



EHFC Board ZOOM Meeting No. 2

Friday, August 12, 2022

MINUTES

(Approved February 12, 2023)

Confirmed: Pamela Scharfe (**Chair**), Ralph Stanley, Mike Leblanc, Lena Parker (**Minutes**), Gord Stewart, Fatih Sekercioglu, Jamie Carbert

Regrets: Victor Odele, Melissa McDonald

NOTE: 📄 denotes that a document was circulated for the board to review prior to the meeting

#	Item	Discussion	Action	Lead
1.0	Welcome & Roll Call:	Called meeting to order at 2:14pm		
2.0	Agenda:			
2.1	Agenda approval/additions 📄	Motion No 1...That the agenda be adopted as distributed. Moved: Pamela Scharfe Seconded: Mike LeBlanc Carried		
4.0	Standing Items:			
4.1	Finance	<ol style="list-style-type: none"> 2021 Revenue Canada Charities Directorate Report Submitted. It was sent by registered mail and confirmation was sent that it was received. (see background report - Finance report 4.1.2.) 2022 CIPHI Conference - Since EHFC is involved in the conference, hosting the golf tournament, putting contest and silent auction, 50/50 - CIPHI AEC offered EHFC a sponsorship opportunity for sponsorship of the nutrition break the day of the awards. Normally the cost is 2000. 		

#	Item	Discussion	Action	Lead
		<p>They gave the exhibit space for free (typically provided for free at national and branch levels). Executive approved \$500.00 for the nutrition break. The cheque has been co-signed and sent out.</p> <p>3. Fundraising - The Board has not had the traditional opportunity to fundraise in person at the national CIPHI AEC since 2017. The AEC is also a major opportunity to continue to raise CIPHI's charity profile. Therefore, the Board has spent very little in marketing. The last marketing was in 2021 for a Giving Tuesday mailout in November when we sent out an appeal letter which included a small token gift of thanks – a webcam cover with hashtag #ISUPPORTEHC. That cost was approximately \$900 including the cost of gift, envelopes, printing, and stamps.</p> <p>4. Lanyards - In 2017 (or earlier) we purchased lanyards through 4Imprint which were as low as \$1.00 per unit (now \$2). The National AEC requested 270 units, but we only had about 170. Additional lanyards will be \$200 for additional lanyards. Pam suggested not ordering beyond the demand required for the conference. A tablecloth will also be ordered (\$385 +tax and set up fee). Webcam covers</p> <p>5. Conference Delegates - will get a EHFC logo envelope in their conference package. Inside will be bookmarks, brochures, webcam cover. Copy of donation form, temp safe clings and a sheet with information for temp safe clings.</p> <p>6. Conference Golf Tournament - Ron de Burger Memorial Putting Contest along with Ron's family who run the contest. We are charging each golfer \$20 to participate in the contest with a chance to win their golf registration back (\$100). The potential if each of the 60 anticipated golfers participates is \$1,200 - \$100 = \$1,100. This is the</p>		

#	Item	Discussion	Action	Lead
		<p>first time we have charged to participate in the putting contest. In the past we just sold tickets for a chance to win your golf registration back and usually raise between \$400-\$500 dollars. (No tax receipt issued for putting contest)</p> <p>Git Bags - A labelled gift bag will also be supplied for the golf tournament. The bag will contain a bottle of water, golf balls, sesame seed snacks, mints, wet ones, lip balm, Kleenex. Peel Region used to have a banner for the golf memorial.</p> <p>Logo golf balls – minimum purchase was 144 balls through 4Imprint. Approx. \$500.00. There will be left over golf balls after the tournament. Gord put forth an idea to perhaps sell sleeves of golf balls in the future.</p> <p>Pull-up banner - Ron's family created and purchased a beautiful putting contest trophy and Peel Region several years ago paid for a promotional banner. Unfortunately, it has seen better days. Ron's family approached Ralph and the Chair to see if we could jointly design and cost share to buy a new banner. The cost of the banner with stand, metal protective case and cardboard shipping container would cost \$249 + tax.</p> <p>7. Conference 50/50 - 50/50 CIPHI AEC \$20 ticket with chance for the winner to split with the EHFC \$5,000 if the 250 tickets are all sold. The conference committee are over 200 delegates – not including their staff. The cost would be the printing of the tickets \$100+) and we would have to pay the Town of Whitby a few 3% of the estimated prize which would be \$83 that has to be paid upfront (even if all tickets are not sold). We have the potential to raise \$ after costs if all the tickets are sold. Online tickets will not be available this year. Ralph, Pam, Fatih will be at the conference and selling tickets at the wine and cheese, and golf tournament. The draw is</p>		

#	Item	Discussion	Action	Lead
		<p>done onsite. EHFC will also accept PayPal online donation or e-transfer to accommodate those that may not have cash. (No tax receipt issued).</p> <p>8. Conference Silent Auction (online) – 2022 Theme is Tech Travel and Treats. The silent auction is fun, not a lot of work. 2019 was the first time EHFC hosted an online auction at the conference. Anyone can bid online through 32 Auctions. No handling of money which goes directly into the PayPal account. The cost of the online silent auction site is approximately \$300 for their non-ad platform and to be able to upload our organization logo and a few other premium features. Some items may be shipped nationally if someone is from out of province.</p> <p>Total estimate of costs \$2,357. Total estimated revenue \$5,300</p> <p>Motion No 2...That the Board approve \$2,500 to be spent so Board members can carry out the various fundraising initiatives during the 2022 National CIPHI AEC as outlined in the background report (attached) prepared for the August 12th Board meeting.</p> <p>Moved: Pamela Scharfe Seconded: Mike LeBlanc Carried</p>		
4.2	<p>Advancement Committee (Lena (Chair), Ralph, Lena, Fatih, Pam)</p>	<p>1. 2022 Award Update</p> <ul style="list-style-type: none"> Ralph, Melissa, Gord & Pam volunteered for the 2022 award review panel. The awards were advertised widely, perhaps more than every before. Awards were announced May 16, 2022, the deadline was June 30, 2022. Two applications received for the continuing education bursary. The advancement committee will make a future recommendation to 		

#	Item	Discussion	Action	Lead
		<p>increase the amount of this award to 1000.00 since the current account balance is >\$30,000.</p> <ul style="list-style-type: none"> • Advertised CIPHI National Listserv, EHFC social media sites, CIPHI Branch Presidents May 16th – with June 30th deadline. Received 2 applications for the Continuing Education Bursary. • June 23rd reminder notice about the June 30th deadline. • July 10th notice that the deadline had been extended to August 5th. Received two nominations on the 5th deadline for the same person for the Hedgerow Leadership award from two different groups (this has never happened before). • Tried one final push with final announcement on Aug. 9th with a Aug. 15th deadline. • The chair recommends that the history of the awards is reviewed and what appears to be a decline in interest not just for us but also for the national and branch awards. • A few suggestions: <ul style="list-style-type: none"> ○ Investigate why there is a lack of interest. ○ Possibility: We nominate the award recipients and/or ○ We work with our award partners to explore a different approach and that the award money could be used for research projects or special projects that benefit public health in their communities. <p>2. Len Hiebert E.H.R. Student Research Award</p> <ul style="list-style-type: none"> • Ralph, Melissa & Fatih participated in a ZOOM meeting last week with the Chair to explore a different approach to the student research awards. There has been a decline in nominations from the five schools and 2 of the 5 currently do not have a research paper component in their curriculum. 	<p>Review award history</p> <p>Investigate why there is a lack of interest</p>	<p>Pam Scharfe (board)</p>

#	Item	Discussion	Action	Lead
		<ul style="list-style-type: none"> To date have only received 1 request from a CBU student. EHFC did discuss funding virtual attendance however, there is benefit in attending in person and networking. Another option would be to pay the full amount of the conference fees. In discussion with Kari Engle-Carter, the Chair found it was best to reimburse the students at the conference rather than paying the conference fees beforehand. 	Send out another notice through the listserv	Pam Scharfe
4.3	Governance Committee Report (Pam, Mike, Melissa, Laurie, Victor, Gord)	1. 2022 EHFC Annal General Meeting Nov 27 th ZOOM Meeting		
5.0	New Business:			
5.1				
6.0	Next Meeting:			
6.1	Fall meeting TBD Nov. 27 AGM		Send out poll to have a meeting in the fall (Oct)	Lena Parker
7.0	Adjournment:			
		Meeting adjourned at 3:35pm Eastern		