



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	October 1, 2012			
MEETING LOCATION	HDS Office, 1479 Tecumseh Rd E.			
MEETING CALLED BY	Darren Womack, President			
TIME CALLED TO ORDER	6:31pm			
DIRECTORS IN ATTENDANCE	X	Darren Womack, President	X	Warren Hayes, Vice President
	X	Tiffany Benoit, Treasurer	X	Stephanie Voakes, Secretary
	X	Beatrice Phelps, 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	<ul style="list-style-type: none"> Add #5 - 2013 Event Calendar 	Motion to accept: Bea Seconded: Tiff Passed: unanimously
Approval of Minutes	<ul style="list-style-type: none"> 	Motion to accept: Bea Seconded: Krista Passed: unanimously

PRESIDENT'S REPORT – Darren Womack

<p>DISCUSSION</p> <ol style="list-style-type: none"> 1. Everyone did a really good job at the Pooker ride, 2. A couple things at hall that may have gone wrong (Darren claims responsibility) 3. For post-mortem, we need to make sure what we talk about doesn't happen again next year 4. We need to get things out much earlier than we did this year 5. Still need to get together with Krista and Stephanie with event planning and website 6. We have to make sure that what we missed over the last 2 weeks, we get on it, like meeting with Brian 7. If we learn from all of this, we should have a much better turn out
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ACTION ITEMS	PERSON RESPONSIBLE	TARGET DATE
1.	•	•

TREASURER'S REPORT – Tiffany Benoit

DISCUSSION

1. No financials to approve,
2. Don't have receipts from Pooker ride
3. Numbers for 50/50 and raffle are lower than last year
4. Adding the donation cheques will boost the income a bit
5. Raffle report for CRA must be done by December
6. Pooker ride will be calculated in total by next meeting (outside of Teutonia club)
7. We haven't paid for the first prize wine tour
8. Side note* suggested doing a wine tour for the parents as an event
9. Darren still needs to go to WFCU to sign

ACTION ITEMS	PERSON RESPONSIBLE	TARGET DATE

Movement to accept: N/A

Seconded: N/A

Passed: Unanimously

BUSINESS TO BE DISCUSSED

POOKER RIDE (post-mortem) – Warren Hayes

DISCUSSION

1. Issues: still think we need to draw more people to Teutonia after the ride
2. We decided on price (\$20) for non-riders
3. We need to promote dinner only option more
4. Poker Hand rules: we didn't talk to the dealers and they missed all the hands, so we only gave out top hand
5. Need to advertise top 3 poker hands
6. It could be a mystery what the top 3 poker hands would be
7. Poster – confident that all of the sponsors that were on this year, will be on for next year
8. We don't have the poker ride website any longer
9. Gen would like more central picture of Christine on the poster
10. We need to pick what we want on the poster and start from there
11. New website will be up by the new year
12. Feedback is some people weren't happy with the second rider fee
13. Suggested lower that fee to the same price that we charge at the door (\$20 but are not included in door prizes)
14. We had over 100 people with kids and volunteers at the hall
15. Most people just paid for the ride
16. If they donate \$50, give them a donation receipt of the difference
17. How do we get people to raise donations vs paying just the \$30 to just ride
18. Move ride to 10am-4pm and dinner at 5pm
19. Raffle prizes didn't go over as well as last year
20. Didn't do post ride publicity
21. Darren will send a letter to the editor
22. Raffle and 50/50 sellers should be more aggressive to sell more tickets

23. Signs at registration need to be posted in a better place (above our heads, not on the tables)
24. What are the stops giving us in return for bringing in business
25. Think about alternative places if the stops don't want to help us out
26. Wasn't even a discount in Leamington when we stop for lunch
27. Try doing a pre-registration in the city
28. Would like HDS custom made stamps to use for all events
29. Suggested using Christine "Pooker" Sorrell Memorial Poker Ride
30. Need best pic of CAW and plaque
31. Going to send a thank you email to those that sent us their emails to establish email list
32. We do need 5 small t-shirts
33. Ordered too many XL shirts for men
34. TV had to be exchanged
35. There are t-shirts leftover that we can sell for \$5
36. We need a VIP from Warren list for those that don't have their tickets but paid, we need to find a way to make that go smoother
37. Sponsors should be listed on poster
38. Warren has info for next Pooker Ride t-shirt order
39. Budget has to be set and established at for November meeting
40. Date for 2013 Pooker Ride is September 15th
41. Arrange police escort 2 weeks before
42. Raffle license to be in 7 weeks prior so we need to have raffle prize list
43. Door prize canvassing should start 16 week ahead of ride
44. Facebook entry after we set budget we advertise
45. With the thank you note to the participants with save the date for next years ride
46. In the thank you note, put the total amount raised
47. Should get a contact list of county papers for advertising for each separate event
48. Shirts need to be designed right after we get sponsor, sponsor deadline a month before
49. Posters need to be circulated out much earlier (3 months in advanced) (takes 4 weeks to do)
50. Do not want the same spot in the mall (book 4 weeks ahead)
51. Sponsors need to be in 10 weeks ahead of ride
52. Shirts ordered at least 4 weeks ahead
53. Rider and dinner/passenger on tickets
54. Tickets and route stamp cards and shirts printed 8 weeks ahead
55. Pledge forms 10 weeks ahead, approved and sent out
56. Rough route creation, contact potential stops 14 weeks ahead of time
57. Finalize 9 weeks ahead and can be posted immediately
58. Raffle tickets to be done 7 weeks ahead
59. Poker cards and registration package to be done 4 weeks prior to event.
60. Banner insert creation 6 weeks ahead
61. Look into Graphix for stamps
62. We do as much as we can locally instead of outsourcing
63. Inserts for raffle prize placards - 4 weeks ahead 5x7in

ACTION ITEMS	PERSON RESPONSIBLE	TARGET DATE
1.	•	•

CHD WEEK (early thoughts and ideas) – Darren Womack

DISCUSSION

1. CHD week is Feb 7-14, 2013

2. Proclamation (need to find out how to get it done)
3. Thursday the first day, arrange for flag raising
4. Dinner on Friday, Feb. 8
5. Tuesday, Feb 12 will be bowling social
6. Suggested doing a public skate on Sunday for HDS
7. It may be cheaper to rent the ice vs doing pay per head also see if can work out a package with the concession for hot chocolates
8. Do we want to do it in the county vs doing it in the city since everything is already in the city
9. Suggested asking C OOL Bus to take HDSers from the city to the county arena
10. Suggested Colasanti's for CHD week to reach out to the county
11. Feb 2 and 3 at the Mall to promote CHD week
12. Quilt guild want to have a table at the pasta dinner to sell their tickets as well as sell their tickets at the mall
13. Quilt guild typically donates \$2,000-\$3,000

ACTION ITEMS	PERSON RESPONSIBLE	TARGET DATE
1.	•	•

HDS WEBSITE – Darren Womack

DISCUSSION

1. Haven't been in communication with Krista to work on it
2. Will have something for next meeting
3. Need quotes and select final 2 to choose from
4. Need all of the domain names, let the Pooker ride domain names lapse
5. Can change the name to Pooker Ride from Pooker run
6. 3 calls to finalize
7. Darren to send out to Krista request for quote cover letter

ACTION ITEMS	PERSON RESPONSIBLE	TARGET DATE
1.	•	•

MTMF – Darren Womack

DISCUSSION

1. Need to grow the MTMF as there are kids nearing surgery dates
2. Expecting to have a bigger influx as some have already exceeding the amount
3. \$8,000 is our set limit this year
4. It's been a slow start
5. Limit is currently \$1,000 per family
6. Suggested to increase the maximum as we've only ever had a couple of families max out
7. Would we rather set budget and go back in based on surplus
8. We say it's \$1500 and any surplus rolls over to next year and just stays there in case we go over budget
9. We are better off raising limit so no one can accuse of playing favorites
10. If we think we getting close to running out of funds we can always lower the limit
11. Decided that we will set new limit and that's it
12. Motion to vote to raise the MTMF limit:
13. Darren and Tiffany are uneligible to vote due to conflict of interest
14. Should the maximum MTMF disbursement be raised to \$1500 per calendar year?
15. 4 votes yes – 0 vote no

- 16. Do we make that increase retroactive to include forms already submitted but denied because they are over the maximum over the calendar year
- 17. 4 votes yes – 0 vote no
- 18. Based upon that, we need to update MTMF and send out letter

ACTION ITEMS	PERSON RESPONSIBLE	TARGET DATE
1.	•	•

2013 Event Calendar – Beatrice Phelps

DISCUSSION

- 1. CHD week – Feb 7-14
- 2. Flag raising – Feb 7
- 3. Pasta Dinner – Feb 8
- 4. Sunday event – Feb 10
- 5. Bowling – Feb 12
- 6. Walk’n Roll – May 4
- 7. Picnic Social – June 1 or 8 pending availability
- 8. FBMB – given out at picnic
- 9. Pooker Ride – Sept 15
- 10. Inventory will be done by next week so we can order what we need for events

ACTION ITEMS	PERSON RESPONSIBLE	TARGET DATE
1.	•	•

OTHER BUSINESS

NEXT STEPS TO TAKE AS AN ORGANIZATION – Open Discussion

DISCUSSION

- 1. Getting more organized for our events
- 2. Better advertising

ACTION ITEMS	PERSON RESPONSIBLE	TARGET DATE
1.	•	•

ADJOURNMENT – Darren Womack

NEXT MEETING	Saturday, November 3 rd , 11am
MEETING END TIME	8:40pm