



Minutes of Board Meeting June 27, 2018

- Present:** Virginia Bartley, Penny Hopkins, Sandy Thompson, Duane Webster, Lynda Wilde
- Regrets:** Barbara Royce-Payne, Alvin Starkman
- Visitors:** Doug Hopkins (doughopkins@xplornet.com)
Jeff Richardson (jeffrichardson202@gmail.com),
Danielle Charbonneau (charbonneau.danielle@gmail.com)

1. Approval of Agenda

Motion by Penny (Lynda) to approve the agenda, as circulated and amended.

Motion carried

2. Approval of Minutes of February 5, 2018 Board Meeting

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

Motion carried

3. Business Arising from the Minutes

(a) CANFRO's online profile

Both Sandy (Amazon.ca) and Alvin (Trip Advisor) are looking into issues related to this. Meanwhile, Sandy cancelled the CANFRO association with Google Ads, as the costs outweighed the benefits.

Action Item: Sandy and Alvin will report on their progress at the annual meeting.

Virginia agreed to see about highlighting CANFRO through the OLL, The Eye, the Oaxaca Times and Qué Pasa Oaxaca and the Oaxaca Events Calendar, as well as any other Oaxaca-relevant publications or websites.

Action Item: Virginia will report on her progress, estimate a budget and move to add approval of payment as a rolling budget item for the annual meeting.

(b) Newsletter

Lynda reported that the second newsletter had been prepared (with Kim's help) and distributed. As with the first, the second newsletter was published in February (2017 and 2018). Apparently, the "opening rate" of those receiving the newsletter is quite high, at 62%. She feels reception of the newsletter suggests we should continue to publish it.

Action Item: Project managers should obtain stories and photos for the next publication, and provide them to Lynda as soon as possible.

Action Item: Lynda will estimate a budget for Kim's work on the newsletter and move to add approval of payment as a rolling budget item for the annual meeting.

(c) Facebook

Jo-Anne was not available to report in person, but provided information on Facebook effectiveness for CANFRO: there were 30 posts in 2018, more than 5,500 people were "reached", and typically 50 –125 people opened or responded to each posting.

Action Item: Project managers should send Jo-Anne updates, including photos and stories, on a regular basis.

Action Item: Virginia will send copies of minutes to Jo-Anne after each meeting, and make sure she is invited to all meetings.

(d) Agency Agreements

Virginia noted that updated agreements had been sent to the CRA, along with a cover letter reassuring the officials that the agreements are essentially identical to the previous ones, and that CANFRO maintains, as is required, direction and control of all its projects.

(e) New Brochures

Penny advised the meeting that an updated, single brochure has been developed for use of partners in Oaxaca respected donations made in Oaxaca.

Gail has copies of the brochure to distribute to the partners. This can be done in person or by email. She will also distribute the brochures to various hotels and restaurants and other public places.

Action Item: Penny will make sure that Gail has what she needs to accomplish distribution. She will ask Gail to provide updated information for report at the next board meeting.

(f) Written Project Managers' Reports

Virginia suggested that board meetings could be shortened and run more efficiently if project managers provided written reports in advance of each meeting. These reports can be attached to the agenda when it is circulated.

Motion by Virginia (Duane) that project managers provide written reports to the president respecting their projects one week prior to board meetings.

Motion carried.

Action Item: Project managers will diarize the need to prepare their reports and provide them to Virginia one week prior to board meetings.

(g) Travel Expenses/Spending Limits

Penny reminded board members of the link she had previously provided. Essentially, board members are not entitled to compensation for travel if the travel is not 100% dedicated to performing charitable activities. Compensation for travel might be available to students in CANFRO projects, but only after approval by the CRA of changes to existing agency agreements. Projects must be held in abeyance while any changes to the relevant agency agreements are being reviewed by the CRA, and approval can take many, many months.

(h) Canadian Breakfast

Gail and Sandy will begin work together as an ad hoc planning committee in the autumn, along with Lynda and Virginia. The breakfast will likely be scheduled in mid-January. Both Lynda and Duane strongly support a Sunday event.

The budget for the breakfast is small ... for maple syrup, maps, etc.

Action Item: Penny will estimate a budget for the breakfast and move to add approval of payment as a rolling budget item for the annual meeting.

(i) Updated Documents

Penny and Virginia reported that relevant updated documents had been posted to the website.

(j) Policy for Additional Agencies

An ad hoc committee of Sandy, Lynda, Virginia and Penny are working on this. Penny wants to ensure that any policy makes it clear that, while CANFRO may be open to expanding its projects, potential partners will incur substantial obligations, the approval process involving the CRA is lengthy and any new projects must be under CANFRO's direction and control.

Action Item: The ad hoc committee will bring forward a proposed policy for consideration at the annual meeting.

4. President's Report

Virginia noted that CANFRO's work is proceeding smoothly. She reminded board members that five of them would have their terms expire in September, and reminded them of the need for both continuity and new perspectives on the board.

A propos of the potential new board policy (and of the power of CANFRO's presence electronically and on the ground), Virginia advised the board that she was contacted by Bárbara Lazcano, of SiKanda (<http://www.sikanda.org/projects/>). It is not at all clear that a relationship with SiKanda as a partner agency will be desirable or possible, but Virginia has agreed to meet with Ms. Lazcano in the autumn.

5. Treasurer's Report

Penny reported on Barb's behalf and presented the year-to-date financial information.

An ongoing matter of concern is the standard business practice of needing two authorized signatures (currently Barb and Penny) to release funds for transfer to Oaxaca. This is tricky to arrange when Penny is in Oaxaca. In the past, the TD bank only required one signature but, for a time, this changed – two signatures required. Penny and Barb reviewed the CANFRO account information with the bank and discovered that one signature would suffice. This fact is clearly noted on the CANFRO file.

In terms of transparency and accountability, Sandy reminded the board that transfers are made at the request of project managers, so their request essentially acts as one voice of approval and accountability. Virginia reminded the board that our records track every peso/dollar in and out of CANFRO accounts. Board members agreed that one signature, in addition to the written request of a project manager, will be enough as a fail-safe measure.

Project managers will continue to prepare solid budgets for the annual meeting to allow the board to monitor expenses.

6. Project Managers' Reports

(i) The Book Project

See attached.

(ii) The Tutor Project

See attached.

(iii) The School Sponsorship Project

See attached.

(iv) The Food Project

See attached.

(v) The High School Project for Girls

See attached.

(vi) The Speech and Signing Therapy Project

See attached.

7. **New Business**

(a) SPAM and Privacy Policy

At Kim's suggestion, Virginia drafted a Privacy or Personal Information Policy (attached). Board members agreed it should be added to the published policies on the CANFRO website.

According to Kim, although CANFRO's risk for liability is low, the best next step in Internet security for CANFRO and its donors will be to obtain an SSL (Secure Sockets Layer) certificate through the host website, GoDaddy.

SSL certificates are small data files that digitally bind a cryptographic key to an organization's details. When installed on a web server, they activate a "padlock" and allow secure connections from a web server to a browser. This is important because information sent over the Internet is passed from computer to computer to get to the destination server. Any computer in between the sender and the server can see credit card numbers, usernames and passwords, and other sensitive information in the absence of an SSL certificate.

Motion by Virginia (Sandy) to approve payment for the SSL certificate through GoDaddy, and to approve payment to Kim for installing it.

Motion carried

Action Item: Virginia will follow up with Kim and report on progress at the annual meeting.

(b) Payments through the Website

Penny reported that she and Barb spend an inordinate amount of time tracing donors who provide funds through Interac e-transfers. Despite all efforts to make it clear what information they need, donors still fail to identify themselves and provide email addresses for receipts.

Action Item: Sandy will check with her contacts in other agencies to see how they manage this issue and report her findings at the annual meeting.

(c) Board Renewal

Virginia asked board members with terms expiring in September to advise her if they were not willing to continue.

8. Next Meeting

The next meeting (which will occur after the annual meeting on the same date) will be on Monday, September 17, 2018 at 6:00 pm at Barb's place in Belleville.

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9. Adjournment

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

Motion carried.