



Heart Defects Society of Windsor and Essex County

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Registered Charity Number #89893 7818 RR0001

Board of Directors Meeting Minutes

MEETING DATE	May 10 th , 2012			
MEETING LOCATION	HDS Office, 1479 Tecumseh Rd E.			
MEETING CALLED BY	Brian Caza			
TIME CALLED TO ORDER	6:31 pm			
DIRECTORS IN ATTENDANCE	X	Brian Caza, President	X	Darren Womack, Vice President
	X	Tiffany Benoit, Treasurer	X	Stephanie Voakes, Secretary
	X	Beatrice Phelps, Director	X	Warren Hayes, Director
	X	Krista Holland, Office Manager		
OTHERS IN ATTENDANCE				

RECURRING AGENDA TOPICS

Opening of Meeting and Moment of Silence

TOPICS	COMMENTS/CHANGES	OUTCOME
Approval of Agenda		Movement to accept: Bea Seconded: Darren Passed: unanimously
Approval of Minutes	<ol style="list-style-type: none"> 1. #28 - need to add Jackie making balloon animals and Jeannie was doing tattoos 2. Under Action Items for Bea- Bring coolers for May 4th, not 5th. 3. #8 – should be Amherstburg, not Amherstburgh 	Movement to accept: Bea Seconded: Tiffany Passed: unanimously

PRESIDENT'S REPORT – Brian Caza

DISCUSSION		
<ol style="list-style-type: none"> 1. Things are starting to pick up and we are getting more recognition in the public eye. 2. Everyone is doing a great job 		
ACTION ITEMS	PERSON RESPONSIBLE	TARGET DATE

TREASURER'S REPORT – Tiffany Benoit

DISCUSSION

1. There is nothing to report as she hasn't really had a chance to update since the walk
2. The negative balance will be cleared up on next meetings balance sheet
3. Received \$860 in donations from the Byrne baby passing
4. Once all expenses are submitted, Tiffany will finalize.
5. There is one MTMF disbursement that hasn't been recorded.
6. Still waiting on another MTMF to come in.
7. We're not making huge income, but we are staying pretty level and stable.
8. Darren has 5 key expenses – The golf shirts, sweaters, t-shirts for the walk'n roll, the prizes, the U-Haul and the gas. Approx. \$3,500

ACTION ITEMS	PERSON RESPONSIBLE	TARGET DATE

Movement to accept: Darren

Seconded: Stephanie

Passed: Unanimously

BUSINESS TO BE DISCUSSED

WALK'N ROLL POST-MORTEM – Beatrice Phelps

DISCUSSION

1. Weather was favorable
2. Volunteers did a good job
3. Plenty of food that was donated to the mission
4. Prizes went over well
5. We had 9 top pledges
6. \$5,330 was raised between 28 pledgers
7. \$6 in donations from 2 hot dogs and \$30 from one sweater was sold
8. 6 people got one of each prize, as well as, 4 coolers (10 total), 6 umbrellas (12 total), 21 T-shirts, 3 mugs (9 total), 4 pedometers (10 total) were given out.
9. Darren will call Imprint about the broken pedometers
10. We need to focus on media connection (especially for Pooker Ride coming up)
11. We need to mail info out, not rely on internet communication
12. Turn out wasn't as great as we would have hoped, but it was successful
13. Next year should we rethink how we do the prizes. We're spending a lot of money on prizes when we can't anticipate the number of people coming.
14. We can have one really good prize for \$X amount of dollars, if you are over X amount, your name goes into a draw.
15. We would still have a prize for the \$50 range.
16. We now agree that everyone should get a t-shirt for participating.
17. Keep newsletters current and send out to our members.
18. It's becoming noticeable that we don't communicate as well as we should.
19. We all need to wear gloves when handling food.
20. Next year's Walk'n Roll date is Saturday, May 4th
21. Need to have microphone moved, so it's not in front of the men's washroom.
22. Brought up the selling of chocolate bars. Don't really like others fundraising at our fundraiser,

unless the proceeds are coming to the HDS		
ACTION ITEMS	PERSON RESPONSIBLE	TARGET DATE
1. Call Imprint about broken pedometers	• Darren	• ASAP
2. Better communication	• ALL board members	• ASAP

THIRD PARTY COLLECTIONS – Darren Womack

DISCUSSION		
<ol style="list-style-type: none"> 1. The split level needs to be defined. If raising funds on behalf of the HDS. 2. Kelly mentioned a fundraiser to Brian at the dinner for Gage, but Brian hadn't heard anything until this week, when we received a request for a letter, to sponsors, to verify that Spectro Solution is fundraising on behalf of the HDS. 3. Puts us on the spot of what to do, as we didn't know they were fundraising in our name. 4. There is an issue of personal beliefs, with something that some may find controversial. 5. If a church donated to us, any domination, would we take it? 6. We are sending out a letter, basically stating that we are aware that Spectro Solutions is holding a fundraiser, in which we will be receiving a portion of the proceeds. 7. Darren will write up third party fundraising requirement policy by next meeting. 8. As long as third party gets approval that they are using our logo, and that is not being used in a derogatory manner, fundraising is welcome. 9. We must have approval of all handouts that third party would be passing out on our behalf. 10. We must agree on the split, we want to know X period of time, before event. 11. Post guidelines on our website. So that it is publicly clear. 12. Check CRA guidelines, and make sure there is no impact on us. 		
ACTION ITEMS	PERSON RESPONSIBLE	TARGET DATE
1. Make a policy for third party collecting	• Darren	• May 27 th

FRANCINE BRYAR MEMORIAL BURSARY – Beatrice Phelps

DISCUSSION		
<ol style="list-style-type: none"> 1. We got our first application, for the FBMB, from Paige Fetter from Herman High School. 2. She has excellent grades and is highly praised by her 3 references. 3. The application was signed by a doctor. 4. Paige will be attending Mohawk Community College in Hamilton 5. Desired program is biotechnology technician. 6. Her defects are arrhythmia and tachycardia. 7. Her activities are school band, school bowling league, where she placed second for 3 straight years. She takes part in St Luke's Anglican Church. She's participated in car washes and selling chocolate bars. She also tutors a grade 7 student in math. 8. Get a big check made out and use it for media promotion. 9. Make a press release and contact media that we're giving out our first FBMB. (Brian) 10. Present it to her at the HDS picnic. 11. Make sure she is alright with using her name in the media and whether or not she would like known, that she has a heart defect. 12. Add to next year's application, a waiver that states that the recipient's name may be published for media purposes. 13. Make a file in the cabinet for FBMB. 14. It was decided that we will 'roll over' the remaining budget again this year, and look into changing it for next year, if needed. 15. Bea will contact Paige to invite her to the picnic 		

16. Warren will contact AngelStar or Ink FX to do a big check on white board, so it's re-usable.
17. Brian and Bea are to write a blurb about the FBMB for a newspaper article.

ACTION ITEMS	PERSON RESPONSIBLE	TARGET DATE
1. Contact Paige	• Bea	• ASAP
2. Contact AngelStar for a big check on whiteboard	• Warren	• ASAP
3. Write a blurb about the FBMB	• Brian and Bea	• ASAP
4. Make a file for FBMB	• Krista	• ASAP

GARDEN – Warren Hayes

DISCUSSION

1. The sign had to go back to make corrections.
2. Everything went well, it was rainy, but made the best of it.
3. It was in both Amherstburg papers as well as well as the Harrow paper.
4. We still owe \$250 to the House of Shalom
5. Warren will get some trim and mount the sign when it is done.
6. We need get more exposure out in Leamington/Kingsville.
7. Keep a look out for any opportunities, to pair up with other charities for low cost and any type of publicity.

ACTION ITEMS	PERSON RESPONSIBLE	TARGET DATE
1. Put up sign at the garden when finished	• Warren	

PICNIC – Beatrice Phelps

DISCUSSION

1. Picnic is June 9th
2. McDonald's charges approx. \$9 for syrup for the juice.
3. 75 hamburgers and 36 hot dogs are left from walk.
4. Order another box of hotdogs
5. Get buns, ask for them to be pre-cut
6. Water park is booked, and would like to know if splash pad is open
7. Going to make same amount of veggies as was done for the walk
8. Tiffany offered to get chips.
9. We have one of each condiment left over.
10. Need more kid's prizes.
11. Need to figure out how to get the stuff to the park. (Warren, Darren and Tiff will look into it)

ACTION ITEMS	PERSON RESPONSIBLE	TARGET DATE
1. Get another box of hotdogs	• Bea	• June 8 th
2. Get pre-cut buns	• Bea	• June 8 th
3. More kids prizes	• Bea	• June 8 th
4. Find out if splash pad will be open	• Brian	• June 8 th

POOKER RIDE – Warren Hayes

DISCUSSION

1. Need to get new re-vamped poster together
2. Make a new banner complete with stand specifically for this year's Pooker Ride.
3. Brian suggests looking into getting sponsors and prizes now, so we can get the pledge sheets done early.
4. Give Warren a shirt to show new sponsors what they would be paying for \$50 gets just the name of company, whereas \$250 gets the logo and name of company.
5. "Pooker" Ride or "Pooker" Run?
6. Will own all those domain names, so either way we call it, it will take you to the right site.
7. We will go to the mall, a second time this year, to promote the Pooker Ride
8. We can also sell tickets for the quilt guild if they are ready to be sold.
9. We would like a better spot in the mall and pick a date.
10. Would like to have 2 other banners made of the same that we already have so you can see it coming or going.
11. One banner for the Pooker Ride, with date on it.
12. It will cost us \$97 for the 2 banners
13. Ask Caesar's if they would donate a prize of a two night stay and dinner and show, instead of money donation. We would use it as Grand Prize.
14. Suggested that, if pledger gets over \$500, your name gets thrown into a draw for a top prize.
15. As well as doing that, do a prize for pledgers over \$200, draw for a booze basket (for example)
16. For every \$100, your name goes in to prize draw.
17. Need to define the rules, so it's on the pledge forms and posters
18. Need two other top prizes
19. Need to hit bigger corporations for bigger sponsors
20. Possible wine tour as a top prize
21. Always fall back on the big screen tv. Talk to future shop or best buy.
22. Same route as last year. Colchester instead of the Meadows.
23. Need to stipulate that dinner will be served at (time) on the tickets. Not buffet style.
24. Need a better way to do door prizes.
25. Must be present to collect door prizes.
26. Need someone to be at every stop to stamp the cards
27. Need to talk better to the Waterfront to get a set meal price.
28. Going to start the ride later.
29. Need to put don't drink and drive on our waiver, that way we're not responsible if anything happens.
30. August 11th & 12th for the mall, it's one month prior to the ride.
31. Price out card stock laminated banners sized down to be passed out as a handout, for the mall
32. Pre-registration a week prior to ride.
33. Need volunteers at all stops and at the Teutonia Club

ACTION ITEMS	PERSON RESPONSIBLE	TARGET DATE
1. Need poster made	<ul style="list-style-type: none"> • Brian 	<ul style="list-style-type: none"> • ASAP
2. Own all domain names, Pooker Run or Pooker Ride	<ul style="list-style-type: none"> • Brian 	<ul style="list-style-type: none"> • ASAP
3. Get banners made up	<ul style="list-style-type: none"> • Darren 	<ul style="list-style-type: none"> • ASAP
4. Talk to Waterfront about a meal deal	<ul style="list-style-type: none"> • Darren 	<ul style="list-style-type: none"> • ASAP
5. Put "don't drink and drive" on our waiver	<ul style="list-style-type: none"> • Brian 	<ul style="list-style-type: none"> • ASAP

6. Price out card stock handouts	• Darren	• ASAP
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SET DATE FOR AGM – Brian Caza

DISCUSSION		
1. AGM – Saturday, August 11 th , 7:00 pm		
ACTION ITEMS	PERSON RESPONSIBLE	TARGET DATE

OTHER BUSINESS

NEXT STEPS TO TAKE AS AN ORGANIZATION – Open Discussion

DISCUSSION		
<ol style="list-style-type: none"> 1. Revisit a heart check for minor hockey idea, for more exposure. 2. Update email, phone and mailing addresses of our members contact list. (Stephanie) 3. Need to make a checklist of everything needed to be done, prior to events and send it out to the board. (Darren to find it, as it’s on Christine’s computer and send to Stephanie) 4. Website – Krista and Darren to work it out. Krista sent a site to compare ours to. 5. Make a presentation of what the website should look like 6. Can we get examples of websites that Krista’s website designer contact has done. 7. Brian can set it, so someone can update our current website, just need to set up username and password and point to the right directories. 		
ACTION ITEMS	PERSON RESPONSIBLE	TARGET DATE
1. Update members list	• Stephanie	• ASAP
2. Send Stephanie Excel spreadsheet	• Darren	• ASAP
3. Make checklist of things needing to be done prior to all events	• Stephanie	• ASAP
4. Work on website ideas	• Darren and Krista	• ASAP

ADJOURNMENT – Brian Caza

NEXT MEETING	May 28 th 6:30pm
MEETING END TIME	8:45pm