

June 2023 Board Meeting Minutes

Meeting called to order, June 19, 4 pm PST

In attendance virtually:

Kieren Britton - Board Chair

Kristine O'Reilly - Director of Scholarships

Jill Patrick - Grants Director

Christina Radvak - Director of Partnerships

Land acknowledgement provided by Kieren

Review of teams

Review of General Map

General:

- What is everyone's dreams with the foundation?
 - Do we want to apply for grants to bring on a paid team?
 - How big do we want this to grow team wise?
 - What does your dream role look like?
 - Who would we pay for their time and how?
- Bylaws
 - Max time with the foundation? 6 years to be sure we don't get a "stuck" or "group think" mindset?
 - Set up as both a governance and operational board?

Scholarships:

- Can we get headshots of the recipients by end of the month? - or a shot of them outside
 - Can we use their "why" or have them write a new one? - why they love the outdoors? What scholarship means to them? What course they want to pursue?
 - Will be possible for some of them, possibly not all of them
 - Kristine out of service for a week - Kieren can contact recipients on Kristine's behalf as she was cc'd on every email with recipients
- Where does the money need to go and by when?
 - Right now we only have one individual who has purchased their course that we need to reimburse
 - Course providers have been contacted and told about who has received a scholarship - working on introductions, waiting for recipients to choose their course, then they will invoice us
 - Providers working on what they're offering for 23/24 season
 - Still a few people we need to follow up from - haven't heard back from first email

- Back and forth with a few other recipients to confirm details (especially around where courses will be happening)
- Potential for Kieren to visit Calgary and if that happens, will work on cheques together
- Course providers will probably prefer credit card payments for future invoices
- For next year, Christine will write up a one-pager and FAQ document that will accompany the recipient notices; this will help a lot
- Justice for the Leadership bursary
 - Very clear requirements for applicants (so we don't get offhand requests)
 - Justice - money where their mouth is

Fundraising:

- Insert brands into General Map
- Feeling like it's been a slow start but things are moving along!
- MEC
 - Meeting soon to discuss deliverables, workshops
 - \$20,000 in total
 - Kieren is working on the gear order, which will be less than \$5,000 (includes first aid)
 - Camp nights - MEC is going across Canada. Normally we would facilitate this tour and fundraise at; instead they've invited us to their camp days in Vancouver, Calgary, Toronto, Montreal - running a workshop on product knowledge. Want TLA to be a feature workshop on goal setting for your adventure (goal setting, limiting beliefs, biases, what you would need to make it a reality, packlists, info, etc.)
 - We owe MEC in-store events as part of our brand partnership
 - Can pull on some Chapter partners to do pop-up events
 - Kieren has connected with MEC to get these events going, but MEC hasn't has the bandwidth to do it yet
 - Wondering if Kieren flies out to Calgary or Toronto for the Camp Nights; who would pay for that? It's not in our budget
- Merrell
- Marketing, social posts are on to-do list
- Christina needs Kieren to help her take over these partnerships, expectations
 - Has started reaching out to different brands
 - Role is 2-faceted to work on
 - Encouraging Third-Party Fundraisers
 - Building out donor platforms
 - Create a goal for how many brands we work with
 - Reach out to brands and bring them on board
 - Make sure our teams are working on the deliverables - going off of the package for each partnership tier (i.e. IDEA Training from Kieren, social media with Brandy, giveaway, etc.)
 - Logo stickers of the partners so we can logofy our Chapter event flags

Name Change

- General across Website
- Instagram handle?
- Academy
- Build out a press release - Megan and Kieren to send out to blogs, journalists and contributors (Canada-wide)
 - Sub-list to target for a one-to-one interview or a bespoke article

Grants

- Catherine Donnelly - LOI Deadline: July 7
 - Civic Engagement for Social Change Initiatives
 - Education
- Max Bell Foundation - Asap
- Manulife / John Hancock - Asap
- Need to find a sponsoring charity to help us apply for funding
- Jill has been contacting Foundations to make connections before applying
- Also working on a “template” of answers and language for how we communicate who we are and what we do based on what we already have

Goals by the end of the year

- General completions:
 - Deliver scholarships
 - Feature scholarship recipients
 - Thank our partners in terms of their contract
 - Plan follow up with recipients for content

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 - How big do we want this to grow team wise?
 - What does your dream role look like?
 - Who would we pay for their time and how?
- Bylaws - review them before next meeting to make sure we are compliant with current requirements
 - Max time with the foundation? 6 years to be sure we don’t get a “stuck” or “group think” mindset?
 - Set up as both a governance and operational board?
 - 2026 - Kieren’s goal to be out of the operational role in the next few years; will always stay on as Founder
- Kieren meeting with Parks Canada soon - Isabelle Tremblay and Public Outreach and Education Team
 - Potential grant opportunities