

DRAFT Minutes of the Development Committee Meeting

July 13th 2017, 14:00 Eastern Time
Teleconference

Committee member attendance

Pierre Bélanger, chair
Terry Bursey, secretary
Gerry Munt, member

Regrets

Alex Freedman, member

Staff and guest in attendance

George Macey, Ex-Officio member
Charles Cirtwill, President & CEO
Samantha Angell, Senior advisor to the President & CEO
Amandine Martel, Senior Data Analyst

1. Call to order

Pierre called the meeting to order at 14:03 and declared that quorum existed.

2. Approve agenda

DC2017-006 *The Development Committee hereby approve the agenda.*

Moved by: Gerry Munt.

Seconded by: Terry Bursey.

Carried.

3. Review minutes of the April 13th 2017 meeting

Committee reviewed the minutes of the previous meeting.

DC2017-007 *The Development Committee hereby approve the minutes of the April 13th 2017 committee meeting as presented.*

Moved by: Terry Bursey.

Seconded by: Gerry Munt.

Carried.

4. Development Plan – Staff Update

a. Year four results summary

Charles reviewed the Institute development progress from May 2016 to April 2017. He pointed out that the goal for this year was to have the Northern Ontario Heritage Fund Corporation (NOHFC) representing less than 72% of total revenue and that the target was achieved and they represent a little

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under 71%. He mentioned that the goal for next year was to reduce the largest single contribution to 63% of the total revenue.

b. Year five target project

Charles reviewed the year 5 targets per project. NPI has worked with the auditors to assign expenses and revenues to project to allow for a better tracking and reporting.

Charles indicated that year 5 targets in the NOHFC category are already achieved. He also pointed out that in year 5, the growth is expected to originate from Foundations. The other revenue category with high expected growth is the 'Other Provincial' category, especially with the funding for internships that has been approved.

Charles indicated that for Northern Attraction, the goal was to get funding from federal sources to support either summer placements, or a community sponsor placement officer to facilitate settlement of migrants in a community (NPI would act as the peer reviewer and project assessor).

Charles noted that the Northern Ontario Data Consortium (NODC), although a young project is already covering its actual cost.

Finally, he added that these are budgeted figures, and that the hope is to get partners to help offset the NOHFC budgeted figures. For example, for Data 101, 8 workshops were conducted last year in partnership with the North Superior Workforce Planning Board – Your Local Employment Planning Council (NSWPB – LEPC). To continue and expand the project, NPI is now looking at a potential partnership with the Rural Ontario Institute (ROI).

Committee Members indicated that they would like a reference list of the 14 project names and their general purpose.

5. Update on partnerships

a. Réseau du Nord, MoCreebec, ROI

Charles gave a brief update on the Institute partnerships with the Réseau du Nord, MoCreebec, and the Rural Ontario Institute (ROI).

Partnerships with both Réseau du Nord and MoCreebec would be to allow them to buy time from NPI for the Institute to do the analysis they need as they don't have the capacity to do it internally. NPI would make available a cap amount of hours and partners would pay for what they use. NPI would also benefit from the data gathered and the research conducted in the Institute's other projects.

6. Update on New NOHFC ask

a. Review the ask

Charles indicated that the ask had been submitted and that NPI received a file number. The ask breaks down the money NPI is asking for and for which purpose. It also highlights that the money asked for is only for financing projects, not operations.

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The committee asked if there had been feedback from NOHFC. Charles indicated that informal feedback from both NOHFC and the ministry was positive, but that they had asked for clarifications. As a result, NPI will send 32 letters of support (from across the north, from and private and public entity, and from First Nation organizations), and the impact report.

b. Review supporting material

Charles presented the Business Plan, the impact report, and the letters of support for NPI to the Committee Members.

c. Discuss strategy for a “yes” – Board, Staff, Friends of NPI

The Committee discussed a strategy to reach out to the Board members of NOHFC. The NOHFC staff has encouraged NPI's Board members to contact the members on the board of NOHFC.

Pierre indicates that everything NPI has achieved for Northern Ontario and that the Institute is trying to reduce its dependency on NOHFC funding are very positive messages to bring to the board members of NOHFC. In addition, the impact report will be released next week, with a press release, and can be used as a kick off for Directors to start contacting NOHFC Board members. Charles indicated that NPI's staff would prepare a one page report for the Directors to use when they reach out to NOHFC Board members.

The Committee agreed on NOHFC Board members they would reach out to, and highlighted the names of the remaining members. They also agreed to send the list of names to all of NPI's Directors for them to volunteer and pick NOHFC Board members to contact.

The Committee members will also reach out to their fellow Directors to encourage them to step forward if they know an NOHFC Board member.

The hope is to coordinate efforts so that NOFHC would take a decision about the grant at their September Board meeting happening at the same time as the State of the North Conference, so that the decision could be announced at the end of the Conference.

7. Discussion of Committee role/Director role and activities in support of other development:

a. Board giving

Charles indicated that the 100% contribution target from Directors had not been reached yet. 100% of Directors promised they would donate, but they have not all contributed yet. He also pointed out that the average individual donation goal was 500\$ per Director, but that the actual average individual contribution was 750\$ per Director.

The Committee offered to send a letter to other Directors to invite them to donate, and make follow up calls if necessary.

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b. Identifying leads: Mandatory or voluntary?

Directors could help staff identify leads and contacts of individuals who might be interested in donating to NPI.

The Committee agreed to follow the same strategy than for the Board giving (letter and follow up from Directors). This would be another stage of Development activities, once the 100% Board giving target has been completed.

c. Types of leads: Corporate, Foundation, Government program, other?

NPI has purchased access to Metasoft System – Foundation Search, a database of donors, corporation and foundations who have ever given in Canada. This list will be used to identify targets for the next round of asks.

8. Discussion of committee report to the full board/any needed supporting material that should be attached to it.

The Committee requested that the letter inviting Directors to donate to NPI be attached to the Development Committee package as a reminder.

9. Reminder of upcoming meeting dates.

Committee members reviewed the schedule of upcoming meeting dates and declared no present conflicts.

10. Other business

Gerry mentioned that he would like to use his connexion with Lakehead University to further NPI's development. Charles indicated he could be provided with a list of professors involved with NPI (e.g. peer reviewer or potential authors) that he could use to propose contacts NPI might be interesting in reaching out to.

Charles indicated a new avenue the Institute is exploring around legacy giving. A common practice in Development is to have a bank organise an introductory session on legacy giving for a small group of interested individuals. The bank is paying for the session. Charles said that RBC was very enthusiastic about organising a session in Thunder Bay. If it is successful and if there is enough interest, similar events could be organised in other communities across the North. The Committee agreed that it was an interesting idea. Terry mentioned that this model has been used in Kenora for the hospital and that it has worked very well.

11. Adjourn meeting

DC2016-008 *The Development Committee hereby adjourns the meeting.*

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Moved by: Terry Bursey.

Seconded by: Gerry Munt.

Carried.

Meeting adjourned at 15:13 Eastern Time.