

**Minutes of Hospice Greater Saint John
Board of Directors' Meeting
Tuesday, December 4, 2007**

The Board of Directors of Hospice Greater Saint John met on Tuesday, December 4, 2007 at Bobby's Hope House at 385 Dufferin Row, Saint John, NB.

Officers Present: Marilyn Craft, Chairperson Patrick Woods, Treasurer
Ivy Cosman, 1st Vice Chairperson Sandy Johnson, Executive Director
Cathy Connolly, 2nd Vice Chairperson

Directors Present: Marijke Blok, Betty Bowes, Ivan Ho, Tina Landry, Jo MacLean, Doug McCaig, John Sheehan

Regrets: Dr. Chris O'Brien, Honourary Medical Director
Dr. Nancy Grant, Honourary Chairperson
Shirley McAlary, Shelley McDougall,

1. CALL TO ORDER

Marilyn Craft called the meeting to order at 5:00pm.

2. APPROVAL OF AGENDA

Motion to approve the agenda. (Ivy Cosman/Ivan Ho)
Carried

3. MINUTES OF NOVEMBER 27, 2007

Marilyn Craft reported that with further research in Roberts Rules of Order and our manual "Great Boards Plain & Simple" regarding appropriate Board Minutes that she asked Sandy Johnson, Executive Director to amend the Minutes of November 27, 2007 as presented by Secretary, Suzanne Roma for a more professional presentation.

Cathy Connolly requested that the minutes be amended to include the following comment under item number four: *Suzanne Roma reported that the intent of the approach to Lawson Property Management was to obtain an independent second opinion for the organization and not intended to be personal to Shirley McAlary.*

Motion to approve Minutes with the above correction (Cathy Connolly/Doug McCaig)
Carried

4. REPORTS OF OFFICERS

4.1 Chairperson

Marilyn Craft reported to keep meetings effective and to best utilize the time and skills of all involved, Hospice has consulted Roberts Rules of Order and will be implementing some changes to ensure Board meetings are meaningful and productive.

- 1) The Board Meeting Agenda has been revised to follow the Standards offered by Robert's Rules of Order and all members will be asked to stay on agenda in discussions.

- 2) The Chairperson will use a bell to call the meeting to order and to maintain meeting order.
- 3) Members must raise their hand and be acknowledged by the Chairperson prior to speaking. Members will speak in order of acknowledgement. Board members who speak without permission of the Chairperson will be ruled out of order.
- 4) Motions must be seconded prior to discussions. If a motion is not seconded, then it “falls to the floor” and is not eligible for discussion and a vote.

4.2 Treasurer

Sandy Johnson reported on the outcomes to date of the Direct Mail Campaign, Angels Remembered and the Realize the Dream Capital Campaign. Since the previous Board Meeting of last week, \$9,531 has been deposited into the Operations Account and \$20,000 has been deposited into the Capital Hope House Account.

4.3 Executive Director

Sandy Johnson reported on the November 25, 2007 Memorial Service which had an attendance of 80 people. She thanked Grief Support Team for their excellent work on this service and also thanked the Friends of Hospice for hosting the refreshments and social that followed the service. Marilyn thanked the staff for their work on this event.

The Board briefly discussed the Donner Canadian Award Report, noting the lower scores in the financial reporting area and in the staff area and the considerable efforts required to compete in this Award Program. Sandy Johnson reported that she is in discussions with the Donner Canadian Foundation regarding the lower score in the financial reporting area.

5. REPORTS OF STANDING COMMITTEES

5.1 Executive Committee

Marilyn Craft reported on Suzanne Roma’s resignation. Since the Executive Committee serves as the Nominating Committee, they will be reviewing this resignation and making recommendations regarding a mid-term replacement and a nomination to the position of Secretary. This will be brought to the Board for approval at the January 2008 Board Meeting.

Motion to accept with regret the resignation of Suzanne Roma. (John Sheehan/Doug McCaig)

Motion to send Suzanne Roma a letter of thanks for her service and support to Hospice. (Doug McCaig/Ivan Ho)

5.2 Resource Development Committee

Cathy Connolly reported that Hospice has received the full order of 500 Hope & Healing Bracelets and they are currently being sold at Angels Remembered. The staff at Vito’s Restaurant in Rothesay is interested in selling bracelets on site at the Restaurant. Cathy Connolly will follow-up.

Cathy Connolly reported that the Angels Remembered Campaign Kick-Off took place at Harbour Station on Saturday, December 1, 2007 on the ice just prior to the dropping of the puck to start the game. From a sponsor perspective, this exposure served them well with 500-1,000 people seeing the Kick-Off and cheque presentation. The Harbour Station sound system is difficult to hear clearly and the hockey game is a very busy event with a number of activities taking place. The Kick-Off raised \$187 for Hospice and a signed hockey stick was raffled off to donors that evening. The Kick-Off will be reviewed along with a full event review early in the New Year. Cathy Connolly reported that she is struggling to fill the Wal-Mart Angels site

with volunteers, noting that this site is very important as Wal-Mart is prepared to provide up to \$2,000 in a corporate match for donations made at this site.

Cathy Connolly reported that the Resource Development Committee will be meeting early in the New Year to determine the third fundraising event for Hospice. The Hike for Hospice is under review regarding its fit and ability to grow prior to the opening of Residential Hospice. An Annual Yard Sale has also been proposed.

Cathy Connolly reported that Bayshore Home Health has come on board as the Title Sponsor of the Valentine's Gala for \$10,000. The Board expressed their thanks to Tina Landry for brokering this sponsorship.

5.3 Friends of Hospice

Betty Bowes reported that the Friends of Hospice hosted the social following the Memorial Service and spent two days doing the 4,000 piece direct mail out. They also held their Christmas Dinner at the house recently and will be delivering flowers to approximately 40 families on our palliative support service.

6. REPORTS OF SPECIAL COMMITTEES – RESIDENTIAL HOSPICE

6.1 Government Update

Sandy Johnson reported that Minister Mary Schryer, Minister of Family and Community Services, has made a verbal commitment that Residential Hospice would be in the new Seniors' Plan due to be announced in January 2008. Minister Schryer invited Hospice to participate in the final consultations regarding the Seniors' Plan. Dr. Nancy Grant and Sandy Johnson attended these consultations in Fredericton in early November and were met with a positive response. Residential Hospice was added as one of the needed seniors' strategies for the province.

Sandy Johnson reported that Premier Shawn Graham has sent a personal letter thanking us for the tour of our new facility and acknowledging, *"As government proceeds with plans to build a sustainable health system, the plan you propose will no doubt be subject for consideration."*

Sandy Johnson reported that Minister Roly MacIntyre, Minister of Supply & Services and Minister Responsible for the Regional Development Corporation, has committed \$200,000 in capital funding to Residential Hospice renovations.

Sandy Johnson reported that additional government grant applications underway for capital funding including a request to Canada Mortgage & Housing, New Horizons for Seniors and the Atlantic Canada Opportunities Agency (ACOA). She requested Pat Wood's assistance with the ACOCA application in particular.

6.2 Campaign Strategy

Sandy Johnson provided a presentation to the Board regarding a comprehensive "Power of the Dream" Residential Hospice Campaign Strategy:

1. Build the Dream – This was the first capital campaign to raise the funds to purchase a Hospice House. The campaign ran from January 2006 through March 2007 and raised a total of \$297,349. The funds were used to purchase Douglas Avenue and then to purchase Dufferin Row.

- 2. Realize the Dream – This is the second capital campaign for Hospice to raise the funds needed to renovate and ready for Residential Hospice operations. The campaign began in September 2007 with foundation and government grant applications. The public launch of the campaign is planned for the Valentine Gala on Saturday, February 16, 2008. The campaign goal is \$1,120,000 as follows.

Fire/Building Code, Space and Accessibility Renovations	\$645,600
Architectural Fees/Expenses	\$ 65,000
1 st Year of Operations	\$260,000
Supplies/Equipment/Garden	\$150,000

Sandy reviewed the plans for this Campaign segment, including the Campaign Cabinet, Donor Goals, Donor Recognition and Communication and Naming Opportunities. See the attached Strategy for Complete Details.

- 3. Grow the Dream – This will be a future capital campaign for phase two renovations and/or building upgrades – new windows, new roof, roof top garden, etc.
- 4. Live the Dream Legacy Fund – This will be a receptacle for charitable gifts and bequests that will be held in trust. This fund will be a living legacy and the annual interest earned will be used to support operations of the Residential Hospice.

6.3 Campaign Results to Date

Sandy Johnson reported that as of this date, \$335,492 (or 33%) towards our “\$1 million dollar goal” has been confirmed. \$26,892 of that revenue is unexpected donations that were directed to operations which she has voluntarily put into the capital account because operations are on track with our planned donations and fundraising. It is our goal to be 50% of the way to our \$1 million dollars when we publicly launch at the Valentine’s Gala.

Sandy Johnson reported that the Campaign Cabinet will meet in early January 2008 to:

- Confirm our fundraising strategy and develop an action plan;
- Develop a communication and recognition strategy/action plan for campaign donors.
- Plan our public launch for the Valentine Gala.

In response to Tina Landry’s question regarding the involvement of area designers, Sandy Johnson reported that while this plan has not yet been fully prepared, there have been discussions regarding engaging area designers in a Design Showcase to work with Hospice to decorate the bedrooms.

Pat Woods noted that it is important for the Campaign Team to build long-term relationships with our donors as we will depend on them for annual contributions. He fully supports the idea of an annual or semi-annual Chairman’s Reception at the house to update donors on what’s happening and to thank them for their support.

6.4 Architect’s Contract

Sandy Johnson presented the contract from Richard & Co. Architecture Inc for architectural fees for Residential Hospice renovations, which includes a 5% donation of his professional fees. She also presented an invoice for \$17, 676.57 for services rendered to date.

The Board requested that Sandy Johnson seek further information from Mike Richard regarding the exposure for Hospice should construction costs rise.

Cathy Connolly expressed concern that Hospice did not go through a tendering process to secure this professional architectural service and as a result, questioned how certain Hospice can be of the construction estimates and therefore, the architectural fees without additional quotes for service.

Motion to authorize the Executive Director to process payment from the Hope House Account for the Richard & Co. Architecture Inc invoice of \$17,657.57 for services rendered to date. (Doug McCaig/Ivan Ho)

Cathy Connolly requested that no further work be conducted until a contract is signed.

Motion to approve the Power of the Dream Capital Campaign Strategy as presented and the public launch at the February 16, 2008 Valentine Gala. (John Sheehan/Ivy Cosman)

7. ADJOURNMENT AND NEXT MEETING

Motion to adjourn the meeting. (Pat Woods)

Next meeting is set for Tuesday, January 29, 2008 at 5:00 pm.

Respectfully submitted by:

Sandy Johnson
Executive Director