



Minutes: Board Meeting, Wednesday, July 22, 6:30 p.m.

By Zoom

Attending: Jim, Deb, Charlene, Chris, John, Karen, Lynda, Jim, Tom, Pete, Tim, Pat

1. Deb called the meeting to order at 6:35.
 - 1.1 Approval of agenda, moved by Tom, seconded by Jim, carried
 - 1.2 Conflicts of interest- none
2. Approval of May minutes, moved by Jim, seconded by Nan, carried.
3. Chair's Report- Deb
 - 3.1 Deb thanked John for his service as Chair of the RD committee, and especially his leadership with Grand Men, and announced that Nan has agreed to take on the position, ably assisted by Pete.
 - 3.2 Deb noted that as a result of the ED evaluation survey and in view of the disruption caused by COVID-19, she has become aware of the need to review and refresh the Foundation's strategic directions and goals. She asked each member of the Board to reflect on how they think the Foundation should be moving forward.

Jim:

- Feels GBCF should be proactive in meeting community needs, not simply waiting for grant applications to arrive
- Would be good to grow endowments so that we had more money available to support new programs, reshaping the future of our community
- Good start trying to be the leader in Vital Signs project—a foundational piece for us
- Look at the people around the table – lots of smarts and thinking outside the box

Karen:

- Agree with Jim, we are leaders—a lot of the people we have given grants to are not in a good place to figure out what they're going to do until their next big fundraiser- focused on staying afloat
- Is there anything we can do help them with looking at the future?
- She wants to make sure the Board is helping Pat wherever they can, one person can't do it all

[Deb asked Pat about the utility of the exec meetings: she said it was wonderful to be able to bounce ideas off a group of engaged people.]

Nan:

- Relationship development – how do we get awareness of long-term giving, use the connections we have and find out about the rest of the community
- People want to give, and they want to give it to a place they know will do the right thing with it- how do we get the right message to the right people?
- People feel very passionately about GB, long-term and newer residents

John:

- We are all volunteers, very busy, and people we talk to are very busy
- We enthusiastically take on ideas and plans, but then things drop off between meetings—we over-estimate what we can do and get frustrated

Tom:

- One way to go is to make GBCF stronger, more dollars in GB area, and focus there
- Or, if we want to get bigger and better, that means a name change
- Other foundations are saying they want to invest in specific area such as low-income housing—they allocate grant dollars and find partners—we don't have enough grant dollars to do that, but could make a statement that we want to support a certain cause that's important right now
- We have lofty goals, but we don't always follow through – it's up to us as Board members to take time to make contacts, make a better job of being in community, asking individuals and orgs for their support
- Even after 15 years (actually 20!) there are so many people who don't understand what the Foundation does—but don't be discouraged, it takes time—takes board members getting out there to help Pat

Peter:

- There's a lot of money floating around from government that could help a lot of these organizations, just have to ask for it—not sure the orgs we support know how to go about that
- One thought is to help them figure it out, help people make connections, get the money that's out there

Charlene

- I agree with Pete—are there orgs that need more help—maybe help with budgeting etc.- could we volunteer to help some of these organizations?
- Education – to get donors but also to ensure that all the charities in the area can come to us
- [Deb—maybe a workshop for potential grantees?]

Lynda

- I like the idea of letting people know how we can help them—who we are, what we do, how they could help—people still don't know who we are
- Post-COVID face-to-face meetings
- Pat should delegate more to us—probably a lot of things we could do

Tim

- Doing an okay job in terms of leadership
- At one time, we had no applicants for grants- Pat good at ferreting out opps
- Going forward, if we see some area that needs attention, no reason why we have to go through a lot of grants, focus on where we can have the most impact

- Awareness takes time- we have grown quite a bit in last few years
- A lot of contributions to foundations are through bequests, but don't know when they will be realized

Chris

- On second six-year term!
- One of the biggest challenges we've had is on the money collection side— but also the piece around getting good applications—chicken and egg
- The easier of two jobs is the awareness building and application side—never easy to ask people for money
- What she'd like to see is getting feet on the ground, maybe taking smaller nibbles, do the things we say we're going to do- execute well on a couple of things, not do too much at once

[Pete – a lot of seniors are frustrated government gave them \$600 cheques—one gave him a cheque yesterday – probably a lot of seniors like that—wondered if we put out a notice on FB – suggest that they pass it on to people who need it]
Done!!

3.3 Deb spoke about the growing realization that COVID-19 is an opportunity to “build back better,” and invited the board to think about how, as leaders in the community, we could help build the post-COVID world. To get the convo started, Pat presented some of the ideas that are floating around. See attached PDF.

4. Executive Director's Report

- 4.1** Emergency funds report—Pat drew attention to the report outlining the fundraising and grant-making associated with our COVID-19 effort. Pat noted that a media release has been distributed, and a TV interview completed.
- 4.2** Name change discussion- Pat noted that the COVID-19 granting has underlined the fact that our grants go much further than even the three municipalities we have designated as our catchment area. Huron County is one of the few areas in Canada that is not served by a CF, and we've been plugging some of that gap. In a recent conversation, a Bayfield resident noted that it wouldn't occur to her to leave a legacy gift to the Grand Bend Community Foundation because of the name. Tom let the board know that there have been discussions about establishing a Huron County fund with London CF and Grey Bruce CF, and shortly with Stratford Perth CF, but not with GBCF because of our narrow focus. He pointed out that many community foundations serve as umbrella organizations for geographic-specific funds like the South Huron Community Fund. Pat noted that Stratford Perth has individual funds in each municipality within the county.

A lively discussion ensued. Among the points raised:

- Jim felt that it was necessary to respect the source of the money in any changes.
- Chris said depending on “what we want to be when we grow up,” it was probably time to change the name, and wondered if Huron Shores Foundation would work.
- Nan noted that the GBACHC is grappling with the same issue, feeling that its name is too restrictive given its reach.

- Tim noted that a name change has been discussed in the past, with a decision to change “if necessary.”
- Chris said an important step was contacting stakeholders to see how they feel about a name change.
- Deb suggested the establishment of an ad-hoc committee, and Chris, Charlene, and Lynda agreed to serve.
- John suggested going back to the discussions held in spring 2018 as a background.
- Pete wondered about how such a Foundation would be structured. Pat noted there are many examples in the CF world.

Deb said she would call a meeting of the ad-hoc committee shortly and report back to the Board in September.

5. Committee Reports (if necessary)

5.1 South Huron Committee- Tom

- 5.1.1.1** Tom presented the South Huron Vitality Grants committee recommendation -- \$2,000 to BBBSSH, \$3000 to Winterfest, and \$6,500 to Huron Waves Music Festival-- and moved its acceptance, seconded by Jim, carried.

5.1.2 Grants Committee – Jim

- 5.1.2.1** Jim spoke of the work of the ad-hoc COVID-19 Grants Committee, noting that the grants were wide in scope. He thanked the hard-working members of the committee who met every Friday at 9:30 for the duration.
- 5.1.2.2** Jim noted that Jim Southcott has raised a project, the removal of Oak Lodge, Grand Bend’s oldest cottage, from its present location to the Lambton Heritage Museum. Pat reported that Jim has not yet finalized the donation but will keep us posted.

5.2 Finance Committee- Tim

- 5.2.1.1** Tim noted that expenses seem to be on track. Our investments are doing fairly well given the circumstances—we’re above water! Our cash situation is still healthy.
- 5.2.1.2** Tim proposed the addition of Stephanie Allen to the Finance committee. Stephanie is a third-generation GB cottager with an extensive background in finance. He moved her addition to the committee, seconded by Jim, carried.
- 5.2.1.3** Tim mentioned that several CFs recently compared notes on how they do their grant allocations, with most around 3.5% and some higher. He pointed out that due to flow-through granting we often grant less than 3.5% from our endowment funds, but “we’re doing what we can” given our fixed expenses.

5.2.2 RD Committee

- 5.2.2.1** Nan reported on the presentation by Martha Powell, CEO of the London Community Foundation. Among her key points:
- 75% of donations to LCF are bequests
 - LCF works closely with Professional Advisors to get the word out
 - This is not “cheque book” philanthropy – it’s about long-term relationships

Subsequently the committee talked about how building long-term relationships could be done in GB. Nan notes that the Grand Women and Grand Men groups are ways to connect with potential legacy donors. One-on-one meetings are also a critical component. Nan noted that Pat has developed a draft plan for RD over the next 18

months, with eight tactics. She urged board members to help by sharing contacts and acting as ambassadors.

5.2.2.2 Grand Women and Grand Men events

John reported on the GM event and asked board members to share four to five names of people who could be invited by email.

6. Other business

6.1 Charlene noted that her sister, who has opened a sustainable clothing boutique in GB, will be speaking to the Rotary Club on September 1.

7. Next meeting: Wednesday, September 16 (followed by October 21 and November 18)