

**NS SPCA Provincial Board of Directors Meeting
September 25, 2017
Minutes**

Elected Board	Present	Regional Directors	Present	Appointed Reps	Present
Jim Kochanoff (C)	X	Halifax & Lunenburg Region (David Phillips)	X	Barry McCarthy (DNR)	NN
Charl du Plooy (T)	X	Kings Region (Lynne Riguse)	X	Dr. Jennifer MacKay (NSVMA)	X
Sarah Oliver (VC)	X	Yarmouth Region (Jill Grafton)	X	No member at this time (NSE)	N/A
Judy Layne	X	Cumberland & Colchester Region (Leah McDonald)	X	Staff Reps *	Present
Cara Boston	X	Antigonish Region (Linda Williams)	NN	Elizabeth Murphy (CEO)*	X
Jessie Irving	X			Karen DeWolfe (Controller)*	N/A
Virginia Jones	X				

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

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

II. Confirmation & Approval of Agenda and Past Minutes

- Items to add relate to the marketing and branding promotion information that was circulated in advance of the meeting
- Noted that the financial information has not been included in this agenda but will be included in the next budget
- Jim motioned to accept the minutes of the past meeting as presented, Virginia seconded the motion

III. Business Arising

- **Marketing plan update – David and Elizabeth**
 - Elizabeth and David met after the previous meeting and discussed his skill set and potential for working with the NSSCPA marketing campaign
 - David noted some potential avenues to take from a marketing perspective and how to approach the messaging for the whole province
 - It was noted that a great idea might be a professional video to appropriately tell the NSSPCA story and convey the positive messaging we want to communicate
 - Discussed the potential targeting of the campaign and the opportunities for other aspects of social media
 - Next steps will be to discuss this at the strategic planning session and David will think about it in more detail over the coming weeks

- **Strategic Planning session**
 - Staff are currently gathering information and building the package to be circulated during the second week of October
 - Discussed the plan for the day that was circulated in advance of the meeting
 - Board members will be required to select which conversation they would like to participate in. Once the individual sessions are completed, everyone will come together as a group to discuss all the topics.

- **Cape Breton Investigation**
 - Discussions related to investigation from a number of years ago – currently no update to provide to the Board

- **Thrift store in the Valley**
 - This opportunity is another way for the NSSPCA to generate a recurring revenue stream
 - This is considered a high traffic area in the Valley with adequate exposure to the public. The store will be fully NSSPCA branded and run by the volunteers.
 - The community has been responding in a very positive manner.
 - The Board supported the plan to move forward looking at opportunities to open a third store in Cape Breton.

- **Friends of the SPCA update**
 - Groups that currently formed are working well together. There are several regions that are still in progress of forming or recruiting members.
 - The group that formed the former La Baie branch is no longer working with the NSSPCA however the NSSPCA currently holds the enforcement contract.
 - There is some work that needs to be done at a number of branches to ensure that everyone knows their roles and the appropriate processes for the NSSPCA.
 - Discussed the financial controls in place at the various locations and the steps that need to be taken in order to ensure the appropriate procedures are in place.

IV. Standing Items

- **CEO Report (Elizabeth)**
 - To be deferred to the next meeting
- **Investment Committee update (Cara)**
 - To be deferred to the next meeting
- **Development and Communications Committee update (Cara)**
 - To be deferred to the next meeting
- **In-camera**
 - To be deferred to the next meeting

V New Business

- No items noted.

VI. Next Meeting

- Next meeting to be held: Strategic Planning session Saturday, October 28, 2017.

VII. Adjournment

- Meeting adjourned at 9:03PM.