



**SD43 Education Foundation
Board of Directors Meeting**

Virtual Meeting via Zoom
February 10, 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 2:00 p.m.		CALL TO ORDER
There was no conflict of interest declared.		CONFLICT OF INTEREST
GARTLAND/HIND moved to acceptance of the agenda.		ACCEPTANCE OF AGENDA
Question was called. MOTION CARRIED UNANIMOUSLY		
There were no external presentations.		EXTERNAL PRESENTATIONS
POLLOCK/NICOLLS moved to approve the minutes of the January 13, 2021 Meeting.		APPROVAL OF MINUTES
Question was called. MOTION CARRIED UNANIMOUSLY		

Barb Hobson, Chair, solicited feedback from the Foundation Society membership at the Special General Meeting regarding the Mission, Vision and Values statements, some members of the society indicated that the mission statement was too long.

Discussion ensued relative to the Board's desire to edit the mission statement, the outcomes of not doing so, and the ability to revisit these statements in due course, as the Foundation progresses. It was determined to retain the existing Mission, Vision and Values statement as developed at this time.

Shawn Silverstone reviewed the market plan presented to the society membership at the Special General Meeting.

Discussion followed regarding creating a LinkedIn profile for engagement with the business sector, a donation from Guard.Me in a future year and creating more print ads a low or zero cost, including asking the Tri-City News for an in-kind donation for the advertisements, Business Weekly ad, BC Business, as suggestions.

Further, Ms. Hobson indicated that she is composing a letter to send to potential donors to request a contribution or engagement, which will be circulated to Board members for their feedback and subsequent use. Ms. Hobson will send a reminder to the Society membership to submit their list of ten donors they will reach out to.

Directors had a conversation regarding hosting a fundraising gala in 2022 in person, and the benefits of waiting to host an in-person event versus a virtual event were considered. It was discussed that featuring student works as entertainment could be a way to draw attendees. It was decided that this discussion would continue at the April Board of Directors meeting.

Chris Nicolls, Director, reviewed the 2021 Operational Goals document which was presented at the Special General Meeting, prior to discussion by the Board. Mr. Nicolls encouraged the Directors to focus efforts to ensure they move forward with maximum success and suggested that perhaps the Board would like to consider writing to the Board of Education to request a donation based on International Education enrolment.

**UNFINISHED
BUSINESS**

**a) Mission, Vision,
Values – Discussion
resulting from
Special General
Meeting**

**b) Marketing Plan
Update**

NEW BUSINESS

**a) Review of 2021
Operational Goals**

A suggestion was made to consider the expansion of the Board of Directors as the organization matures.

A copy of the 2021 Operational Goals document is attached to the official minutes.

Chris Nicolls presented the draft brochure designed to provide minimal information about the Foundation with the intent to ‘drive’ potential donors to the website.

**b) DRAFT – SD43
Education
Foundation
Brochure**

It was suggested that the images could be updated, and that the mission, vision, and values could be included.

A copy of the DRAFT – SD43 Education Foundation Brochure is attached to the official minutes.

Director, Chris Nicolls and Chair, Barb Hobson, led discussion amongst the Board regarding the investment of Foundation funds.

**c) Fund Investment
Discussion**

Mr. Nicolls will provide a report on options to invest funds in such a way that risk is minimized, and return is maximized.

A Director asked about doing a video endorsement of the Port Coquitlam Foundation and the Board feedback was that it was a personal choice.

Other Items

Jennifer Toderas notified the Board that the Minutes of the Meetings of the Board of Directors have been added to the website, in the “About Us” section.

It was requested that the March 10, 2021 meeting be rescheduled to March 11, 2021.

POLLOCK/GARTLAND moved to adjourn the meeting at 3:00 pm.

Adjournment

Question was called.

MOTION CARRIED UNANIMOUSLY