



## 4-H Canada Board of Directors Meeting

Thursday, June 2, 2016

Delta Calgary Downtown, Calgary at 9:00 a.m. (MST)

Present: Donna Bridge  
Jennifer Christie  
Stan Figley  
Blain Hjertaas  
David Hovell  
Randy Mowat  
Valerie Pearson  
Leanne Sprung  
Lyndon Stewart  
Valerie Stone

Staff: Shannon Benner - CEO

By Invitation: Nicole Guy - Recording Secretary, MinuteTakers Inc.  
(via teleconference)

Guests: Casey Morey - YAC Observer  
Andrea Soesbergen - YAC Observer

Regrets: Cameron Choquette  
Kendra Elliot

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### 1. **CALL TO ORDER**

Proper notice been given and there being a quorum present Donna Bridge called the meeting to order at 9:02 a.m. and presided as Chair. All present were welcomed to the meeting and invited to introduce themselves.

### 2. **APPROVAL OF AGENDA**

The Chair asked if there were any additions or deletions to the proposed agenda.

Motion: "That it be resolved that the agenda be approved as presented"

Seconded and passed.

3. **APPROVAL OF PREVIOUS MINUTES**

The Chair asked if there were any errors or omissions to the minutes of the Board Meeting that was held on May 17, 2016.

Motion: "It was resolved that the minutes of the Board meeting held on May 17, 2016 be approved as presented.

Seconded and passed.

4. **PRESIDENT'S REPORT**

The Chair provided a brief report.

5. **FOUNDATION CHAIR REPORT**

Foundation chair provided a report on the Foundation, with highlights of discussion noted as follows:

- (a) *Status Report* – It was noted that fiscal 2015-2016 had been a challenging year for the Foundation due to a poor market. Going forward, obligations have been cleared up and the market is beginning to rebound, and the Foundation is hopeful for the future. It is hoped that in future, the investment portfolio will grow beyond the goal of \$4 million.
- (b) *Trustee Board re Surplus Policy* – The Foundation is hopeful that after this policy is developed, there will be a healthy percentage of the operating surplus going to the Foundation investment portfolio.
- (c) *Fund Development* – Fiscal 2016 sponsorship showed growth over the previous year, and new partners have been signed with larger contribution amounts received. Fiscal 2017 fund development hopes to strengthen the relationship between partners and 4H, and show them the difference their money is making. The Foundation will be leveraging the Calgary AGM to meet with high-level corporate sponsors and thank them for their contributions.
- (d) *Future Goals* – Moving forward, the Foundation is seeking partnerships from the \$150,000+ level, with minimum three-year deals. The three largest partners are currently negotiating renewal sponsorship packages. The 2017 Global Summit is hoped to be a selling feature for long-term sponsors. It is hoped that a percentage of the Foundation goal can go into Legacy, if possible. Upon inquiry, it was clarified that most of the Foundation money goes into clubs and districts to deliver increased opportunities; this year approximately \$500,000 went to provincial associations, and approximately \$200,000 went directly to clubs.

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6. **CEO REPORT**

The CEO reported, with highlights noted as follows:

- (a) *Youth Program Measurement Study* – Initiatives for the current operational year include a coast-to-coast study to measure the value of programs that impact on young people and identify national trends. The study will collect demographic information and obtain feedback from youth. Participation and investment from all members is required to encourage youth participation in the survey. It was noted that this program will be a minimum of three years, with the same survey distributed each year.
- (b) *Provincial Support and Data-Sharing* – The program team is continuing the consultative process to determine what kind of support is required by provinces, such as governance support or club development, and to identify the top priorities that would be the most impactful across Canada. It was reported that there has been a great amount of participation and a lot of learning is coming out of this initiative. Staff will be developing a digital knowledge-sharing platform that all provinces and countries can contribute to.
- (c) *Club on the Farm* – The national office is starting a 4-H Club on the Farm, which is hoped to impact more youth. This club uses the new PD-day model and will work with provinces and school systems to give youth additional activities on days when schools are closed. This program is also a possible added-value proposition for parents.
- (d) *Alumni Initiative* – The consultative process is wrapping up; networking with provinces regarding fund development is still to be completed. A member suggested that the definition of “alum” may be a challenge and/or an opportunity for the initiative. The project team is working on an alumni acquisition strategy to help bring people in and build a database of alums.
- (e) *AGM Strategic Planning* – It was suggested that the Board hold discussions regarding the strategic objectives and priorities of the Annual General Meeting and how to achieve them. A member inquired whether there may be best practice models from other organizations that could be helpful with developing these goals. These discussions should consider where the Board sees the AGM going, whether value is being achieved in holding the event in other provinces and whether it would be beneficial to hold a central event in Ottawa to save on event costs, and what would make it worthwhile from a provincial perspective to send someone to the AGM. It was suggested that the leadership conference provides value to provinces and encourages attendance. A member suggested that there is still value in going to the provinces to build relationships, increase learning, and to create and access opportunities.

- (e...) It was also suggested that additional value may be needed for provincial leaders to give them a reason to participate. It was suggested that staff obtain feedback from the provinces about the pros and cons of the AGM from their perspectives. A member pointed out that the Board must also consider the value for both corporate and individual members, as well as the most effective time for the meeting to be held. **Action: Dedicated discussion about this item to be scheduled for the November 2016 Board meeting. Action: S. Benner to investigate financial impacts of AGM. Action: S. Benner to obtain provincial feedback. Action: S. Benner to investigate models from other national organizations.**
- (f) *Survey Learnings* – A member inquired whether there is a way to help better understand strengths and opportunities in the provinces coming out of the surveys currently being completed. It was clarified that individualized responses are included as a requirement in the agreement with the university conducting the survey, but there is a gap to bridge in this area.

Motion: “That it be resolved that the President’s Report, Foundation Chair Report and CEO Report be accepted as presented  
Seconded and passed.

## 7. **COMMITTEE REPORTS**

### 7.1 **Governance Committee**

An overview of the survey and results were provided. The Committee will be providing recommendations based on these results for consideration by the Board. Highlights of discussion are as follows:

- (a) *Personal Training* – A need for both short and long term personal training was highlighted by the survey. The Board must prioritize this issue, particularly with respect to vision and mission strategic planning, to create a stronger Board.
- (b) *Board Make-Up* – A member inquired whether this survey will help inform the optimal Board make-up to ensure a successful Board continuing into the future. It was agreed that a blend of Directors is required, and skill sets that may be missing should be considered to help ensure the best collection of strengths. It was suggested that desirable skills be included on the call for nominations put out prior to future elections. It was also suggested that consideration be given to appointing a certain number of Board positions, if possible, to ensure certain skill sets are never absent from the Board; it was pointed out that the organization does not currently have this option consistently, as the ability to appoint is limited.
- (c) *Review* – Members were requested to carefully review the survey results and consider the various questions and opportunities that may arise from them, to prepare for discussion at future Board meetings.

## 7.2 Audit and Finance

- (a) *Surplus Policy* – The Committee has discussed the idea of developing a surplus policy, to allow any excess funds at the end of the fiscal year to be put into the Foundation. A small working group has been formed to bring a recommendation on this item to the Council Board at the November 2016 meeting.
- (b) *Auditor* – A member inquired regarding the experience with the new Auditor. It was clarified that this was a good experience and the company worked well with Management to complete the Audit. The Committee will recommend reappointment of KPMG as Auditor at the AGM.

## 7.3 Risk Management

- (a) *Update* – The Committee is being reorganized, and will address risks going forward. One of the major risks to be considered is third-party events and projects, such as regional junior shows, which have many of the same categories as 4-H Canada. The Committee will discuss how to encourage and retain membership in 4-H, despite other opportunities for these age groups.

## 7.4 YAC Mentor

- (a) *YAC Observers* – Members were invited to contact Casey Morey and Andrea Soesbergen with any questions they may have for youth. C. Morey and A. Soesbergen will be helping with the Global 4-H network, and will be Board observers for the next year.

## 7.5 2017 Global Summit

- (a) *Update* – The Committee has been finalized. The team will still need volunteers for next year, and any recommendations are welcome at any time.

Motion: “ That it be resolved that the Governance Committee Report, Audit and Finance Report, Risk Management Report, YAC Mentor Report, and 2017 Event Report be accepted as presented.

Seconded and passed.

## 8. OTHER BUSINESS

- (a) *Jennifer Christie Departure* – It was noted that Jennifer Christie has completed her term on the Board, and was thanked for her commitment to 4-H and her work on behalf of the organization. A warm round of applause followed.
- (b) *Committee Organizational Chart* – A member suggested distributing a list of Board and Committee members with contact information to ensure group emails

can be easily sent.

9. **ADJOURNMENT**

There being no further business to discuss, the meeting was adjourned at 11:28 p.m.