

COMMUNITY FUND OF NORTH KOOTENAY LAKE

Board Meeting on Tuesday, July 10, 2018 at 7:00 p.m.
Joe Johnston's home in Lardeau

Present: Honora Cooper, President; Catherine Whitehead Vice President; Barney Gilmore, Secretary; Aiko Jackson, Treasurer, Peter Jonker and Joe Johnston

Regrets: David Stewart, Past President;

The meeting was convened: at 7:06 p.m. by Honora

Approval of the Agenda: Moved by Joe. **Approved**

Approval of Minutes of May 24th: Moved by Peter. **Approved**

Confirming Board Officers. All last year's officers agreed to serve for the coming year. Moved by Barney to retain last years officers. **Approved**

REPORTS:

Treasurer's report & donations received: Aiko reported that as of our last meeting date our CFNCLS balance stood at \$3,990.43. Since then we have received donations of \$461.78, and also 4 cents interest on our account. Expenditures have amounted to \$192.38 for advertising plus \$60 for printing. We returned surplus grant money to Osprey, paid first to us, in a total of \$1,475.43. Our closing balance as of this meeting date is \$2,803.19.

Our Treasure Hunt account started at \$844.45 and grew over the course of the Hunt period to a total of \$2,070.58. From this account cheques were written to the Finder of the Treasure Box (Steve Fawcett) for 5% i.e \$103.53, and to his designated charity, the Kootenay Lake Historical Society, for 95% i.e. \$1,967.05. Thus, this year's Treasure Hunt account is now empty.

Aiko moved approval of this report. **Approved.**

CORRESPONDENCE: We received a note of thanks from the Columbia Basin Environmental Education Network for the grant of \$1,000 that we mailed to them in support of their Wild Voices for Kids program in our area. We also received a fine photograph of one of the Concerts In Care performances at the local hospital care facility.

BUSINESS ARISING FROM THE MINUTES:

Treasure Hunt status update. Barney reported that he had two concerns about this year's Treasure Hunt. Firstly, the number of Registered Treasure Hunters (receiving 12 to 36 hours advance notice of forthcoming clues) dropped from 12 in 2017 to just one this year. And secondly, the number of daily visits to the Treasure Hunt website generally, and to the Clues page particularly, was very low prior to (and after) the third week of the hunt, in contrast to last years web visits. It would appear that hunter interest was much reduced this year, at least until the final clues were posted.

In the discussion that followed, some evidence was shared that there may have been some wider community interest in the hunt than we were generally aware of. Barney reported that he had feedback that no one was much interested until a localizing clue or two were recognized, and these clues came late in the month. (As they had the first year too.) It was suggested by this year's Finder and his team that it might create more interest and competition among hunters if all the clues came out at once (presumably on the TH website) or came out in three closely-spaced batches, with heavy publicity the week prior. This raised the issue of to what extent publishing clues in Pennywise was needed, effective, and appreciated. (Two Board members said that when a quick search for the clues in Pennywise failed to be successful, they did not wish or bother to look more closely for those clues.) Apparently too,

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some people went looking for the clues on the CFNKLS website and found no link to the Treasure Hunt website. This we should remedy before any next Hunt.

Barney reported that growing the Treasure Fund this year occurred rather later in the month, and so if clues come out in a shorter period of days we will also need to solicit donations to the fund starting earlier than was done this year.

Tina (the ED at Osprey) confirmed to Barney that while there is likely no problem offering donors charitable tax receipts for any flow-through donations to the Youth Philanthropy Fund made to Osprey, a similar offer, for Treasure Fund donations, presents Osprey and CFNKLS with at least two problems. First, it appears that only 95% of each donation goes to a charity, but 5% does not. Osprey is reluctant to write receipts for less than the donated amount. Secondly, if tax receipts are offered to donors, no such receipt can be offered to the Finder by the recipient charity for "his" or "her" donation to that charity. We will need to decide if we want the Finder to have the "donation" benefit, or if we want to reword any description of the 5% prize for the Finder, and fund it independently from any donations to and through Osprey.

We will need to clarify a timeline, and any changed policies for a 2019 Treasure Hunt, starting in December or January.

Youth Philanthropy Project status update. Joe reported on his contacts to date with Dan Rude and Meleana at the school, in connection with nominations for the YP recognition. Additional publicity through Pennywise and the Valley Voice is contemplated. Also on other venues like the community page on Facebook. Nominations may have to be winnowed down if the nomination letters come with little "evidence" to support the nomination. We do need to make clear what information (evidence) is needed in support of Youth nomination letters. The party that is envisioned for the nominees, and their selection of a recipient charity or charities (a number to be specified) must not get too large. Currently Joe does not envision those writing nomination letters being included in the celebration of the youth selected for this honour. It was agreed that youth can nominate one of their peers. It isn't just adults that should be asked to consider nominees.

Report on the Osprey Affiliates meeting. Honora prepared a printed report of this June 2nd meeting, a copy of which was circulated and summarized by her at this meeting.

Honora also attended a Vancouver Foundation event on June 20th and 21st held in partnership with the Circle on Philanthropy and Aboriginal Peoples. It was very interesting and emphasized the existing need for more recognition of the aboriginal groups on whose traditional lands we dwell and vacation.

Honora also mentioned upcoming events in October for B.C. and Columbia Basin foundations. CBT has the ability to make event publicity buttons if we wish. And Osprey has a video that can be used in presentations to potential donors and financial advisors. CBT also offers web security advice.

Catherine will try to attend the B.C. Community Foundations annual meeting hosted by the Vancouver Foundation, to be held October 10th and 11th in Vancouver.

Report on the Valley Voice two-page spread on CFs . This publicity will appear this week, and some requested changes have been included.

NEW BUSINESS:

OSPREY receipts for future Flow-Through T- Hunt and Youth Philanthropy donations. This information was introduced by Barney (see above) in connection with the Treasure Hunt discussion.

CBT Marketing Campaign for CF's Joe summarized some further developments with the "Foundations Project" at the CBT (Columbia Basin Trust). So far this has largely been carried on by email and web-based communications under the supervision of Stephen Harris. CBT is planning to

offer basic brochures for use by local CFs, templates for media publicity and advertisements, and materials for use by financial planners and advisors.

Further Clarifying our Grant Application form. Our grant application forms seem to be fine currently. But we do require final reports to be written for archival purposes and reports need to be clear how the grant money was spent.

Next Board Meeting Scheduled: At the Whitehead home, at 5:15 p.m. on Thursday September 13th

Adjournment: 8:17 p.m.

Barney Gilmore
CFNCLS Secretary