

# 4-H FOUNDATION OF ALBERTA



## Board Meeting

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Alberta 4-H Centre  
Friday March 23, 2007

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### PRESENT:

Carole Tkach  
Pat Pringle  
Rosemarie Enslin

Maryanne Sandberg  
Ken Holmes  
Tim Church

Carol Arntzen  
Les Lyster  
Henry Wiegman

### CONFERENCE CALL:

Greg Hawkwood

Marie Logan

### STAFF:

Susann Stone

Bruce Banks

### Call Meeting to Order

Carole Tkach called the meeting to order at 2:10 pm

### Approve Agenda

**Motion 07-10** Moved by Maryanne Sandberg seconded by Pat Pringle that the Agenda be approved with additions.

**CARRIED**

### Adoption of Previous Minutes – December 15, 2006

**Motion 07-11** Moved by Carol Arntzen seconded by Maryanne Sandberg that the minutes be accepted as presented.

**CARRIED**

### Business Arising from the Minutes

#### Privacy Policy

The privacy policy is still in draft form.

### New Business

#### **Rural Development Fund Update**

Bruce Banks provided information on an application that was made to enhance our scholarship fund. We have been asked to resubmit another expression of interest for funding to assist our fund development efforts.

#### **4-H Future Strategy Workshop**

The Strategy Workshop recommendations were presented to the board. Several changes were recommended to take to the Alberta 4-H Partners meeting.

**Motion 07-12** Moved by Maryanne Sandberg seconded by Rosemarie Enslin that we take the 4-H Foundation recommendations to Alberta 4-H Partners meeting

**CARRIED**

### **By-Law Change**

- **Motion 07-13** Moved by Les Lyster seconded by Maryanne Sandberg to change the 1 year director term to a 2 year term.  
**CARRIED**
- **Motion 07-14** Moved by Ken Holmes seconded by Rosemarie Enslin that Greg Hawkwood is elected to a two year director term ending in April 2009.  
**CARRIED**

### **Business Plan**

A draft business will be presented at the July 2007 board meeting.

### **2007 Committee Appointments**

Board reviewed committee assignments

### **90/30 celebration**

Submitted by: Susann Stone

- It is time to celebrate 90/30! This will be the social event of 2007. 90/30 will be an opportunity for past, present, and future 4-H members to visit the Alberta 4-H Centre and have a leisurely week end with people that have the same interests- the oldest Youth program in Alberta.
- The past 4-H Hall of Fame inductees will be the theme and the honored guests. The Hall of Fame inductees showcase how the program has evolved and grew over the last 90 years.

### **Events**

- The 4-H Centre will be available for families and individuals to move in after 4:00pm Friday July 27, 2007 and will have to depart by 9:30am Sunday July 29. Dorm and Camping available.

#### **JULY 28, 2007**

- A casual day to mingle, visit tour and relax at the 4-H Centre.
  - Sign up activities run by Ambassadors/summer staff for youth in attendance
- Brunch will be served at 10:30 am
- Hall of Fame production held at 2:00pm (Done by a 4-H Club or group)
  - (This is a way to list the Hall of Fame Inductees and their accomplishments)
- Address from 3 partners at 3:00pm
- Early dinner at 4:00pm
- 7:30-8:30am Breakfast Sunday July 29
- Adult Cost \$25.00 overnight Cost \$20.00 Saturday only
- Member/Youth Cost \$20.00 overnight Cost \$15.00 Saturday only

### **Tony Lefebvre Memorial Scholarship**

- **Motion 07-15** Moved by Carol Tkach seconded by Carol Arntzen to withdraw motion **Motion 06-27** that the recommendation of creating a scholarship in memory of Tony Lefebvre be creating by transferring \$8500.00 from the Casino Fund to create an endowment.  
**CARRIED**
- **Motion 07-16** Moved by Ken Holmes seconded by Greg Hawkwood that a scholarship of \$500 per year for 5 years be created in memory of Tony Lefebvre  
**CARRIED**
- **Motion 07-17** Moved by Maryanne Sandberg seconded by Pat Pringle that a scholarship of \$500 per year for 5 years be created in memory of Norm Withers  
**CARRIED**

### **WPCA TARP**

- Rosemarie Enslin provided update regarding Tarp at Ponoka Stampede. This project will be used to get individuals involved. A total of \$10,000 will try to be raised from individuals. Should we not raise significant funds a chuckwagon tarp will not be purchases at the Ponoka Stampede.

#### **4-H Cruise**

- Maryanne Sandberg provided an update on the 2007 4-H cruise.
- Recommendations will be sent to Henry Wiegman and ITS Travel

#### **Finance**

##### **Financial statement**

**Motion 07-18** Moved by Carol Arntzen seconded by Rosemarie Enslin that the financial report be approved as presented.

**CARRIED**

#### **Bank Signing Authorities**

**Motion 07-19** Moved by Maryanne Sandberg seconded by Les Lyster that any two of Carole Tkach, Carol Arntzen, Bruce Banks, Henry Wiegman, Susann Stone and Bernie Park be authorized to sign cheques on behalf of the 4-H Foundation of Alberta

**CARRIED**

#### **Canadian 4-H Council Report**

Submitted By: Greg Hawkwood & Marie Logan

- Greg Hawkwood was on the Finance Committee call in January 2007. We discussed the proposed budget and passed it with some minor changes. The budget will be presented to the board for final approval.
- Judy Shaw has been acclaimed for the position of President-Elect. The closing date for receiving ballots for the director election is March 21, 2007. Greg Hawkwood has applied to a 2-year term as director. Bob McCauley will become President elect and Marie Logan will become Past President at the May 2007 annual general meeting.
- The Board of Directors, at the November meeting, approved a motion to move our board from an operational to visionary board. The Executive Committee has been working on developing a Policy Governance Model. This model will allow the board to focus on strategic visioning and planning. This is a significant change and input is needed at the workshop on May 24 from 1:00 – 5:00. An update will be given to the membership at the AGM on May 25, 2007.
- There will be a short presentation on Make Your Escape brand awareness campaign. PSA's were sent to more than 220 radio stations across Canada. Encourage your local stations to play them.
- 4-H has been well represented at the APF Next Generation round 1 and round 2 forums. This is joint federal provincial agricultural policy framework and funding agreement.

#### **Alberta 4-H Council Report**

Submitted by Maryanne Sandberg

The Alberta 4-H Council held its meeting on November 25, 2006 at the Alberta 4-H Center. All regions were represented at the meeting. John Tackaberry, Director, Community and Business Programs, Alberta Agriculture, Food and Rural Development also attended the meeting. John spoke on how thrilled he was to be back again in the ranks of 4-H.

- In the correspondence, a letter was received stating that Ag. Societies have added Senior Member's conference to their list of approved programs.
- The change of registration timing to September was positive with only one region remaining to pay at the time of this meeting.
- There were three nominations for the Golden Clover Award and Council made their choice. Winners will be announced Friday, January 12, 2007 at Leaders Conference.
- Council approved policy 8.01.
- New vests were purchased as a group for all Alberta 4-H Council reps, with council members paying 50% of the cost.
- Casino update- nothing to report at the present time, we are hoping to get a casino sometime in the next year.

- 90<sup>th</sup> anniversary update- Strategic planning will help us enter into the next decade of 4-H. A Strategic Planning meeting is scheduled for January 12, 2007 in Leduc to help project a future direction
- 4-H can take. The Foundation will be launching \$90 for 90 years for the Legacy Fund. There will also be a 4-H promotion campaign running during the summer in Alberta. This campaign will be run by 4-H members who are willing to travel around the province attending rural events to show what 4-H is all about. Encana who has kindly donated \$90,000 towards the program funds this. Also there is a 4-H cruise underway for anyone interested through ITS Travel. The 4-H Branch is developing a logo for the 90<sup>th</sup> year as well.
- Harvest Gala was enjoyed immensely by those who attended, and the ambassadors reported that it was an excellent opportunity for them, too.
- The Risk Management Manual was discussed and some updates and condensing is still required.
- The Alberta 4-H Council handbook will remain as is.
- The Ag Initiatives Grant proposals was discussed at length with a decision to come at the next meeting. The committee presented three options for Council members to choose from.
- Marie Logan spoke on the Rural Alberta Development Fund and perhaps some long-term development for 4-H.
- Sherry Howey, vice-president of Alberta 4-H Council, reported on the meeting held with Minister Horner. It was felt that the meeting was very positive and that after our Strategic planning sessions we set up another meeting with the Minister to discuss our future plans. Criminal record checks were also a concern discussed with the Minister and 4-H in general.
- Leader Screening is causing some concern in a couple of regions and some suggestions were made to help alleviate the problems.
- Policies 7.03 and 7.05 were looked at and discussion was held on the changes being looked at.
- Marguerite and Marie reported on Canadian 4-H Council and wanted everyone to watch for the new Brand Campaign ads to be shown on T.V. soon.
- BAC did not have a report for council but Maryanne was at the BUD conference and reported and that there is some strategic planning going on here as well.
- The Alberta 4-H Hall of Fame winners were Colleen and Bernie Prefontaine.
- Ellen reported that the Japanese exchanges went well and that she is willing to work on exchanges to anywhere if groups are interested.
- The Alberta 4-H Council Objects & Bylaws were received by all for reference.
- The Leaders' Conference Committee proposed their theme and all Council members be advised to come prepared to the Conference with their costumes and supplies.

## Alberta 4-H Branch Report

Submitted by Henry Wiegman

- Leaders Conference at the Nisku Inn turned out to be a very successful event. Challenges were overcome re the utilization of a different facility and overall session evaluations were extremely positive. The odds right now are that we will be returning to our previous location for the 2008 conference – which will be hosted by the 4-H Partners.
- Strategic Planning sessions during the quarter were positive. Commonality is evident regarding the direction our program needs to go. Draft documents are being reviewed by the partners. The resulting document will give direction to the overall program.
- The external credit school promotion program which has received considerable staff resources in the last year was launched this quarter – entitled – Quick Start. Initial reaction from school boards and teachers is very positive. Work will continue over the next year to ensure that momentum achieved is not lost.
- In the administration sector – 4-H Branch Budgets were over 100% expended (with permission). At the end of the budget year due to financial pressures one support staff position in Edmonton that was funded from Agriculture and Food dollars was terminated. Support in the upcoming year, financial wise for a partial replacement of this role will be drawn from our 4-H Member and Leader Program Trust.
- Support from our program's core supporter Alberta Agriculture and Food remains strategic and significant - our branch budget has received a three per cent increase in anticipation of cost of living staff costing set to occur in the new year.
- We did experience a bit of governance turmoil in the last four months – as a branch being informed that we **had**, then **may**, then that we were **not** being moved to Employment Immigration and Industry. A

special thank you to some governance veterans like John Tackaberry, Brad Haddrell for pleading the case for 4-H to remain with AF. Our staff continued performing job responsibilities in a professional manner during this time frame.

- The Branch with John Tackaberry as Director is now located in the Organization Effective and Rural Services Sector – Rural Community and Leadership Division
- Program planning is well underway for spring and summer events. Budgets for individual programs and activities have been approved and staff are challenged to utilize both financial and human capital resources wisely. Staff did an excellent job overall last year in following program budgets.
- With generous support from EnCana – Alberta 4-H will be conducting a marketing and promotion tour through out strategic locations in rural Alberta this summer. Under the direction of Vanessa Goodman – two teams of summer staff will be out promoting 4-H.

## Management Report

Submitted by Bruce Banks

### ALBERTA 4-H CENTRE

Bookings at the Alberta 4-H Centre as of March 15, 2007 are:

January 2007.....	04 Days
February 2007 .....	10 Days
March 2007 .....	20 Days
April 2007 .....	17 Days
May 2007 .....	27 Days
June 2007.....	29 Days

#### Operations activities have included:

- ✓ Shoveling and plowing plenty of snow.
- ✓ Improve the storage of bedding packages.
- ✓ Paint lower Lodge.
- ✓ Food Safety training for Food Service staff.
- ✓ Ongoing site maintenance.

We would like to announce the hiring of a new Maintenance & Site Manager, Keith Burmaster. Keith will report to Bernie Park. Until April Keith is working 3 days per week. In April once the snow is gone Keith will increase to full time hours until at least the Fall.

We now have all our food service staff in place for the summer. We are still looking for someone to assist with dorm cleaning and assisting with site maintenance. These positions will be a challenge to fill with the current shortage of potential staff in the area.

### FINANCE AND ADMINISTRATION

- ✓ Leaders Conference which was attended by Bruce Banks, Susann Stone, Catherine Leonard, and Andrea McFadden was successful with souvenir sales totalling \$12,650. The new souvenirs have been very popular. Clothing is available by order only; we do not have clothing in stock. Order deadlines are in place and orders from our office will be placed with the supplier after that deadline. Information can be found on the website.
- ✓ All the sponsor funds have been disbursed to the regions, districts and clubs. The new system of disbursing these funds will reduce our administration work load. With the new system all the cheques are issued in a short time frame instead of being spread over the entire year. We are looking for any ideas to assist with streamlining the system further.
- ✓ The 2007 4-H tire recycling fall collection will operate from April 20 – June 30. Since this project has gone province wide Alberta 4-H has collected \$115,143 worth of tires.

- ✓ The 2007 Alberta 4-H Scholarship application is currently posted on [www.4h.ab.ca](http://www.4h.ab.ca) for applicants to download. There is any problems with downloading be sure to contact the 4-H Foundation. In 2006 we issued 169 scholarships and bursaries totalling \$187,645. These funds were contributions through the Alberta 4-H Scholarship fund (provincial, regions and districts), Healy Estate Fund and Leaders in Agriculture.
- ✓ EnCana has graciously purchased 1 minute "4-H Focus" to be aired each night the WPCA Dodge Pro Tour is broadcast on the Chuckwagon Radio Network. One Member and One leader have been selected for each of the tour locations. They are to draft a script showcasing 4-H in their area, 90<sup>th</sup> anniversary and their 4-H highlight. The member and leaders are to be creative and focus on one topic to attract new member and leaders to the program. Thanks EnCana
- ✓ Kaite Johnson has been hired to fill the position of the WPCA Merchandise coordinator. Katie is enthusiastic and a past 4-H member of the Delburne Area.
- ✓ The WPCA 4-H Mentorship Program is running again this summer. The screening package has been sent to the WPCA office to be distributed to the drivers at their annual meeting. The deadline for 4-H members to apply for the program is April 20, 2007. They are to submit an essay 300-500 words outlining why they should be selected, their horse experience and 4-H experience. We are receiving essays already and anticipating a lot of interest.
- ✓ Alberta 4-H members will once again be hosting EnCana BBQ's at Medicine Hat, Lethbridge, Ponoka, Drumheller, Strathmore and Red Deer. British Columbia 4-H members will host the Dawson Creek BBQ. These BBQ's are held in conjunction with the WPCA tour stop in each of the communities.
- ✓ Dectomax Container Recycling Program is on April 7<sup>th</sup>, there are approx 24 club registered.

### **SCHOOL PROGRAMMING**

- ✓ We are getting booking from schools for the May and June 2007 summer Outdoor Adventure programs.
- ✓ Lucas Grover has been hired to assist with the Outdoor Adventure Program during May and June. Additional assistance will come from the 4-H Summer camping staff assigned to Airdrie during May & June. Lucas will then work with the 4-H summer camps for July and August.

### **MARKETING AND PROMOTION**

- ✓ The \$90 for 90 years campaign has been successful to date. As of February 28 we have received \$25,847 in contributions. Please check the website on a regular basis for a list of donors.
- ✓ EnCana has agreed to be the exclusive sponsor of the 2007 Marketing campaign. The contribution was \$90,000.
- ✓ We were very well represented at the Strategic Planning session held in Leduc on January 12. Representing the Foundation were Carol Arntzen, Maryanne Sandberg, Ken Holmes, Marie Logan, Les Lyster, Susann Stone and Bruce Banks. Maryanne Sandberg and Bruce Banks represented the Foundation at the second Strategic Planning session held at the Alberta 4-H Centre on February 24.
- ✓ We have completed our application to Alberta's Promise and they want to put our 4-H members to work on April 23 in Calgary and May 1 in Edmonton during presentation ceremonies they are hosting.
- ✓ Bruce Banks provided a presentation at the annual Alberta Federation of REA's convention in Edmonton. Following the presentation we were provided with a cheque for \$4,000.00 from the South Peace REA. These funds we deposited into the Alberta 4-H Legacy Fund.

- ✓ Henry Wiegman and Bruce Banks re-submitted an expression of interest to Rural Alberta's Development Fund. The expression of interest is for funding to assist in developing our sponsorships and fund raising on behalf of Alberta 4-H.
- ✓ Bruce Banks has been working with John Tackaberry to get the Leaders in Agriculture program renewed. The program should be renewed for the 2007-08 academic year. There is very strong support within senior management at Alberta Agriculture & Food for this program to continue.
- ✓ Henry Wiegman and Bruce Banks have been providing maintenance to existing sponsors and working on proposals to new sponsors.
- ✓ We will be hosting the Canadian 4-H Council development workshop at the Alberta 4-H Centre from April 16 – 19.
- ✓ The toll free number has resulted in more clubs phoning to get fund raising or local sponsor idea suggestions. It has also resulted in very few calls left on the answering machine as leaders can now call from the office or during the day without incurring personal costs. The cost of this service is averaging \$75.00 per month.

**Next Meeting – July 28 5:00 pm**

### **Adjournment**

**Motion 07-20** Moved by Rosemarie Enslin that the meeting be adjourned at 5:05 pm