda be approved with the amendments."  
Seconded and passed.

**3. Approval of September 11, 2014 minutes**

Changes to the September 11<sup>th</sup> minutes were brought forward for discussion.

Motion "That the minutes be approved with the amendments."  
Seconded and carried.

#### **4. Old Business**

##### **a. Online AGM options**

Two options were brought forward for discussion. It was determined that more information was needed to make a decision, so online opportunities will continue to be explored.

##### **b. Going Global Service Learning 2015**

Due to health concerns in Ghana at this time, this opportunity will not be offered until 2016.

##### **c. Francophone challenges**

There are plans to engage the franco community in conversation about how we might increase their involvement at a national level.

##### **d. Mailing list/magazine distribution**

4-H Canada is working with the provinces to rectify the problem of multiple mailings going to the same household.

##### **e. Proud to Bee a 4-Her campaign**

A review of the campaign was presented, including feedback from across the country. Approximately 10% of registered clubs participated in this new campaign.

#### **5. President's Report**

There was discussion about developing a recruitment/onboarding/orientation process for new Board members.

There was discussion about the current AGM format and how it might be possible to encourage more members and volunteers to attend.

The Council President presented a slide presentation and talked about the recent trip to Seoul, Korea and the 1<sup>st</sup> Global 4-H Network Summit. The Canadian delegation included representation from the Canadian 4-H Council, 4-H Canada staff, a provincial office and the Youth Advisory Committee. The Canadian delegation was involved in a number of the presentations. A Board of Directors and charter were set for the next Summit in 2017.

#### **6. Foundation Report**

The Foundation has two new ex-officio members.

The Foundation Board has been broken up and each member has been assigned a specific task, which seems to be working very well. The Foundation President feels that the Foundation is sound and moving forward.

There was discussion about how to help provinces recognize and believe that they are part of a strong national organization.

## **8c. Nominations**

There will be 4 Board positions to fill at the June AGM. A memo will go out to membership in December. The Board will stay at 9 members and an interview panel was established.

## **7. CEO Report**

Information from Korea was shared with regards to impact on youth and how we should strive to be proactive, be adaptable and be relevant. There is a lot of opportunity when you look at 4-H globally and break those geographical boundaries. In Korea, the challenges expressed by the youth were generational – issues like feeding 9 billion people and how we can work in collaboration.

There was discussion about the different types of membership, the requirements according to our by-laws, rates and the overall value of membership.

There will be a press release for Science and Technology launch today, delayed from October 22, 2014 because of the shooting on Parliament Hill. This first year is to engage the conversation that brings STEM to agriculture (STEAM). We will be training and building that capacity in leaders at Leadership Summit in February.

Social media metrics are still low, but they are growing. We have met target, but still a long way to go.

## **8. Committee Chair Reports**

### **a. Finance / Audit**

The Finance Report and Balance Statement as of September 30, 2014 were presented. The budgets are working within lines. We came in under budget on AGM which created some savings. Funds Development team have met their targets. Committee will meet in early December to discuss the first draft of the budget and there will be a meeting with the auditors in January.

### **b. Governance Policy Review Ad Hoc Committee (will be done after lunch)**

### **c. Nominations (done earlier)**

### **d. Resolutions**

Notice will go out to provincial agencies and general membership in early January with an April deadline.

### **e. Risk Management**

An HR component was added to this Risk Management committee's role, so the Terms of Reference need to be revised.

A claims and incident reporting history was distributed.

A new Chair of the Committee was appointed.

The committee will establish standardized volunteer leader screening guidelines.

Meeting adjourned at 12:03pm for lunch.

Meeting resumed at 12:47pm

#### **8b. Governance Policy Review Ad Hoc Committee**

A draft of the Policy Governance Manual was presented. Discussion followed about the contents and suggestions were made for some changes and clarity on some definitions.

Motion: “That the policy be accepted in principle with the notes made so that it can go to the Foundation for discussion and brought back to the Board and Foundation for final approval.”

Seconded and passed.

#### **9. Branding**

The Chair of the Logo Task Force made a presentation to the Board based on the recommendations of the Logo Task Force Committee. These recommendations were made with the objective of strengthening our identity and achieving 4 goals – building cohesive communications products, refining branding tools, creating strategic partnerships and aligning the use of the 4-H Canada logo by provinces and clubs across the country. The country was well briefed on the goals and the message that came back to the committee was that the 4-H community wants alignment with our brand identity.

The Chair was asked to pass on a huge thank you to the Logo Task Force Committee for all of the hard, and at times, difficult, work they have done.

The mandate that was put forward, considerations when designing the logo, the architecture behind the logo, the benefits of an aligned logo and the timeline for unveiling the logo were all presented and discussed. It was stressed that once the new logo is adopted, that the old logo cannot be used on anything ever again. The proposed timeline would have the new brand being unveiled at the AGM in June.

A video has been produced that will be available to all provinces to use as a tool to promote the new brand.

Discussion about the proposed brand followed once the Logo Task Force Chair had left the meeting. In person presentations will be made to each province individually to discuss the new brand and address any concerns they might have. The brand itself will not be unveiled to anyone until the AGM in June.

Motion: “We move to support the great work of the Logo Task Force and further direct management, Foundation and Council to continue to advance the process with provinces and key stakeholders to revitalize 4-H in Canada.”

Seconded and passed.

#### **10. Other Business**

##### **a. 2015 Proposed Meeting Dates**

i. **January 28, 2015** – 5pm EST, conference call

ii. **March 4, 2015** – 5pm EST, conference call

- iii. **June 11-14, 2015** – in person at AGM in Fredericton, New Brunswick
- iv. **September 23, 2015** – to be determined by new chair
- v. **November TBD** – by new chair

**b. Presentation**

A board member's daughter designed the winning poster in a recent competition held in Nova Scotia. A copy was presented to 4-H Canada's CEO to be hung in the national office.

**c. Giraffe Award**

The Ostrich Award was presented to one board member because he was a great contributor to the meeting today. A Thoroughbred Award was presented to another member for her contribution to the meeting.

**d. 2016 AGM**

Alberta will be hosting AGM in 2016 and their annual "4-H on Parade" will take place from June 3-5, 2016 at Stampede Park in Calgary. 4-H Alberta has requested that the dates be changed slightly so that AGM can coincide with "4-H on Parade".

Discussion followed as this will affect our ability to get through the audit and produce the financial statements.

Motion: "That Alberta is allowed to plan AGM 2016 around "4-H on Parade".  
Seconded and passed.

**e. 2017 Summit**

It was suggested that we not hold a Leadership Summit in 2017 and transfer these funds to support the Global Summit. There was discussion around what it cost to host in Korea, how money could be reassigned from current programming and what sponsorships would need to be secured to support us hosting. A committee would need to be struck with a solid chair and the right infrastructure.

Motion: "That the Board supports moving to the next step of striking a committee and putting a plan in place to host the 2<sup>nd</sup> Global Summit in 2017."  
Seconded and passed.

**11. Meeting adjourned**

Motion: "That the meeting be adjourned at 4:37p.m. EST, and be followed by an In Camera Session."  
Passed.