



BOARD OF DIRECTORS  
**Corporate Minutes**  
Wednesday, January 28, 2015  
5:00pm to 6:30 pm (EST)  
Go To Meeting

Present:	Donna Bridge Valerie Stone Jacob Works Lyndon Stewart	Kim McConnell Valerie Pearson Stan Figley Linda Porter	Jennifer Christie Jennifer Bishop Rob Black
Absent:	Rob Schmeichel		
Staff:	Shannon Benner	Erin Smith	Sue Wood

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**Minutes**

**1. Call to Order and opening comments**

The Chair called the meeting to order at 4:02pm EST and welcomed everyone.

**2. Approval of Agenda**

Addition to the agenda under Other Business  
- Circulation of minutes to membership

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

**3. Approval of November 7 minutes**

There were no changes to the minutes as presented.

Motion: "That the minutes be approved as presented."  
Seconded and passed.

**4. Old Business**

**a. Update on provincial meetings**

In-person meetings about the new brand have been conducted with 7 provinces to date, the remaining 3 are scheduled. They have been well attended, generally positive and the provinces have been very appreciative of the meeting and direct communication. There have been requests to make this an annual occurrence.

Motion: "That pending no serious concerns are expressed by the remaining 3 provinces, we would approve the new logo, allowing us to meet the deadlines for the annual meeting."

**ACTION:** Put into the budget that these provincial meetings are done annually.

## 5. President report

Report submitted with meeting package.

The Chief Executive Officer was commended for the work she has done over the past 2 years, the staff team she has built, and the change in the financial picture of the organization.

## 6. Foundation Report

There will be an in-person meeting of the Foundation in Ottawa February 2<sup>nd</sup> and 3<sup>rd</sup> during which time they will also meet with Minister Ritz, Canadian Heritage and other key associations and industry groups.

## 7. CEO Report

### a. Strategy review

Package distributed included an update on the 4 Key Priorities, a proposed organizational chart and the 2014-2017 Business Plan.

Impact on Youth

- Outcomes
- Program logic model (honeycomb), look at measurement through a common lens
- PYD formula endorsed and used by clubs, associations and provinces
- Creating world class programs

Identity

- Cohesive communication products and services, 4-H IN Canada
- Refined branding tools
- Alignment and use of 4-H Canada logo
- Strategic partnerships to strengthen PYD movement

Leadership Excellence

- Leadership connected and engaged
- Increase investment in standards
- Provincial associations and YAC and local clubs can access resources and development opportunities
- Lead the advancement of a PYD culture

Resources

- Responsible budgets
- Partnerships
- Growth of long term funding portfolio

### b. Program update

Erin Smith, Program Director, delivered this report.

- The outcomes measurement pilot with Carleton University is underway. It is a survey that is evidence based around the 4-H Canada Positive Youth Development

Formula, and members and leaders in two provinces have been invited to participate. It will build a collective story of the impact of 4-H over the next 2 years.

- National Resource Network – will build a standard format for the development of 4-H resources.
- Youth Advisory Committee – there are 4 outgoing provincial members and the incoming members will be introduced at the Leadership Summit in February.
  - Leadership Development Pillars – A new award opportunity – L.E.A.D. (Leadership Excellence Award of Distinction) which will profile youth leadership within each of the 4 pillars. Each of the four winners will receive funding for their university education (4 years) and a mentor to support them within their field of interest.

Upcoming events within each Leadership Development Pillar include:

**Community Engagement and Communications**

- Citizenship Congress, Ottawa in April
- US National 4-H Conference, Washington in April
- Youth Exchanges Canada, across Canada this summer

**Science and Technology**

- Leadership Summit (February 2015)
- 4-H will have a CWSF (Canada Wide Science Fair) stream starting the fall 2015
- Members Forum (November 2015) will go to Regina, SK and members will attend Agribition

**The Environment and Healthy Living**

- Investing in Me, a mentorship program will take place in the summer of 2015
- Leadership Summit (February 2016)

**Sustainable Agriculture and Food Security**

- Going Global Exchanges with 5 countries, this summer
- Going Global Service Learning with Ghana (Summer of 2016)
- Global Youth Ag Summit, Australia, August 2015 – 4 Canadian delegates will be selected to attend, 2 of which will be 4-Hers.

**c. Budget overview**

Budget Rationale document was included in the meeting package.

The growth budget presented for 2015/2016 has been reviewed by the Audit and Finance Committee is a healthy budget that reflects a 216% program growth that will require new funds to be secured.

Discussion followed around how some things are reported, wondering if this is the best way. It was noted that the budget presented is a snapshot of that day. The budget was revisited and adjustments were made, so in actuality there is a surplus overall.

Motion: “That the budget be accepted as presented.”

Seconded and carried.

**d. 2017 Global Summit overview**

The Executive would like to come to Canada in November 2015 to plan and meet our Board at the same time.

There has been a meeting with Minister Ritz with regards to funding. He strongly suggested that the event be in Ottawa and indicated that some of their staff could be involved in the planning and organization of it. Other organizations have expressed interest in supporting the event as well.

## **8. Chair Reports**

### **a. Audit and Finance**

Budget has been reviewed and they will be meeting in 2 weeks to review the financial statements. A meeting has been set up with the auditors as well.

### **b. Governance Committee**

The Governance Manual is in the final copy phase and is a joint document for Council and Foundation, with separation where needed. It will be presented at the next meeting for final approval.

#### **a. Nominations**

Four Canadian 4-H Council Board seats will need to be filled in June 2015. One name for Honorary Membership has been put forward. The deadline for nominations is February 20, 2015.

The Board should look at immediate loss replacement in the short term (regional, industry, provincial leadership), but skill set (financial, accounting, legal) long term.

**ACTION:** A skill set matrix will be developed.

#### **b. Resolutions**

Two resolutions have been received. There was discussed about who can submit a resolution. It was determined that the resolutions submitted do meet the communicated criteria and that there must be a seconder, with voting rights, on the floor when presented at the AGM .

**ACTION:** The Governance Committee should further expand on the definition of membership.

#### **c. Risk Management**

Terms of Reference will be available prior to the AGM. The committee will meet again in mid-February.

## **9. Other business**

The Chair voiced special recognition of Valerie Stone and Jacob Works as their term with the Youth Advisory Council comes to an end, commending them for a job very well done.

### **a. 2015 proposed meeting dates:**

**January 28, 2015**

**April 29, 2015 at 3pm EST** – instead of March 4th

**June 11-14, 2015** - AGM

**September 16, 2015** – to reconfirm with new Board members

**November 6/7, 2015** – arrive on the 5<sup>th</sup>, in person meeting in Toronto

**b. 4-H Canada member feedback**

A request has been put forward to circulate minutes to all members after Board meetings. Discussion followed and it was determined that a public version should be available through the website.

**10. Meeting Adjourned**

Motion: "That the meeting be adjourned at 7:11pm EST and be followed by an in camera session."

Seconded and passed.