



**INFRASTRUCTURE STRATEGY TABLE MEETING**  
**Thursday, June 9, 2016**  
**9:30 a.m. – 11:30 a.m.**  
**The Common Roof (165 Ferris Lane, Barrie) Resource Room**  
**MINUTES**

**Attended:** Trevor McAlmont (Co-Chair), Brian Shelley (Co-Chair), Ken Edwards, Alison LaMantia, Anna Drexler, Sandra Cole, Julie McAlpine (Recorder)

**Regrets:** Lori Shirley

Item		Minutes	Motion/Action
1.	Welcome	Trevor welcomed everyone to the meeting.	
2.	Approval of Minutes April 14, 2016	The minutes of May 24, 2016, were approved.	
3.	Approval of the Agenda	The agenda was approved. Brian asked for an addition to the agenda under New Business for discussion of a building resilient youth initiative.	
4.	Updates: <ul style="list-style-type: none"> <li>• Secretariat Table</li> <li>• Council</li> </ul>	<p><b>Secretariat Table:</b>            Secretariat met prior to the last Infrastructure meeting; a Secretariat teleconference took place on May 24<sup>th</sup> and Sandra reviewed the two items from that meeting. A call for Vice Chair of the Coalition went out and Louise Paul stepped forward. There were no other expressions of interest. A unanimous decision was made at Secretariat to put Louise's name forward as Vice Chair of the Coalition.</p> <p>As New Path was making a presentation at the March 26 Council meeting on MOMH, it was requested an announcement be made prior to their presentation regarding the extension of the Purchased Service Agreement. The contract is going to Infrastructure for review, then Secretariat before being signed by John.</p> <p><b>Council:</b>            Carolyn Shoreman announced the Simcoe Muskoka District Health Unit was undergoing a reorganization. She has taken on new responsibilities but will continue to attend Council meetings.</p> <p>It was announced that Louise Paul stepped forward in response to the Call for Vice Chair to replace Phil as he moves into the Chair position.</p> <p>Starting September, Lori Shirley will become co chair of Infrastructure and , Stefanie Smith will become co-chair of the Planning Table.</p>	

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	<p>Melanie McLearn from Simcoe Muskoka Family Connexion is the new Advocacy Chair who will be sitting at Secretariat and ad hoc at Infrastructure.</p> <p>Two Hot Topic presentations took place, resulting in a packed agenda. The first presentation on Human Trafficking was excellent however, time did not allow for debriefing/questions. There was a lot of interest from members to continue this conversation and this item has been added to the June Secretariat agenda to follow up re next steps. The Infant Mental Health presentation was extremely informative and there was some opportunity for questions with a pretty fulsome discussion afterwards. Infrastructure members suggested only scheduling one Hot Topic in future. Sandra explained the situation was a result of the cancelled March Council meeting and the need to add Human Trafficking to the May agenda. Infant Mental Health had already been confirmed, resulting in two hot topics; which is not a usual occurrence.</p> <p>Members were reminded the deadline for awards/recognition nominations is June 30<sup>th</sup>. Nomination forms have been sent out.</p> <p>Liz McKeeman gave a MOMH presentation. Glen thanked the Coalition for their support and advised members of an extension to purchased services to proceed with this initiative. There was a recommendation to ask Secretariat for discussion on MOMH and where it fits in the Coalition; this has been added to the June Secretariat agenda. Liz also informally asked to be invited to attend the Secretariat retreat to inform discussion in relation to MOMH.</p> <p>Distribution List surveys were distributed to members present. Surveys will be sent out electronically to members who have not completed one.</p>	
<p>5.</p>	<p>Strategic Plan: Theme #4: Demonstrating Outcomes: Infrastructure Workplan</p> <ul style="list-style-type: none"> <li>• Communication Plan/Budget               <ul style="list-style-type: none"> <li>➢ Coalition Response to Special Awareness Days/Weeks</li> </ul> </li> </ul> <p><b>Strategic Plan: Theme #4: Demonstrating Outcomes: Infrastructure Workplan Communication Plan/Budget:</b> Alison provided an updated outline of the communication plan.</p> <p>The goal was to go through the report, prioritize tactics to identify phase 1 or 2 and allocate costs for Phase 1 tactics. When the budget was presented to Council, some members wanted to know what the costs would be and how the money would be allocated.</p> <p><u>Objectives:</u> The Objectives were reviewed and discussed. Based on feedback from previous research it was agreed to leave the first statement around building general awareness as an objective.</p>	

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	<p>Is another objective to increase Coalition membership or more input at Tables? If we want to increase engagement, membership might be one way to do that. There are different voices in the community missing from the Tables. We need to increase members and engage existing members more.</p> <p><u>Strategies:</u> All were in agreement with the Strategies identified.</p> <p><u>Tactics:</u></p> <p>Rebranding:</p> <ul style="list-style-type: none"> <li>• There will be a cost involved; funds could be allocated but still be second phase. Funds can be rolled over to next fiscal year in necessary.</li> <li>• Modernize look of the organization.</li> <li>• Earlier vs. later strategy.</li> <li>• Quote from graphic design company for a full rebrand: \$8000 (Toronto)</li> </ul> <p>Website Refresh:</p> <ul style="list-style-type: none"> <li>• Do at same time as rebrand.</li> <li>• Lots of money has been spent on the website over last few years.</li> <li>• Presentation and maintenance are key pieces.</li> <li>• Ken had 3 quotes last year for Catulpa from \$11-22,000.</li> <li>• Refresh from rebrand to a workable solution. Interim fix of some of the content now.</li> <li>• Estimate \$15,000 for refresh and templates. Alison will talk to local agencies to confirm pricing.</li> </ul> <p>Photographic library:</p> <ul style="list-style-type: none"> <li>• Phase 1.</li> <li>• gather photos from member agencies.</li> </ul> <p>Social Media:</p> <ul style="list-style-type: none"> <li>• 0 dollars required.</li> <li>• Remove Facebook from website for now.</li> </ul> <p>Speakers bureau:</p> <ul style="list-style-type: none"> <li>• Organizations could go to the Coalition website and search for a speaker. Provides added value to members. Highlights and provides access to local experts in the community.</li> <li>• Could have members upload the information.</li> <li>• Keep it to members only.</li> </ul>	<p>Alison to check with local companies for pricing on refresh of website.</p> <p>Julie to advise Mahendra to turn off FaceBook.</p>

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	<p>Template resource for committees:</p> <ul style="list-style-type: none"> <li>• Future phase</li> </ul> <p>New member recruitment package:</p> <ul style="list-style-type: none"> <li>• Phase 2</li> <li>• May be cost i.e. printing (minimal)</li> </ul> <p>Ongoing communication:</p> <ul style="list-style-type: none"> <li>• Members' report could be strategically shared to key stakeholders</li> </ul> <p>The goal of the communication plan is for members to get more benefit from the Coalition and understand it better.</p> <p>This is a great beginning to a comprehensive plan; a good discussion that will make conversation in the Fall easier. There are other questions we need to answer to determine the scope of work we need to do. This item will be tabled until the fall, once the discussion around Coalition structure has occurred this summer. The fixes to the website will solve some of the interim communication issues. Thanks were given to Alison for the amount of work she has done to move this forward.</p>	<p>Add Communication plan to September Infrastructure agenda.</p> <p>Alison's work on the communication plan to be noted at the June Secretariat meeting.</p>
6.	<p>Business Arising: Goal #2: b) Financial Stability</p> <ul style="list-style-type: none"> <li>• Financial Report</li> <li>• Member Dues Report</li> </ul> <p>Website Update</p> <p>Database Update</p> <p>Performance Management Tool</p> <p>Purchased Services Agreement between New Path and the Coalition YMCA/Coalition Memorandum of Understanding</p> <p>New Member Request-E3 Community Services</p> <p><b>Goal #2 b) Financial Stability</b> <b>Financial Report:</b> Ken sent out the financial report with member fees up to date, prior to the meeting. We are on line with the budget.</p> <p><b>Member Dues Report:</b> Member fees are catching up to the same period last year. Follow up with members regarding outstanding fees to take place.</p> <p><b>Website Update:</b> Sandra and Julie reviewed the new website created by Mahendra Patel from Catulpa and asked for input from Infrastructure.</p> <ul style="list-style-type: none"> <li>• Facebook and the member login will be turned off for now; future discussion around the need for a member login to take place.</li> <li>• 2015 election strategy is no longer required and can be removed</li> <li>• Add link to 211 under "Need Help"</li> <li>• Could not replicate scrolling list of members so have added a button to left side of page on new website. If we want scrolling, investigate cost to upgrade WordPress.</li> </ul> <p>Mahendra is following up with Iboza around hosting. Current hosting fees are \$40/month. Conversion to WordPress is less than the renewal of the license for Sitefinity.</p>	<p>Julie to follow up with members re outstanding membership fees end/June.</p>

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	<p>Going forward, will look at website content and improvements. Website update will be added to September's agenda to review what work was completed over the summer and for additional conversation to moving forward.</p> <p><b>Database Update:</b> Defer to next meeting.</p> <p><b>Performance Management Tool:</b> Defer to next meeting.</p> <p><b>Purchased Services Agreement between New Path and the Coalition:</b> The revised Agreement was reviewed.</p> <p>The following changes are to be made to the Agreement:</p> <ul style="list-style-type: none"> <li>• Period: change to March 31, 2018, from March 31, 2017.</li> <li>• Compensation: change wording to reflect, at the same rate of pay the Coalition purchased the services, and add the word "currently" held by Sandra Cole/Julie McAlpine".</li> <li>• Addition of a signature line for New Path Foundation</li> </ul> <p>Ken will request the changes to be made and will forward the revised document for signature.</p> <p>Sandra's contract with the Coalition expires June 23, 2016. It is recommended Sandra's current contract will be extended one month while awaiting the performance review.</p> <p><b>YMCA/Coalition Memorandum of Understanding:</b> Brian circulated a copy of last year's MoU for partnership between the YMCA and the Coalition for delivery of leadership training for review by members. The date is to be updated.</p> <p><b>Motion:</b> Moved by Alison LaMantia, seconded by Ken Edwards that, the Memorandum of Understanding between the YMCA and the CYFS Coalition be recommended for approval by Secretariat. All in favour, Brian Shelley abstained from the vote.</p> <p>Brian will present the MoU to Secretariat next week.</p> <p><b>New Member Request-E3 Community Services:</b> E3 Community Services submitted their Membership Application which was reviewed at today's meeting. E3 have already submitted their membership</p>	<p>Add Website Update to September agenda.</p> <p>Add Database Update and Performance Management Tool to next agenda.</p> <p>Ken to have changes made to contract for signature by John.</p> <p>Extension to Sandra's contract to be added to June Secretariat agenda.</p> <p>Add YMCA/Coalition MOU to June Secretariat agenda.</p>

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	<p>dues and signed the MoA. Members agreed E3 is a good fit with the Coalition.</p> <p><b>Motion:</b> Moved by Brian Shelley, seconded by Trevor McAlmont that, the acceptance of E3 Community Services application for membership be recommended to Secretariat. All in favour.</p> <p>It was noted that Infrastructure's Terms of Reference require revision. Add to September agenda.</p>	<p>Add E3 application for membership to June Secretariat agenda.</p> <p>Add Infrastructure's ToR to September agenda.</p>
7.	<p><b>New Business:</b></p> <ul style="list-style-type: none"> <li>• Members' Report: Chair's Report</li> <li>• Children and Youth Charter Brochure</li> </ul> <p><b>Members' Report – Chair's Report:</b> The articles to be included in the Members' Report are the Chair's Report, RBA report card, Coalition award winners, Statement of Operations, YMCA Leadership program and the Membership list. A success or leadership story(s) will also be included.</p> <p>The Members' Report will be presented for review at the September Infrastructure meeting.</p> <p><b>Children and Youth Charter Brochure:</b> There are only approximately 25 copies of the Charter brochure left. We will wait until we know what we are doing with the logo before we order any more.</p> <p><b>The Leading Edge:</b> Brian circulated copies of the Leading Edges brochure. They are looking for promotion of their camp experience. They are not members of the Coalition but this does align with our strategic direction of resiliency.</p> <p><b>Action:</b> The brochure will be sent out to Coalition members noting while this is not a coalition agency, it does align with our priority around resilience and wanted partner agencies to be aware of this opportunity. Brian will send the electronic version to Julie to share on weekly news and updates.</p> <p>Brian commented that this is Trevor's last meeting as co-chair and thanked Trevor for his leadership for the last two years. Trevor will be continuing as a member of this table. Brian also thanked everyone for their contributions to the table this past year.</p> <p>Meeting adjourned at 11:40a.m.</p>	<p>Add Members' Report to September Infrastructure agenda.</p> <p>Brian to email Julie brochure to send out to Coalition members.</p>

**Next Meeting: Thurs. September 8, 2016 - 9:30 – 11:30 a.m., Barrie Common Roof (165 Ferris Lane, Barrie) – Board Room**