

**NS SPCA Provincial Board of Directors Meeting  
July 25, 2016  
Minutes**

Elected Board	Present	Regional Representation	Present	Appointed Reps	Present
Jim Kochanoff (C)	X	Cape Breton & Victoria (Barbara Tryon)	NN	Barry McCarthy (DNR)	X
Charl du Plooy (T)	Regrets	Hants & Kings (Daphne Moore-McKnight)	X	Dr. Merridy Rankin (DOA)	NN
Sarah Oliver (S)	X	Lunenburg & Queens	NN	Jennifer MacKay - NSVM	X
Judy Layne	X	Yarmouth & Digby (Gail Melanson)	NN	Staff Reps *	Present
Cara Boston	X	Cumberland & Colchester (Leah McDonald)	X	Elizabeth Murphy (CEO)*	X
Jessie Irving	X	Guysborough & Pictou	No rep		
Virgina Jones	X	Inverness & Antigonish	No rep		

\* Non-voting / NN – No Notice / C - Chair / T – Treasurer / S – Secretary / CEO – Chief Executive Officer/Proxy – when an regional representative is represented by another regional representative per the governance model (i.e. Lunenburg representing Queens)/SMT – Senior Management Team/PO-Provincial Office)

**I. Welcome & Check-In (7:00 PM)**

**II. Confirmation & Approval of Agenda and past minutes**

- To add an update on Financial Information to the agenda
- Minutes from May 30, 2016 were approved

**III. Strategic plan review – Elizabeth**

- **Strategic Marketing/Communication/Education Plan**
  - Standardized roles and responsibilities has been completed for all roles
  - Consistent messaging across all marketing forums and geographical regions
  - Renovations and uniforms across the province are now consistent so that the public will have the same experience no matter which location they enter
  - Training for employees (WHIMIS) is being completed by employees at all locations
  - Newsletter is in progress and will soon be reviewed by the Development and Communications Committee
  - Overall significant progress has been made on this part of the strategic plan and goals/metrics are either met or in progress

### **III. Old Business**

- **Long term benefit discussion**
  - Discussion surrounding the plan to implement a long term benefit plan for employees
  - A financial advisor was consulted and several quotes were obtained to determine the potential cost
  - Several factors were discussed, including the pros and cons of the various types of benefit plans and the costs of turnover
  - Elizabeth will pull together some additional financial information and data for the Board to ensure the costs are well defined.
  - Kara has offered her expertise in choosing the right plan
  
- **Financial Update**
  - Plan is to have the financials to the Board by the end of this week as some of the allocations and calculations need to be updated
  - Meeting (conference call) set for August 15, 2016 to review the financial information
  
- **Planned Giving**
  - Discussion of RACK cards and donor identification process
  - Final review to be completed by the Development and Communications Committee
  
- **Infrastructure**
  - Review of the various options that Elizabeth had obtained information for – although the plans are very early stage the options were discussed at a high-level
  - Discussed the possibility of other options to review. It was noted that the cost of the alternatives appears to be higher than would typically be expected for the area
  - Discussed the role and tasks for a Special Committee and determined that it will likely be formed in September. In the meantime, Virginia will be providing the Board with some additional information at the next board meeting.

### **IV. Standing items**

- Given time constraints, remaining items were deferred until the next meeting.

### **IV. New Business**

- No new items noted

### **V. Adjournment**

- Meeting adjourned at 9:16PM.

### **VI. Next Meeting**

Next Board meeting to be held on Monday, August 15, 2015 at 1:00PM to review the financial information.

Next regularly scheduled Board meeting to be held Monday, September 26, 2016 at 7:00 PM