

Minutes of Board Meeting February 11, 2019

Present: Virginia Bartley, Penny Hopkins, Jeff Richardson, Sandy Thomson, Duane Webster, Lynda Wilde

Regrets: Barb Royce-Payne

1. Call to Order

The meeting was called to order at 5:00 pm.

2. Approval of Agenda

Motion by Sandy (Duane) to approve the agenda, as circulated.

Motion carried

3. Approval of Minutes

Motion by Sandy (Duane) to approve the minutes of the September 17, 2018 meeting, as circulated.

Motion carried

4. Business Arising from the Minutes

(a) Project Managers' Reports

Virginia thanked project managers for providing their reports a week prior to meetings form circulation with the agenda. Having the reports in hand at its meetings allows the board to review them without the need of time-consuming oral reports, but still allows for questions as they arise at meetings.

(b) Newsletter Report

Lynda reported that the newsletter for 2019 is almost ready to be released.

Action Item: Virginia and Lynda will meet ASAP to look at the newsletter and make any editorial changes necessary for clarity and consistency. Lynda will then provide the report to Kim for final modification and distribution.

Action Item: Project managers will maintain regular contact with Jo-Anne Vandierendock and Lynda to keep them supplied fresh information for publication on FB or in the newsletter, respectively.

(c) Report on Oaxaca Volunteer's Activities

Board members feel that Gail can be most helpful by alerting people she meets through the OLL about CANFRO's activities. In addition, she can make brochures available in places where Canadians are most likely to congregate.

Action Item: Virginia will follow up with Gail. Virginia will also contact Mary Rankin to see if she too might help highlight CANFRO's profile to Canadians in Oaxaca.

(d) Report on CANFRO's Online Profile

AmazonSmile is a website operated by Amazon that allows customers shop essentially as if they were doing so on Amazon.com. When they do so, the AmazonSmile Foundation donates 0.5% of the price of eligible purchases to specifically registered charitable organizations selected by customers.

Sandy confirmed that there is no Canadian equivalent with which to register CANFRO. Sandy contacted Tanya Lapierre about Trip Advisor and also confirmed that it cannot be used to highlight CANFRO's work.

(e) Report on Facebook

Lynda provided information on Jo-Anne's behalf about the FB page. The trend of visits and "likes" continues to increase – notably so following the breakfast event. 62% of CANFRO's FB followers are identified as women and 35% as men; 111 people from Canada are following the website, 102 from Mexico and 27 from the US. Board members agreed that Jo-Anne is doing a wonderful job of keeping the page fresh and interesting.

5. President's Report

Virginia reported on the 2019 Annual CANFRO Breakfast. The turnout was larger again than in the past, more than 70 people signed up to attend and most did. The venue (Convivio) was quite full and staff seemed overwhelmed by the numbers. The food was acceptable but not plentiful. Lineups were long and slow. Board members discussed the possibility of having the next event, if there is to be one, at a restaurant better prepared for a large crowd of people all seated and eating at the same time.

Generally, the reactions of attendees were very positive. It remains to be seen if the event translates into increased interest in CANFRO's projects and increased donations.

6. Treasurer's Report

Penny reported in Barb's stead.

At the last meeting, the board agreed that the website is the main avenue to demonstrate the reach of CANFRO's activities, and also its accountability. Board members discussed the documents that might properly be posted on the website. These include, among others, annual project reports, annual cash flow reports, and minutes of meetings. At the moment, draft minutes are not posted and nor is certain current financial information. Much of the posted information about board activities is thus somewhat dated.

Board members asked about other financial reports that Barb and Penny could produce and that could then be posted on the website.

Action Item: At the next meeting, project managers will discuss the types of financial reports they want to support their work, and all board members will discuss the types of financial information they want to see on the website for public consumption. As part of the discussion, the possibility of archived files can be addressed, as can the possibility of a consolidated statement.

7. Project Manager's Reports

See attached reports from project managers.

Motion by Duane (Jeff) to receive the project managers' reports, as circulated.

Motion carried

8. New Business

(a) Payment Methods

Penny reported that earlier problems with tracing payments made by Interac e-transfer may have been solved. Previously, there were difficulties locating the email addresses of donors for acknowledgement and receipting purposes.

Action Item: Penny and Barb will monitor the situation and bring forward any motions to amend payment methods, as needed.

(b) Advertising Costs

Virginia reported on the costs associated with advertising in the Oaxaca Times and the Huatulco Eye, among other publications. Board members agreed that, for now, CANFRO receives sufficient coverage through free advertising sources, such as the OLL and the Oaxaca Events Calendar.

(c) Group Emails

Penny noted her concern that group emails should not identify all recipients in the "To" line, but rather only individual recipients with all others essentially blind copied. Her concern is maintaining email address privacy.

There are a few routine general email messages that will be affected by this: for example, emails about the newsletter or about the annual breakfast. These might involve different recipient lists.

Action Item: Penny and Jeff will talk to Kim about whether Mailchimp can be used to alleviate this privacy concern, or whether there is another and better way to do so.

(d) Website/Electronic Contact Roles

Although Penny can make certain changes to the content of the website Kim, is responsible for its superstructure and maintenance. This work is part of her business and she is paid by the hour, although she is generous with her donated time.

Board members discussed the importance of having a contact person who will liaise with Kim to minimize the demands on her attention and the number of people to whom she feels she must respond.

Board members also discussed the need for someone to fulfil a communications role generally.

Motion by Virginia (Lynda) that Jeff take on the role of communications liaison for CANFRO.

Motion carried

Action Item: Penny and Jeff will talk to Kim about this new role and arrangements that flow from it.

Action Item: Penny will continue to make changes to the donor list on the website and Lynda will continue to be responsible for the newsletter. Each will maintain contact with Kim, as needed.

Action Item: Jeff will work with Kim to manage the master mailing list.

Action Item: Jeff will work with Kim to carry out suggestions he and others previously made about changes to the website.

Action Item: Jeff will monitor website issues and receive website suggestions from board members and the board more generally. If he feels it is necessary in future, he will recommend forming a more formal communications committee.

Action Item: Jeff will work with Kim to ensure that current information is posted about CANFRO's activities. Virginia will provide Jeff with draft minutes of annual and regular board meetings to be posted as soon as they are available. Barb and Penny will provide Jeff with current financial information to be posted as soon as it is available.

(e) Website Changes

Board members discussed the list of donors that is posted on the website. There were mixed opinions as to whether the list should include donors in the current fiscal year or donors from previous years.

Action Item: Jeff will look into this matter and return to make recommendations at a future meeting.

(f) Funding Study

Jeff volunteered to complete a brief fundraising study for the board, including a profile of past and current donors, a review of board members' thoughts of fundraising efforts thus far, and some brainstorming approaches to future fundraising.

Motion by Virginia (Penny) that the board support this proposed study.

Motion carried

Action Item: Jeff will proceed with his proposed study and report to the board at a future meeting.

(g) Breakfast Follow Up

Action Item: Jeff and Virginia will send a message to all those who attended the breakfast (or said they intended to do so).

Action Item: Jeff will work with Kim to determine if and how to create and manage a separate mailing list for the annual breakfast

Action Item: Jeff will work with Sandy to take a survey of attendees at the 2019 breakfast to assess their experiences and collect their suggestions.

(h) CANFRO Video

Penny advised the board that a friend of hers, Jill Loughheed, had offered to create a brief descriptive video about CANFRO and its projects. This could be used for fundraising purposes and linked to the website.

Action Item: Sandy and Lynda will meet with Jill as project managers to assist her with this work. Jeff and Virginia will also meet with her as communications liaison and president, respectively.

9. Next Board Meeting

The next meeting of the board will be on Monday June 24, 2019 at 6:00 pm at Bar's house.

10. Adjournment

Motion by Duane (Jeff) that the meeting be adjourned.

Motion carried.