

Date: January 20, 2021

Time: 5:00pm

Place: 466 George St.-Multi-purpose Room
via Zoom

| BOARD MINUTES | |
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| Present: Roger Hardy, via Zoom: Valdis Cuvaldin, Drew Merrett, Mary Reader, John Lyons, Paul Forget, Sandra Hamilton, Jim Shipley, Keely Jacox, Caroline Monsell, Krystina Cunnington, Jessica Drover, Heather Temple | |
| Staff Participants: Mark Graham, Linda Saunders, CJ Pudsey, Karen Wolff | |
| Regrets: | |
| Guest(s): Jack Veitch, Manager of Community Engagement and Education | |
| Chair: Valdis Cuvaldin | Recorder: Karen Wolff, Executive Administrative Assistant |
| Co-Chair: | |
| Item / Topic | Discussion / Decision / Action / Motion |
| Welcome and Introductions | |
| 1. Call to Order | <ul style="list-style-type: none"> Call to order at 5:05pm. Quorum met. |
| 2. Declaration of Conflict | <ul style="list-style-type: none"> None expressed. |
| 3. Approval of January 20, 2021 Agenda | <p>Motion: To approve the January 20, 2021 agenda as presented.</p> <p>Moved: Roger Hardy</p> <p>Seconded: Mary Reader</p> <p>Carried</p> |
| 4. Board Volunteer Hours | <ul style="list-style-type: none"> Board volunteer hours collected. Caroline Monsell (5), Drew Merrett (8), Heather Temple (6), Jessica Drover (5), Jim Shipley (10), John Lyons (12), Keely Jacox (3), Krystina Cunnington (4), Mary Reader (7), Paul Forget (5), Roger Hardy (4), Sandra Hamilton (3), Valdis Cuvaldin (15) |
| Quality Improvement- Program Presentation | |
| 5. Community Engagement and Education | <ul style="list-style-type: none"> Jack Veitch, Manager of Community Engagement and Education presented a Quality Improvement PowerPoint presentation highlighting the following: Jack has been with CMHA HKPR for (14) years, including (7) years in the Community Engagement and Education program. Community Engagement and Education Team has two core functions: fund development and the delivery of mental health education. Positive community engagement and public support with external and internal partners lead to a stronger revenue base through donations, grants and certificate training. As Program Manager, Jack provides direction and support to the Communications and Community |



Relations Specialist and the Health Promoter.

- Reviewed Program funding received (i.e. United Way, Donations, Training Revenue). United Way has agreed to another 5-year term.
- The Health Promoter position is primarily paid through United Way.
- Identified Program successes as follows:
 1. Shifted seamlessly into virtual education delivery (haven't been in person since March 3, 2020)
 2. Media Coverage
 3. RBC National Training Partnership
 4. Safely orchestrated in-person fundraising events
 5. Virtual Billboards
- Due to COVID, unable to virtually teach the following courses:
 - Mental Health First Aid
 - Applied Suicide Interventions Skills Training
 - safeTALK
 - Living Life to the Full
- Reviewed training income adjustments due to COVID. Overall gross income is down by an estimated 75%, but gross profit margins grew by about 45%-54% because there is no mileage expense/travel time expense or fees for multiple trainers.
- Due to the pandemic, media coverage is up 100%. The highest it has been in CMHA HKPR history in all areas (i.e. newspaper, radio, television and other).
- CMHA Ontario's Director of Mental Health Works reached out to CMHA HKPR/Jack Veitch to fulfill his duties as he was deployed back into active duty with the Canadian Military. Several opportunities arose by covering this role, including the RBC National Training Partnership.
- The RBC training is hosted by regions of RBC across Canada.
- Trainings often attended by leadership, human resource or management staff. Recent training sessions have developed into 9 different areas/regions. Over 1000 attendees across Canada from all 10 provinces, including two territories.
- Jack has been seconded one day per week to RBC until September 2021 to provide continued support to CMHA Ontario and their Mental Health Works program.
- Reviewed the following safely orchestrated and successful fundraising events as follows:
 1. Great Canadian Giving Challenge - \$23,000 (\$20,000 from Herod Financial Services)
 2. Quality Construction and Renovation Golf Tournament - \$18,500
 3. Friday Night Lights Virtual Auction and Video Campaign - \$17,000
 4. Anonymous and generous donation received for the Assertive Outreach for Suicide Prevention (AOSP) and public education - \$100,000
- CMHA HKPR recently partnered with Movingmedia Canada Inc. to share messages of knowledge, hope



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| | <p>and belonging via (8) digital billboards throughout Peterborough, Lakefield and the Kawartha Lakes with potential to expand to Durham region.</p> <ul style="list-style-type: none"> • Planning for virtual Ride Don't Hide event in June, 2021. • Discussed how to maximize current Quality Improvement endeavours surrounding Advertising budgets, Advertising value and Advertising Decision Making Hierarchy. • Biggest return on advertising is through television. • Identified overall challenges and lessons learned when advertising. • A Question and Answer Period followed |
| <p>6. Board Discussion on Q.I. Program Presentation</p> | <ul style="list-style-type: none"> • Jack represents well on local news. • Virtual training/presentations will become a permanent platform post COVID-19. • The virtual Mental Health First Aid training is successful. • Looking to improve and include more complex training plans. • With COVID going into the fall, the number of requests for Mental Health First Aid training will increase. • Board members congratulated Jack on the new RBC partnership(s) and hope for continued growth/partnerships. • Board impressed with the digital billboards contract, with Movingmedia Canada, in getting out CMHA HKPR's message especially to those who may not have access to internet. |
| <p>7. Consent Agenda Acceptance a) Board Minutes from December 16, 2020 b) CEO Report</p> | <p>Motion: To accept the December 16, 2020 board minutes as presented in the Consent Agenda. Moved: Mary Reader Seconded: Heather Temple Carried</p> |
| <p>8. Item(s) Extracted from the Consent Agenda:</p> | <ul style="list-style-type: none"> • The Strategic Plan update will be discussed further IN Camera p/Valdis. |
| <p>9. Monthly Financial Report a) Statement of Revenue & Expense – Ministry Funded b) Statement of Revenue & Expense – Other Funded c) Statement of Revenue & Expense – Community Engagement</p> | <ul style="list-style-type: none"> • Heather Temple reviewed the following financial statements with board members: • Statement of Revenue & Expense – Ministry Funded • Statement of Revenue & Expense – Other Funded • Statement of Revenue & Expense – Community Engagement • Financial Report – (Narrative) – April 1, 2020 to December 31, 2020 • CMHA HKPR is awaiting permission from the CE LHIN to use surplus dollars for our required I.T. modernization plan. |



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| <p>d) Financial Report (Narrative) April 1, 2020 to December 31, 2020</p> | <p>Motion: To accept the above-noted Statements of Revenue & Expense and Financial Report for month ending December 31, 2020. Moved: John Lyons Seconded: Sandra Hamilton Carried</p> |
| <p>10. Urgent Matter</p> | <ul style="list-style-type: none"> • None |
| <p>Business Arising</p> | |
| <p>11. a) Governance Self-Assessment Update re: CEO Job Description i) Competency Matrix ii) Form A-Goals iii) Form B-Performance Appraisal</p> | <ul style="list-style-type: none"> • CJ reviewed CEO Job Description, Competency Matrix, Form A and Form B with board members. • CJ indicated that the CEO job description is current. • CJ identified that CMHA HKPR’s Competency Matrix is a useful tool to map core work-related competencies and core emotional and social competencies that can be used for measuring the CEO’s performance objectives. • Employee goals (Form A) are scheduled to be reviewed every year. • Per Mark, the Employee Performance Appraisal Report (Form B) should be completed by the board. • Board discussed CEO Job Performance Appraisal and asked to have past CEO appraisal sent out to the board for review. • Mark suggested having the CEO appraisal completed by April or May 2021. • Considerations for further review: <ol style="list-style-type: none"> 1. Form A to be conducted annually 2. Form B to be reviewed in accordance with the Accreditation cycle? (which is changing from every (4) years to a continuing assessment program that is being transitioned during the next (3) years) 3. Defer development of CEO plan, and discussion of Form A and Form B to the February 17, 2021 board meeting. <p>Action: Karen and/or Mark to send Mark’s previous performance appraisal to Valdis, along with the Executive Committee structure, two performance-related Accreditation Standards and related CEO performance documentation.</p> <p>Action: Place CEO Job Description/Goals/Performance Appraisal (for further review) on the February 17, 2021 board agenda, under Business Arising.</p> |
| <p>New Business</p> | |
| <p>12. a) (3) Annual Board Evaluations on Survey Monkey – Board President</p> | <ul style="list-style-type: none"> • Valdis reviewed the following (3) Annual Board Evaluations, with no required changes upon his review: <ul style="list-style-type: none"> - Board President Performance - Director Self-Evaluation |



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| Performance/Director Self-Evaluation/Board Meeting Evaluation | <ul style="list-style-type: none">- Board Meeting Evaluation• Karen will post board evaluations on Survey Monkey for board members to complete during the month of February. Results will be reported at the March 17, 2021 board meeting. |
| 12. b) Balanced Scorecard – Q3 (October 1-December 31, 2020) | <ul style="list-style-type: none">• CJ reviewed the Q3 – (October 1-December 31, 2020) Balanced Scorecard with board members.• Year-to-date Retention Rate is good.• Clarified Client Incident numbers. Incidents primarily related to (3) events with multiple staff. Made number look higher than normal.• No ‘Staff Lost Time’ <p>Motion: To receive the Q3 (October 1-December 31, 2020) Balanced Scorecard as presented. Moved: Jim Shipley Seconded: Mary Reader Carried</p> |
| Correspondence | |
| 13. a) HIROC – 2021 Liability and Crime Insurance Renewal | <ul style="list-style-type: none">• Mark reviewed the 2021 HIROC Liability and Crime Insurance Renewal for CMHA HKPR.• Mark assured that the board’s insurance is covered, along with Cyber insurance which covers financial losses in the event of data breaches or other cyber events.• Agency may be looking at an insurance increase of 2.7% - 3.0%, which is manageable p/Mark. |
| 13. b) COVID-19 Wave III – MH & A Emergency Funding | <ul style="list-style-type: none">• CE LHIN issued Wave III COVID-19 Emergency Funding for Community Mental Health & Addictions in the amount of \$623,000.• CMHA HKPR is entitled to \$148,590, which will be used for I.T, laptops, phones, sim cards, additional PPE equipment, biohazard removal and transportation.• CMHA HKPR is responsible for the delegation of the remaining funds to partnering community agencies as agreed upon. Notices have been sent out. <p>Motion: To receive the above-noted Correspondence items as presented. Moved: Mary Reader Seconded: Drew Merrett Carried</p> |
| In Camera Session | |
| 14. a) IN Camera Agenda (under separate cover) | <p>Motion: To move ‘In Camera’ Moved: Paul Forget Seconded: Heather Temple Carried</p> |



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| | <p>Rise & Report: No report Moved: Drew Merrett Seconded: John Lyons Carried</p> <p>Motion: To move 'Out of Camera' Moved: Drew Merrett Seconded: John Lyons Carried</p> |
| Anything Else: | |
| 15. Round Table Discussions | <ul style="list-style-type: none">• Jim Shipley, as an Ethics Committee member and upon his address to the board, 'Ethics Update' will now be a standing agenda item on the board's agenda. |
| 16. Adjournment | <p>Motion: To adjourn at 8:00pm Moved: Paul Forget Seconded: Caroline Monsell Carried</p> |