

ENVIRONMENTAL HEALTH FOUNDATION of CANADA

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Minutes of Teleconference 30 September 2001

1.0 Roll Call

Meeting commenced at 11:00 CDT.

Klaus Seeger Tim Roark
Peter Rogers Duncan Ellison
Paul Medeiros Marilyn Lee

Regrets:

Keith Smith Robert Bradbury John Blatherwick
Dean Sargeant Ron de Burger

1.1 Additions to the Agenda

There were no additions to the agenda

1.2 Errors and Omissions EHFC Minutes 10 June 2001

There were no errors or omissions.

1.3 Approval of EHFC Minutes of 10 June 2001

Moved by Marilyn Lee and seconded by Tim Roark that:

“The minutes of the EHFC meeting from 10 June 2001 be accepted.”

ARRIED

1.4 Financial Update

There has been no change since the June meeting, therefore there was no report.

2.0 BUSINESS ARISING FROM THE EHFC MEETING OF 10 JUNE 2001

2.1 Fundraising / Product Promotion Strategy

When the dues renewal notices are being sent out by the Executive Director later on this fall, it was thought that we should include a promotional tract that would, hopefully, encourage other members to make a financial contribution to the EHFC. It was considered a cost-effective way to promote the EHFC. Tim agreed to contact Rob Bradbury and Klaus Seeger to work on drafting a one-page flyer to be included in the 2002 dues renewal notices. It was also agreed that Tim, Klaus, Dean and Peter would meet in early November to develop an action plan for the

promotion and fundraising fo EHFC products.

Moved by Marilyn Lee and seconded by Peter Rogers that:

“The EHFC allot up to \$200.00 for the promotion of the EHFC in the 2002 CIPHI dues renewal mailout”

CARRIED

2.2 Honorary Chair

Dr. John Blatherwick has confirmed that he will act as the honorary chairman of the EHFC.

Moved by Duncan Ellison and seconded by Tim Roark that:

“Dr. John Blatherwick be officially appointed as the honorary chairman of the EHFC”

CARRIED

2.3 Trustee Nominations

The name of Shendra Brisdon was brought forth by Klaus as an individual who has expressed an interest in becoming a trustee of the EHFC. Shendra is a field inspector in the Boundary Health Unit in B.C., and was formerly a City of Winnipeg Inspector. She also played a crucial role in the organization of the 1992 International CIPHI / NEHA Conference held in Winnipeg that year.

Moved by Tim Roark and seconded by Peter Rogers that:

“Shendra Brisdon be appointed as a Trustee to the EHFC”

CARRIED

A suggestion was made to approach Mike Brodsky, formerly Director of the Ontario Ministry of Health Public Health Laboratories and now a private consultant; and Sharon Power of Lufthansa Sky Chef. Scott McLean was suggested as a representative from eastern Canada. Scott was on the Board as the NEC Branch Presidents representative for the last two years and his term was completed. They will be approached.

2.4 General Administration Cost Centre

This item was deferred to the next meeting.

2.5 Ed Fleming Memorial Fund

The Sudbury Library Association is interested in getting copies of the groundwater video in each of its branches, then hopefully to expand the distribution to Northern Ontario and then the rest of that province. The question was raised as to how does one monitor the usage of the video, for example, is there some tracking mechanism that will indicate how often it is checked out and

viewed. Klaus will check into this.

2.6 Insurance Coverage

This item was deferred to the next meeting.

3.0 NEW BUSINESS

3.1 Sewage Video - Promotion

Marilyn has been in touch with the advertisers of Harrowsmith Country Magazine, a country-focussed publication that would be an ideal forum in which to advertise the sale of our sewage video, given that the majority of country people are on private sewage disposal systems. The magazine has a paid subscription of 130,000, with readership estimated at 1.5 million. The magazine publishes six times a year. Various pricing options were listed for advertisements, but the most popular appears to be the box ad, 12 to a page, which runs at \$495 per insertion.

The question was raised whether the magazine would run an article about the EHFC and the video. And, if needed in order to sweeten the pot, we could then indicate our willingness to place an ad. Due to the seasonality of the topic, it was thought that we should aim for a spring edition. Marilyn will follow up.

3.2 Charity Canada

Klaus had sent out with the agenda an html file on charities. This provides information on all aspects of charities and their operation. There is a section on the definition of qualified donees. After speaking with a representative at Canada Customs and Revenue Agency, Klaus was informed that direct funding cannot be made to a parent organization such as the Institute. Apparently one cannot make a bequest to CIPHI using the EHFC as CIPHI is not a registered donee. Such an arrangement would be deemed illegal. Therefore, if CIPHI has a project, it can approach the EHFC and then we'll take it on as a project, thus allowing us to issue an official tax receipt for any donations made in support of that project.

3.3 Friends of the EHFC

People join the EHFC, then after a time, leave us. Therefore, the idea of an alumnus of ex-trustees, called "Friends of the EHFC" is being suggested. In order for this to work, we would have to engage them somehow in order to keep them interested. While there was general agreement for this, questions about their roles arose. Klaus will circulate to all other trustees this proposal in order to solicit feedback on how to make this work.

3.4 Payment of Accounts

There were no accounts to be paid.

3.5 Other Items

3.5.1 Communication

There was some discussion around how we may more effectively communicate with each other,

perhaps by utilizing the internet. One such device is ICQ, a real-time internet chat site, however it requires each one to type their “conversation”. Another device is “Paltalk”, which is an internet conference calling system.

Duncan advised that CWWA has an internet based filing cabinet with two forums, one for members and a second for the public. It is a central repository of electronic documents in .pdf format. Duncan is willing to set it up for the current trustees and then tinker around with it to see how well it serves our needs.

3.5.2 Meeting Attendance

It was brought to our attention that Keith Smith was tentatively reappointed as a trustee at the June AGM based on confirmation that he wished to continue on the Board. Klaus will contact Keith to see if he is still interested in staying on as a trustee with the EHFC.

4.0 Date and Time of Next Meeting

Teleconference on Sunday January 27th, 11:00 a.m., Ontario Time.