

Minutes of Board Meeting February 5, 2018

Present: Virginia Bartley, Penny Hopkins, Alvin Starkman, Sandy Thompson, Duane Webster, Lynda Wilde

Regrets: Barbara Royce-Payne

Visitors: Jeff Richardson (jeffrichardson202@gmail.com),
Robin Cardozo (robincardozo@hotmail.com)

1. Approval of Agenda

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

Motion carried

2. Approval of Minutes of Board Meeting of May 15, 2017

Penny noted that the addresses used for CANFRO purposes need to be clarified. For mailing purposes and for donations, the address should be PO Box 23043, Belleville, Ontario, K8P5J3. For corporate filings and communications, as well as for storing all financial records, the address is: 341 Townsend Road, Stirling, Ontario, K0K 3E0. For all other corporate records, the address is: 4097 Bath Road, Kingston, K7M 4Y8. The policies and procedures should be amended accordingly

Motion by Penny (Duane) to approve the minutes, as circulated and amended.

Motion carried

3. Business arising from the Minutes

(a) CANFRO's Online Profile

Sandy reported that the trial run with placing CANFRO on Google Ads revealed no evidence that the placement resulted in new donor or increased donations. Seeded by the funds previously donated by Duane, the experiment cost about \$270 over 5 months. Advertising on Facebook would cost a minimum of \$5,000. Trip Advisor's policies do not offer space to charities or charitable activities in the abstract, only to places and services.

Motion by Sandy (Duane) that CANFRO focus its advertisement efforts and funds on its Facebook page and website, on targeted ads in the OLL etc. and on friend-raising events like the Canadian Breakfast in Oaxaca.

Alvin noted that Libros para Pueblos is on Trip Advisor and that its free tours are included in the information provided. Lynda reminded the board that LPP has an established office and office hours.

Action Item: Alvin will work with Sandy to see if there really is some way to access the power of Trip Advisor for CANFRO.

Action Item: Virginia will contact the Oaxaca Events Calendar, Qué Pasa Oaxaca and Oaxaca Times to ascertain what is involved in placing announcements for CANFRO.

Action Item: In the next fiscal year, the board will allocate sufficient funds to an advertising budget to defray costs of announcements in the Oaxaca Events Calendar, Qué Pasa Oaxaca and/or Oaxaca Times. Virginia will add this matter to agenda items for the annual meeting in September.

Motion carried

(b) Newsletter

Lynda noted that the second edition of the newsletter is ready to be circulated. Unfortunately, Nan Newell, who helped so much with the first newsletter, had been ill and unable to help with preparation. Lynda said that she had done her best with MailChimp, but that she is not particularly expert with it. She is able to gather stories and photos, and edit the stories, but not much more without a great deal of time and effort on her part. A graphic artist could make a huge difference in the newsletter's appearance and appeal. Lynda indicated that she is willing to continue to amass stories and photos for future newsletters.

Motion by Lynda (Virginia) that the Board ask Kim if she would like to assist with polishing further newsletters or, if she is not interested or able to help, ask her to suggest another person.

Motion carried

Motion by Lynda (Virginia) that in the next fiscal year the board approve reasonable expenses for editorial assistance on the newsletter.

Motion carried

Action Item: Lynda will follow up on this matter with Kim or with other suggested or possible editors and report to the board at the annual meeting or earlier.

Action Item: Virginia will circulate a cost-approval motion for board action before the annual meeting, if possible, OR will add this matter to the agenda for the annual meeting in September.

(c) Updated Agency Agreements

Virginia reported that she had some agreements in hand and once she has received the remainder, she will take them back to Canada to provide them to the CRA.

Action Item: Project managers will have the updated, signed agreements ready for Virginia by mid-March.

(d) New Brochures

Penny distributed the new, general (good for all projects) brochures.

Action Item: Penny will print and distribute another 200 copies of the new brochure as soon as possible. These will be distributed to project managers and to Gail Schacter, whose volunteer activities for CANFRO include making sure that brochures are available where they are needed and useful.

(e) Board Renewal

Board renewal continues to be an important matter for discussion.

Action Item: Virginia will add the matter of board renewal as a specific discussion item for the annual meeting in September.

4. President's Report

At this time of renewal of the five-year agency agreements, Virginia commended CANFRO's partner agents in their ongoing efforts to work with CANFRO, especially with the requirements that the CRA imposes upon CANFRO and thus its agents, and to follow up with each other after last year's joint session to answer shared questions and pursue common goals. She also thanked the project managers for their continuing efforts to work effectively with CANFRO's partner agents and to meet the very specific requirements imposed upon them by the CRA.

5. Treasurer's Report

In Barb's stead, Penny noted that the requisite T3010 form (annual financial report) had been filed and acknowledged by the CRA.

6. Project Manager's Reports

(a) The Book Project (attached)

- (b) The Tutor Project (attached)
- (c) The High School Project for Girls (attached)
- (d) The Speech and Signing Therapy Project (attached)
- (e) The Food Project (attached)
- (f) The School Sponsorship Project (attached)

Action Item: In future, project managers will provide brief written project reports prior to meetings so that these can be appended to the minutes.

7. New Business

- (a) Volunteer Work/Volunteer Qualifications

Virginia noted that there is now information about guidelines and possible work for volunteers posted on the CANFRO website.

Action Item: Virginia will add Volunteer Work/Volunteer Qualifications as a rolling agenda item for the annual meetings.

- (b) Facebook

Although Jo-Anne was not able to attend this meeting, she provided information about the Facebook page to Lynda so that the board could follow public use of the page. In 2015 there were 113 hits; in 2016 there were 188; in 2017 there were 210 and thus far in 2018 there have been 232. This signals that the page is working as it should. The board once again expressed its gratitude to Jo-Anne for her help, and to project managers for their assistance in providing her information to post.

- (c) Board Members' and Volunteers' Travel Expenses

Penny reported generally on what she had learned about claiming travel expenses related to CANFRO. Volunteer members can be reimbursed for travel expenses to and from a place where they are performing volunteer work for what the CRA would deem a "significant amount of time". Board members can be reimbursed for travel related to board business, for example, to represent the board at a conference.

Action Item: Penny will circulate specifics of what she learned about this matter to board members and volunteers before the next board meeting.

(d) Students' Travel Expenses

Penny reviewed limitations on travel expenses that can be claimed by individual students in any project. Some expenses can be receipted, such as gas, repair and insurance costs. Upon approval, these are acceptable to the CRA. Travel more generally is not bundled into approved activities for projects. Any proposed change in approved activities of any project needs CANFRO and then CRA approval, and obtaining the latter is a very lengthy, uncertain process. Technically, a project should be suspended while approval is being sought.

Action Item: Penny will describe spending limits and travel expense limits in her brief written project report.

(e) Canadian Breakfast

Sandy noted that the event was a great success. 34 Canadians attended. With increased advertisement of the event, she feels that even more people will attend in future. She suggests a poll before the new year to ascertain a date and time convenient to most potential attendees. She also suggests a slight change in format to allow for mixing and mingling.

Action Item: Sandy or Gail will circulate an email or otherwise poll the list of Canadians who receive the newsletter to select a date and time for the breakfast in 2019 and to make arrangements and then announcements once details are set.

Action Item: Board members will coordinate to bring maple syrup, Canadian flag pins, and a map of Canada for the next breakfast.

Action Item: Virginia will add establishing a budget for the annual Canadian breakfast as a rolling agenda item for the annual meeting.

(f) Updated Documents

Further to #2, above, Penny and Virginia will ensure that the website and written materials used by CANFRO reflect current and appropriate addresses.

Action Item: Penny and Virginia will ensure that all online, written and corporate material reflects the appropriate address. They will communicate with government officials as needed.

(g) Transferring Funds from Canada

Penny reminded the board that two signatures are needed to transfer funds from the TD bank. This is bank and proper business practice. At the moment, Penny and Barb are signatories, but this causes a problem when one of them is unavailable.

Motion by Sandy (Duane) that Penny and Barb extend signing authority to another person of their choosing.

Motion carried

(h) Citizenship of Board Members

Virginia reported that she has done some research into this matter. Under provincial and federal law, it is possible to have non-Canadian members of boards for Canadian charities. However, the number should be limited to significantly less than half of the board. The operations should be substantially under the control of Canadian board members.

Action Item: Virginia will circulate a resume of her research on this matter before the annual meeting in September.

(i) Board Membership

Board members briefly discussed membership requirements. They agreed that, *ex officio*, a project manager must be a board member. In addition, a project manager must operate at arm's length from his/her project(s). This means that a project manager cannot be active or have an ongoing professional interest in/connection to his/her projects.

(j) Policy for Additional Agencies

Virginia circulated an early draft of a policy addressing Oaxacan NGOs interested in and of interest to CANFRO as potential additional partner agencies. Board members generally discussed the matter for a few minutes.

Action Item: Lynda, Penny, Sandy and Virginia will work on a second draft of the proposal and present it at the annual meeting in September.

8. Next Meeting

The next meeting of the board will be on June 27, 2018 at 5:00 pm at Lynda's home in Kingston.

9. Adjournment

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

Motion carried.