



**SD43 Education Foundation
Board of Directors Meeting**

**Virtual Meeting via Zoom
January 13, 2021**

MINUTES

Attendance:		PRESENT
Directors:	Barb Hobson Christine Pollock Patricia Gartland Chris Nicolls Michael Hind	
Guests:	Shawn Silverstone Jennifer Toderas	
Barb Hobson, convened the meeting as Chair at 2:02 p.m.		CALL TO ORDER
There was no conflict of interest declared.		CONFLICT OF INTEREST
GARTLAND/NICOLLS moved to acceptance of the agenda.		ACCEPTANCE OF AGENDA
Question was called. MOTION CARRIED UNANIMOUSLY		
There were no external presentations.		EXTERNAL PRESENTATIONS
GARTLAND/POLLOCK moved to approve the minutes of the November 12, 2020 Meeting.		APPROVAL OF MINUTES
Question was called. MOTION CARRIED UNANIMOUSLY		
Barb Hobson suggested that the minutes be forwarded to the Board of Education. A further suggestion to amend the minutes to remove any sensitive, identifying information was made.		

GARTLAND/POLLOCK moved to approve an amended version of the minutes to be shared with the Board of Education publicly.

Question was called.

MOTION CARRIED UNANIMOUSLY

The Directors agreed to post the Mission, Vision and Values to the website, and to use them in other promotional materials.

This document will also be brought forward to the Special AGM on January 21, 2020 for discussion and consideration by the Society membership.

GARTLAND/NICOLLS moved to adopt the Mission Vision and Values as presented.

Question was called.

MOTION CARRIED UNANIMOUSLY

Discussion ensued relative to the next steps to be taken to advance the Mission, Vision and Values including:

- Director ideas regarding implementation;
- Revisiting the Marketing Plan;
- Disbursement of funds to applicants;
- Application process for funds; and
- Promotional materials to build awareness of the Foundation.

The directors agreed that Chris Nicolls, Patricia Gartland, Shawn Silverstone, and Jennifer Toderas will review the marketing plan and create an implementation plan of next steps for consideration at the Special General Meeting on January 21, 2021.

A copy of the Mission, Vision and Values document is attached to the official minutes.

Chris Nicolls, Director, provided a summary of the donation activities for the six-month period ended December 13, 2020, including the efforts to solicit donations from vendor, and communication with existing scholarship donor.

Questions and comments regarding the new vs. returning donation amounts, and the potential of legacy gifts, were responded to.

**UNFINISHED
BUSINESS**

**a) Next Steps –
Mission, Vision,
Values**

NEW BUSINESS

**a) Report of
Donation
Activities for the
Six Months ended
2020 12 31**

It was suggested that all Foundation Directors and Board of Education Trustees should provide a statement or quote to be used alongside their picture, as a social media post.

A copy of the Donation Activities for the Six Months ended 2020 12 31 report is attached to the official minutes.

Shawn Silverstone provided a review of the marketing efforts of the Foundation to date, including website updates, social media engagement and the development of print materials.

Questions and comments regarding tracking of social media engagement and the quality of recent social media posts, were responded to.

POLLOCK/GARTLAND moved to adjourn the meeting at 2:45pm.

Question was called.

MOTION CARRIED UNANIMOUSLY

Other Items

**a) Foundation
Marketing Update**

Adjournment