



## *Heart Defects Society of Windsor and Essex County*

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Registered Charity Number #89893 7818 RR0001

# Board of Directors Meeting Minutes

<b>MEETING DATE</b>	March 9 <sup>th</sup> , 2013			
<b>MEETING LOCATION</b>	HDS Office, 1479 Tecumseh Rd E.			
<b>MEETING CALLED BY</b>	Darren Womack, President			
<b>TIME CALLED TO ORDER</b>	11:05AM			
<b>DIRECTORS IN ATTENDANCE</b>	X	Darren Womack, President	X	Warren Hayes, Vice President
	X	Tiffany Benoit, Treasurer	X	Stephanie Voakes, Secretary
		Beatrice Phelps, Director	X	Krista Holland, Office Manager
<b>OTHERS IN ATTENDANCE</b>	Carolyn Boisclair			

### RECURRING AGENDA TOPICS

#### Opening of Meeting and Moment of Silence

TOPICS	COMMENTS/CHANGES	OUTCOME
<b>Approval of Agenda</b>	<ul style="list-style-type: none"> <li>Adding Donation Announcement from Carolyn Boisclair</li> <li>Add more time to Welcome Package</li> <li>Quilt Guild Show</li> </ul>	Movement to accept: Krista Seconded: Warren Passed: unanimously
<b>Approval of Minutes</b>	<ul style="list-style-type: none"> <li></li> </ul>	Movement to accept: Krista Seconded: Tiffany Passed: unanimously

#### PRESIDENT'S REPORT – Darren Womack

<p><b>DISCUSSION</b></p> <ol style="list-style-type: none"> <li>1. CHD week went well overall</li> <li>2. Flag raising wasn't well attended</li> <li>3. Must pick up flag from City Hall</li> <li>4. 2 new families found out about HDS through word of mouth instead of promotional avenues</li> <li>5. Warren and Darren attended the Grace fundraiser at Abars</li> <li>6. Grace received care package, but nothing has been submitted</li> </ol>
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7. One of the new families, the CHDer will be having a surgery and will be sending in MTMF
8. Darren and Warren went to CAW hall and presented the Local 200 a plaque and spoke about the HDS
9. Arranged to go to Local 444 in March to present their plaque there
10. Sounds promising that we will get funding in the future

ACTION ITEMS	PERSON RESPONSIBLE	TARGET DATE
1. Pick up flag from City Hall	• Warren	• Asap

### TREASURER'S REPORT – Tiffany Benoit

#### **DISCUSSION**

1. Income recorded for CHD week
2. All expenses except Teutonia club have been accounted for
3. Only major expense is the website. We issued the cheque last meeting
4. Expected to have a bit of a loss this year because of the website. That will depend on the walk
5. MTMF's are closer to \$4,000
6. We will likely go over budget on MTMF this year
7. Our MTMF is fiscal year, MTMF entitlement is calendar year.
8. The 3 year business plan
9. Want to have a graph with showing our year on year expenses
10. Our events are variable expenses and we have high operating costs as we have insurance and office things
11. Need to find out our fixed costs
12. Graph year on year revenue
13. Graph for MTMF year on year expenditures
14. Graph showing historic MTMF on monthly basis
15. We see higher expenditures in the first half of the year
16. Graph current balance sheet and current MTMF balance
17. What Darren is trying to set us up for walking into a meeting for a new sponsor, we can show what companies have sponsored us and our history of where the money is going
18. So we can justify that the need is there
19. Darren has 2 outlying expenses from CHD week
20. If anyone hears that someone is missing a receipt, let Tiffany know so she can re-send it out

ACTION ITEMS	PERSON RESPONSIBLE	TARGET DATE
1. Create Graphs	• Darren and Tiffany	• Asap

**Movement to accept:** Krista

**Seconded:** Darren

**Passed:** Unanimously

### **BUSINESS TO BE DISCUSSED**

#### CHD WEEK POST-MORTEM – Darren Womack

#### **DISCUSSION**

1. According to the ticket stubs we have 50 kids and 237 adults totaling in \$4,055
2. Must account on who didn't pay for tickets
3. 50/50 is just over \$1,000
4. All proceeds were donated back by Bea's brother (?)

5. Owe him a thank you
6. Should send thank you's out to volunteers
7. Raffle brought in \$1521
8. PASTA DINNER
9. Darren received a letter from a member with compliments and complaints
10. Raffle prizes were well received, there was good feedback
11. The complaint was their table was the last to eat
12. Still have the complaint that the food gets cleared too quickly
13. Potential counter measure – rather than buffet, they did table servings Should we get table served versus calling of tables
14. Definitely worth looking into table service
15. As long as we're guaranteed the big hall at the Teutonia we believe we have at least one more year there before we have to change halls because of our size
16. We did good on the raffle prizes
17. Regarding desserts, there was a lack of desserts
18. If we are going to do store bought cookies, they need to be put on platters so it looks more appealing
19. There should have been more of a personal touch with desserts
20. Need to know if cakes are full or half slabs
21. Small details need to be shared more throughout the board
22. People enjoyed the word puzzles on the tables
23. We need new decorations
24. If we're trying to look more professional, we should have the list of prizes printed out and displayed on a tripod versus being written out and taped to the wall
25. BOWLING SOCIAL
26. Getting in touch with bowling alley was difficult
27. Doors don't open till 5PM, so our time to meet at the bowling alley will now be for 5:30PM
28. Pizza placement was better this year. (out in our section instead of in the restaurant area)
29. They have one ramp and only a certain amount of bumper lanes
30. Suggested to look into Tech lanes
31. We need to spread the word and get more people out to the bowling social

ACTION ITEMS	PERSON RESPONSIBLE	TARGET DATE
1. Send thank you cards to the volunteers and Bea's brother (50/50 winnings return)	• Krista/Stephanie	• Asap

### DONATION ANNOUNCEMENT – Carolyn Boisclair

#### DISCUSSION

1. At Carolyn's work (Greenshield) the worker's pay \$2 a week to dress down once a week, in which they choose a charity to donate to once a month
2. The chose HDS to be April charity
3. It will be given out April 5th
4. We can be entered in once a year

ACTION ITEMS	PERSON RESPONSIBLE	TARGET DATE
1.	•	•

## WALK'N ROLL – Darren Womack

### DISCUSSION

1. Unsure if we've paid the city for the park at the river
2. Need to get permit for walk and picnic
3. We don't have a list of who Brian used to contact
4. Commissionaires - about parking lot so we don't get ticketed
5. It was suggested that we change the walk to a Sunday
6. It's too late to change the date this year, but will look into it for next year
7. Need to book a DJ
8. Advertise (Facebook, radio, newspaper,)
9. Get sponsors
10. Rent the table and chairs
11. Hand wash station
12. Need to fix the banner - a couple of rivets and change the date
13. Hotdogs, hamburgers
14. Buns – pre-cut
15. Condiments – ketchup, relish, mustard, mayo, veggie dip
16. Veggies – onions, carrots, broccoli, cauliflower
17. Cut up cheese
18. Chips
19. Desserts
20. Ice and buckets
21. T-shirts
22. Create poster and get printed out
23. Pledge forms (must be legible, postal code MUST be included or receipts will not be issued)
24. Instead of blurbs we're going to use the MTMF form information
25. Suggested doing minimum count of sponsored shirts for volunteers and board members
26. Only concern is that not having sponsors shirts the businesses get upset as they are donating money to be a sponsor and would like the recognition
27. We have a bunch of white shirts with no logos
28. We're going to do a red shirt with either black or white logo to switch it up this year
29. We need a count of how many shirts to order from Graphix Plus
30. Shoelaces suggested
31. Blanket in a bag suggested
32. Sunglasses clip for the visor was suggested
33. Sunglasses pouch suggested
34. MP3 player mini speaker suggested
35. Heart shape stress ball was suggested
36. We decided on a pullover hoodie, in navy and pink for the \$200 mark embroidered with our logo - Krista
37. We would have to have sample sizes - need women's cut and men's cut and will order
38. Blanket at \$100
39. Sunglasses clip and bag together for the \$50 instead of mug and tshirt
40. Clips are \$1.75 for and order of 125
41. Blankets will be \$9.25 for an order 48
42. Shirts come with pledge sheet
43. If someone would like one without pledge sheet the cost of t-shirt is \$5

44. Name, address, postal code areas are needed on the pledge sheet		
ACTION ITEMS	PERSON RESPONSIBLE	TARGET DATE
1. Find out about the park at riverfront (Parks and Rec)	• Darren	• March 22
2. Get permit for walk and picnic	• Darren	• March 22
3. Create poster for Walk'n Roll	• Krista/Stephanie	• March 22
4. Pick t-shirt and hoodie style and colour for approval	• Krista	• March 22
5. Order the prizes	• Darren	• March 22

### HDS WEBSITE – Darren Womack

DISCUSSION		
<ol style="list-style-type: none"> <li>1. We need a high resolution pic of Christine Sorrell</li> <li>2. Regarding website templates Darren showed us, we chose the third option for colouring</li> <li>3. Move logo to left hand side and questioned if we want it rotated or not</li> <li>4. Banner size is an issue</li> <li>5. We have to dissect and edit the pages for the new website</li> <li>6. We need new pictures for the board members, which will be taken at next meeting</li> <li>7. Board contacts - Darren – board contacts</li> <li>8. Founders and history - Tiffany</li> <li>9. Write up of CHD week -Stephanie</li> <li>10. Walk'n Roll - Stephanie and Krista</li> <li>11. Annual picnic - Stephanie and Krista</li> <li>12. Need new games for picnic</li> <li>13. Information page with the defect links - Stephanie</li> <li>14. Services and newsletters - Darren</li> <li>15. Pull info off of the website and re-work it by the end of the week</li> <li>16. See if Adam can correct Tiffany's last name (Pasta dinner video)</li> <li>17. Darren has transferred hds.ca and .com from Brian and Darren owns now</li> <li>18. HDS needs to stay within the HDS so that everyone has access to everything</li> <li>19. Create an online dropbox for HDS - Tiffany</li> </ol>		
ACTION ITEMS	PERSON RESPONSIBLE	TARGET DATE
1. Get a high resolution picture of Christine	• Warren	• Asap
2. Edit website pages	• Board	• March 15
• Board contacts, Services and Newsletters	• Darren	
• Founders and History	• Tiffany	
• Chd Week, Defect link page	• Stephanie	
• Walk'n Roll, Annual picnic	• Krista/Stephanie	
• Contact Adam about Tiffany's name	• Stephanie	• Asap
• Create an online dropbox	• Tiffany	• Asap

### WELCOME PACKAGE – Darren Womack

DISCUSSION		
<ol style="list-style-type: none"> <li>1. A new family coming into the charity that is not in hospital should get something to welcome them to the organization</li> <li>2. Basically the same package as the welcome package, just leave out the TIPS package</li> <li>3. Notebook and pen</li> </ol>		

4. Teddy bear
5. MTMF info pack
6. Handouts
7. Contact form
8. Mug
9. Chip clip
10. Generic hello, introduction letter
11. Get the board members signatures done digitally
12. We always prefer to do a person to person contact

ACTION ITEMS	PERSON RESPONSIBLE	TARGET DATE
1. Make contact form	<ul style="list-style-type: none"> <li>• Stephanie</li> </ul>	<ul style="list-style-type: none"> <li>• Mar 22</li> </ul>
2. Create generic hello letter	<ul style="list-style-type: none"> <li>• Darren</li> </ul>	<ul style="list-style-type: none"> <li>• Mar 22</li> </ul>

## **OTHER BUSINESS**

### **NEXT STEPS TO TAKE AS AN ORGANIZATION – Open Discussion**

#### **DISCUSSION**

1. Darren would like to look into changing the date of the picnic as it's inconvenient for the board members (Discuss next meeting)
2. Need more legal length paper
3. Letter for sponsorship
4. Krista has membership mail list already started
5. Create separate email lists for Patients (CHDers), Global (supporters) and Pooker Ride
6. Put a list together of all of the families that we've sent an MTMF out to
7. We would like to know how many families we've historically helped
8. We need to grow the number of families that we help
9. Going to contact the CEO at Met hospital and need a board member to go to the follow up meeting.
10. We're putting ourselves in a position to get more money and more exposure
11. We need to have the website, business plan, financial statements and welcome package completed before approaching the CEO
12. If we came into a lot of money, we would have to do a major marketing campaign or we extend to a different county
13. Before AGM we need to openly talk about what each of our plans are regarding HDS
14. We should make a recommendation or suggestion who gets nominated onto the board
15. Tiffany wants to create a donation receipt program outside of Quickbooks to make it easier
16. Brian still has the .org website because it was done through a different domain owner
17. At the end of the month our two domains expire
18. There is a transfer fee from Brian to the HDS
19. .com is \$74.95 for 5 years
20. .ca is \$64.95 for 5 years
21. .org is \$67.41 for 9 years
22. Registered all 3 domain names for \$218.27
23. Tiffany will renew antivirus for office laptop

ACTION ITEMS	PERSON RESPONSIBLE	TARGET DATE
1. Order legal length paper	<ul style="list-style-type: none"> <li>• Darren</li> </ul>	<ul style="list-style-type: none"> <li>• March 22</li> </ul>
2. Write letter for sponsorship	<ul style="list-style-type: none"> <li>• Darren</li> </ul>	<ul style="list-style-type: none"> <li>• Asap</li> </ul>
3. Create separate email lists for Patient		

(Chders), Global (supporters) and Pooker Ride	<ul style="list-style-type: none"> <li>• Krista</li> </ul>	<ul style="list-style-type: none"> <li>• March 22</li> </ul>
4. Renew office laptop antivirus	<ul style="list-style-type: none"> <li>• Tiffany</li> </ul>	<ul style="list-style-type: none"> <li>• March 22</li> </ul>

### QUILTERS GUILD SHOW – Darren Womack

<b>DISCUSSION</b>		
<ol style="list-style-type: none"> <li>1. Order new heart models to put on display</li> <li>2. Need to find out times the board can sit at the Quilt show</li> </ol>		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>TARGET DATE</b>
<ol style="list-style-type: none"> <li>1. Order heart models</li> <li>2. Confirm a time slot to promote HDS at the Quilt Show (May 3-5)</li> </ol>	<ul style="list-style-type: none"> <li>• Darren</li> <li>• Board</li> </ul>	<ul style="list-style-type: none"> <li>• Asap</li> <li>• March 22</li> </ul>

### ADJOURNMENT – Darren Womack

<b>NEXT MEETING</b>	March 24 <sup>th</sup> , 2013
<b>MEETING END TIME</b>	2:20PM